



Think **BIG**

BLACK INVESTMENTS IN GREENSBORO EQUITY FUND

Why Give to BIG?

Investing in our community
for generations



What is BIG?

A strategic endowment for transformational change

The Black Investments in Greensboro (BIG) Equity Fund is an endowment with a bold vision to become an economic philanthropic powerhouse to transform the educational, health and well-being of the Black community.

As a Black initiated, Black led, and initially Black funded endowment, it is a timely, relevant and an important initiative. BIG's bold vision serves a dual purpose of addressing the disparities that exist in the Black community, while acknowledging the concerns of today's social justice movement.

With a \$3M target for the initial endowment, BIG is a sustainable vehicle for the Black community to create a multi-generational legacy that addresses issues of social justice and inequity.



Mission

To pool resources and leverage capital to break down systems that result in socioeconomic disparities in the Black community.

Why Support BIG?

BIG pays dividends for the future of the Black community.

Since the inception of BIG in 2020, the idea quickly became reality thanks to the outpouring of financial support by the community. In the first year, BIG far exceeded its initial fundraising goal to secure close to one-third of the overall endowment in just six months. This type of support reinforces the fact that the demand for a fund like this one is long overdue.

Initially, the fund will focus its investments in the areas of health, small business ownership and addressing the digital divide. These factors do not exist in a vacuum, but instead are interdependent. Strategic and multi-level investments like these change outcomes.



Why the initial investment areas?

Health has a strong association to poverty, and the ramifications play out in lives of Black people from infants to adults.

- The infant mortality rates for Black Guilford County residents is **6.1** deaths per **1000** births, more than double that of White residents.

Small businesses are often the backbone of the black community.

- The average Black business revenue in the Greensboro-High Point area is **\$53,363** or one-tenth of the revenue generated by white businesses.

Investment in the Digital Divide is crucial for preparing students for a future with technology at its core.

- In Guilford County, it is estimated that **65.7%** of households may not have access to technology, and **14.2%** of households lack internet connectivity.



Leveraging a well-established community partnership

BIG Equity Fund is an initiative of the Community Foundation of Greater Greensboro (CFGG). The Fund leverages CFGG's expertise, resources, proven track-record, and reputation of making a real difference in the community. A steering committee of 15 donor members, along with CFGG staff members, bring a collective expertise across multiple sectors, the community, and a commitment to Greensboro.

CFGG is a charitable organization with assets approaching **\$300 million** and **over 700 charitable funds** under management, promoting philanthropy by addressing emerging community issues, managing permanent endowments, and working with individuals, families, corporations, private foundations, and nonprofit organizations in achieving their charitable objectives.



BIG Equity Fund's Values

Accountability – Responsibly investing the assets entrusted to our care

Adaptive – Embracing the changing environment of our community

Collaborative – Engaging with other organizations for collective impact

Legacy – Creating an inheritance for generations

Transformational – Building the capacity to lead lasting and beneficial change



The demographics and other social determinants helped to make the case for the need of the BIG Equity Fund in Greensboro.

DEMOGRAPHICS

Recent demographic shifts have transformed Greensboro into a majority-Black, Indigenous People of Color (BIPOC) city, with Black people making up the largest group (41.8%).

Despite the population growth, Black people remain behind their white counterparts in several key issues. The closing of these gaps requires strategic investments.

POVERTY

Poverty is present throughout Guilford County, but it disproportionately affects Black residents at 20% compared to 7.65% of whites.

Median income is another place where differences abound. For Black people, the median income is \$38,137 compared to \$63,749 for whites.

How you can support BIG

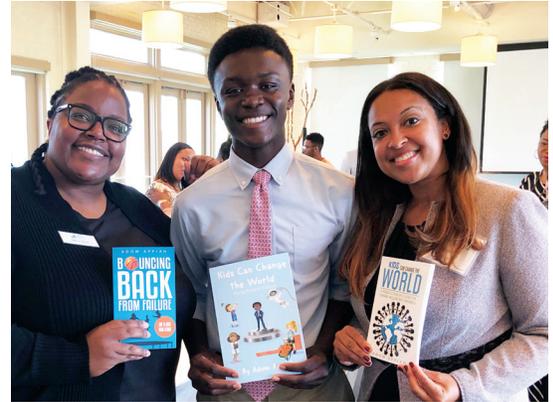
The Fund recognizes the assets and wealth that exist in Greensboro's Black Community, while also creating a vehicle for others to support causes that will leave a legacy for generations to come. By deploying forms of social, moral, intellectual, reputational and financial capital, the BIG Equity Fund will accelerate community and economic progress for Greensboro's Black Community.

