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MEMO

To: ACF Board of Trustees
From: Randy Royster, President & CEO
Date: February 7, 2024
Re: Great Grant Giveaway 2024 – Update

As the re-imagining of Great Grant Giveaway (“GGG”) continues, Staff will continue to provide updates on the progression of community conversations, corporate partner relations and other key elements.

Protecting the GGG Brand

Peacock & Associates has begun the process to trademark the “Great Grant Giveaway” name and logo. The application was submitted January 11, 2024, and can take up to 6-12 months to receive an official examination. Deborah Peacock is doing this work pro bono for the Foundation.

Corporate Partner Relations

Beginning in late 2023 Corporate Partners were informed about the GGG pause. The Corporate Partner benefit structure has been adapted to provide additional “pass through” grantmaking opportunities, ensuring those dollars formerly allocated to GGG are still having community benefit. Over the past five years, GGG Grantmaking has represented an average of 4% of total Foundation annual grantmaking, so we are doing all we can to ensure these funds provide a positive impact in the community.

Community Conversations

Community conversations to inform the future of GGG will begin in March 2023. Please save the date for **Tuesday, April 16, 2024 11:30am - 1:00pm** to engage in a specific community conversation for Trustees. A report on these community conversations will be produced by the Foundation by **May 2024**.

GGG and the Advancement Committee

The Advancement Committee will play an important role in providing feedback on the staff’s re-imagining of GGG, based on community feedback. We encourage Trustees to attend the Advancement Committee meetings if they are interested in that process. The full Board will be appropriately informed and engaged through this process.