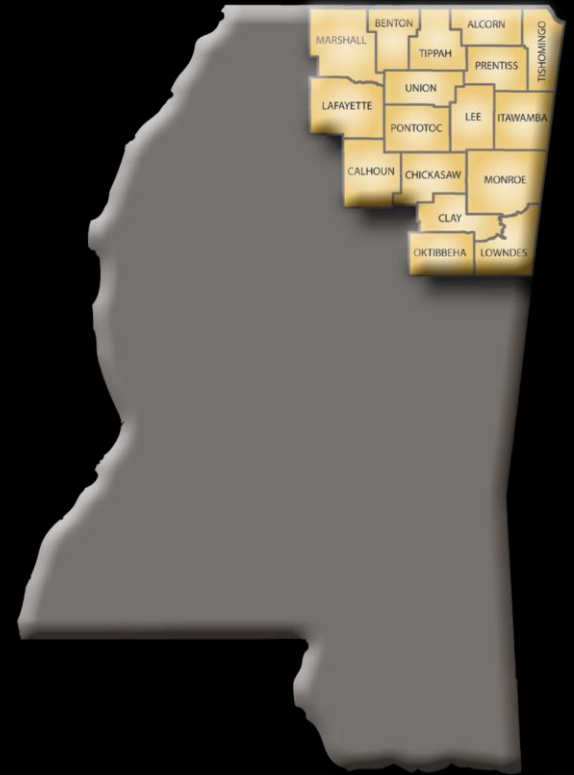




CREATE

NORTHEAST MISSISSIPPI'S
COMMUNITY FOUNDATION



Aspen Institute

Advancing Economic Success

www.createfoundation.com

Quick Facts

- ◆ Established in 1972
- ◆ Founded by George and Anna McLean, owners of Journal Publishing Company, making CREATE sole stockholder of JPC
- ◆ Mississippi's oldest Community Foundation
- ◆ Net Assets on 12/31/14: \$84,932,462
- ◆ Highest rating for Strong Fiscal Management, Charity Navigator
- ◆ First foundation in U.S. to receive CEFEX certification
- ◆ National Standards certification from the Council on Foundations
- ◆ 28 member Board of Directors from 13 counties
- ◆ 6 Full-time staff



George McLean
1904 - 1983



Anna Keirse
McLean
1906 - 2000

Northeast MS Economy

- Manufacturing – 21.3%
- Government – 19.8%
- Retail Trade – 12.2
- Education – 11.9%
- Health Care – 11.9%

Major Employers

- North MS Health Services – 6,000
- MS State University – 4,000
- University of MS – 2,600
- Toyota Motor Mfg. – 2,000
- Cooper Tire – 1,625
- Tupelo Public Schools – 1,200
- MTD Products – 1,150

Service Area

Northeast Mississippi Counties

Alcorn	Marshall
Benton	Monroe
Calhoun	Oktibbeha
Chickasaw	Pontotoc
Clay	Prentiss
Itawamba	Tippah
Lafayette	Tishomingo
Lee	Union



Our Dual Focus



Trying to help all families with children

- ❖ Low Income need encouragement
- ❖ Middle Income need funding

Analyzed regional trends and
compared to state and
national data

Per capita income

	<u>2000</u>	<u>2012</u>	
United States	29,845	43,745	+46.6%
Mississippi	21,005	33,657	+60.2
Northeast Mississippi	19,900	31,268	+57.1%

Educational attainment

Northeast Mississippi

	<u>2000</u>	<u>2012</u>
Some college or higher	38.0%	47.1%
High school completions only	30.8	31.5
Dropouts	31.2	21.4
	100.0%	100.0%

Conclusions -

- ❖ Northeast Mississippi trails the nation and state in per capita income
- ❖ 50% of the income gap results from lower educational attainment

Who else is helping -

- ❖ Community organizations, including the Boys and Girls Clubs, Big Brothers/Big Sisters, etc., provide assistance to at-risk children.

- ❖ Gaps existed in funding for students and encouragement for education attainment

- ❖ FES goal – Earn it
- ❖ direct correlation between income and educational attainment

Overall Approach

- ❖ Early childhood initiatives
- ❖ Dropout summits
- ❖ Media campaigns
- ❖ Dropout recovery
- ❖ Tuition guarantee

Tools

- ❖ Funding - \$150,000 / year from an endowment fund
- ❖ One foundation staff coordinator

Project Partners

- ❖ Community colleges
- ❖ Planning & dev. districts
- ❖ Other foundations
- ❖ Cities & county government
- ❖ Private businesses

Educational attainment has risen...

2000

2012

Some college
or higher

38%

47.1%

Per capita income has risen...

2000

\$19,900

2012

\$31,268

Sustainability

We believe all key funders will maintain support for future funding.

Advice

- ❖ Bring all key parties together on front end
- ❖ Enlist early adapters to serve as model
- ❖ Provide program data on a consistent basis



CREATE

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COMMUNITY FOUNDATION



“It is the responsibility
of the people of Mississippi
to try to raise the level
-- economically,
educationally,
spiritually and otherwise --
of all the people
of Mississippi.

There's nobody else
who's going to come
in here and do it for us.”

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George McLean
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