There are several ways you can join this important initiative by making a pledge or one-time donation of any amount by donating:

- Online by visiting <https://bigequityfund.org>
- By check made payable to the Community Foundation of Greater Greensboro (CFGG) for "BIG Equity Fund" and mailed to: **CFGG**
330 S. Greene Street, Suite 100
Greensboro, NC 27401
- Gifts of stocks, securities, real estate, IRA distributions, or life insurance are accepted to support the BIG Equity Fund. Stock gifts should be emailed to donorservices@cfgg.org and initiated through your broker. Please include details of the stock name, number of shares, and indicate BIG Equity Fund as the place to credit.
- Legacy Gifts, or bequests are flexible and impactful ways to give to the BIG Equity Fund for generations to come. Changes can be made due to personal circumstances at any time.



For more information contact:
Athan Lindsay, Director of Community Philanthropy
alindsay@cfgg.org or 336.790.6339





MAE DOUGLAS

A native of Greensboro, Mae has always been passionate for ensuring equality and social advocacy in the work she does in her professional and personal life. Growing up in Greensboro, Mae witnessed first-hand segregation and the inequality in the lives of many that persisted as a result. During her highly decorated corporate career as a Human Resources C-suite executive, Mae used her position to help promote equality and inclusion by mentoring and sponsoring other women, and people of color.

Since returning to Greensboro, Mae has invested her time and talents in volunteerism and philanthropy. She is committed to building and sustaining a better city for generations to come driven by her belief in the promise that Greensboro embodies and its reputation as a caring community.

Through the collective efforts of the BIG Equity Fund, and existing black organizations in the community, Mae plans to take a collaborative approach toward accomplishing the goal. By pooling all of the available resources, Mae believes that there is an opportunity for donors of color, and specifically with the partnership of the BIG Equity Fund, and the Black community, to demonstrate their ability to leverage influential, reputational, social, financial and intellectual capital to solve the issues in Greensboro.

"I became engaged with the BIG Equity Fund as one of a group of Black leaders and Black donors who came together to share a common vision and in pursuit to make life better for those in the Black community here," says Douglas. "Our initial focus is on three priorities: health disparities, education and addressing the digital divide and supporting sustaining and growing small business ownership."

- Mae Douglas



SAM CONE

Sam Cone is a champion for progressive causes in Greensboro, who comes from a long line of community advocates. Herman Cone, Sam's great-great-great grandfather, settled in the United States after fleeing religious persecution of Jewish people in Germany. Mr. Cone's sons settled in Greensboro, founding what would become the largest denim manufacturer in the world. As businessmen and caring leaders, the family established a tradition of dedicating themselves to a lifetime of community engagement. Sam learned from the examples of his parents and grandparents. This background and his training in law and finance gives him a unique perspective on philanthropy and equity.

Sam, a member of the board of the Community Foundation of Greater Greensboro (CFGG), believes the BIG Equity Fund has an important role in aligning the entire Community Foundation on the Fund's mission of being a transformational vehicle in the community.

Born and raised locally, Cone believes Greensboro is going through a period of change, affording an opportunity to define the city's future identity. Sam is a supporter of the BIG Equity Fund both personally and as a member of CFGG's board. Because of CFGG's commitment to the mission of the BIG Equity Fund, the board unanimously approved a \$250,000 grant to support the Fund.

"Greensboro, like a lot of communities, still has a lot of social segregation. So, even though I've grown up here, there is a lot that I'm not familiar with and that I don't know about the community. And that is a huge part of why I'm a donor to the BIG Equity Fund."

- Sam Cone



HENRY "HANK" SMITH III, MD

The passion to help people is part of Dr. Henry "Hank" Smith's DNA. As a leading interventional cardiologist in his field, Dr. Smith's desire to help people suffering from heart disease has been a guiding force in his life since medical school. His core value of helping others who are suffering is one that he has built his life and career on over the years. Today, Dr. Smith continues to be driven by the same enduring commitment to help others and his community as a founding member of the BIG Equity Fund.

Dr. Smith, a native of Statesboro Georgia, has been a resident of the Greensboro community for 34 years. He loves the city and wants to help Greensboro be as great as it can become. He describes the BIG Equity Fund as the creation of a corpus of capital that will be constructively infused into the Black community to dismantle socio-economic disparity over time. The result will increase positive contributions to our local society and become a superlative for Greensboro.

"We need to be able to put financial resources into the game to level the playing field so that little kids that live in Greensboro have the opportunity to become educated, have good health, and achieve their best lives as opposed to fighting for survival," says Dr. Smith.

Dr. Smith is committed to leaving a legacy of a better Greensboro for the next generation. As a trailblazer in his field, Dr. Smith continues to use his life to make a difference in the lives of others.

"What I want to see is a fund, a novel institution, that will become enduring, loved, and continuously supported. Greensboro ends up becoming better than it has ever been if everyone can contribute to the greater good. We need to start someplace and so we are throwing the gauntlet down now, here in Greensboro, to begin moving in the right direction."

- Dr. Smith

BLACK INVESTMENTS
IN GREENSBORO



AN INITIATIVE OF THE COMMUNITY FOUNDATION
OF GREATER GREENSBORO

bigequityfund.org





(336) 379-9100
CFGG.org

Let's create lasting impact in our community