

GiVE 365 MEMBER MANUAL



WHAT IS GiVE 365?

The idea is simple. You give \$365—a dollar a day to make our community better. You pool those daily dollars with others. Then, once a year, you decide together which organizations you want to receive grants.

The GiVE 365 membership chooses an annual theme to guide its grantmaking for that year. Typically, grants range from \$2,000 to \$10,000. For a history of GiVE 365 grants and themes, visit give365memphis.org/our-impact/since-2010/.

OUR MISSION

GiVE 365 unites and informs emerging philanthropists to make a collective impact on the Greater Memphis area.

OUR VALUES

GiVE 365 advances the well-being of the Greater Memphis area by:

- Equipping members with experiences and knowledge for making meaningful contributions to the community;
- Exposing members to a diverse range of social issues and to the community-based efforts being made to address them;
- Supporting a wide range of nonprofit and community based projects in the Greater Memphis area;
- Leveraging financial, social, and human capital for collective philanthropic impact; and
- Building and growing a fellowship of informed and engaged donors.

BY THE NUMBERS

- **2010:** Year GiVE 365 formed
- **\$938,592:** Grant dollars awarded to date
- **101:** Local organizations supported to date
- **\$823,769:** Endowment dollars grown
- **291:** GiVE 365 members
- **34:** ZIP codes where members live



COMMUNITY FOUNDATION OF GREATER MEMPHIS

GiVE 365 is an initiative of the Community Foundation of Greater Memphis. Founded in 1969, the Community Foundation brings a half-century of experience and expertise, working with donors, professional advisors, and nonprofits to help strengthen our community through philanthropy. Together, we have built a trusted resource that helps transform the way you give.

Formed in 2010, GiVE 365 was created by a group of community leaders and the Community Foundation to encourage philanthropy in a new group of donors.



GiVE 365 STAFF CONTACTS

Please reach out to Community Foundation of Greater Memphis staff:



AERIAL OZUZU
Director of Community Impact
aozuzu@cfgm.org
(901) 722-0022



VANESSA WILLIAMS
Community Impact Manager
vwilliams@cfgm.org
(901) 722-0032



RANDY TRUONG
Community Impact Program Associate
randy@cfgm.org
(901) 722-0039

HOW ARE YOUR **DOLLARS** SPENT?

Half of your GiVE 365 donation supports grantmaking in the upcoming year and the other half goes in an endowment. Because GiVE 365's programming and administration are fully supported by the Community Foundation of Greater Memphis, you can be assured that **the entirety of your donation will go towards grantmaking to nonprofits**, now and in the future.

WHAT DOES \$1 A DAY DO?

GRANTS
101 Local organizations supported to date

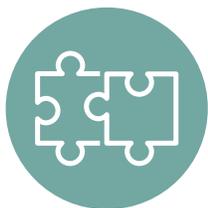
ENDOWMENT
Sustaining the program into the future

An endowment is a way of investing that ensures a permanent source of funds for GiVE 365. The principal of the endowment fund is never spent, and it can grow over time to generate an increasing stream of funding devoted to fulfilling the mission of GiVE 365. Your gift—and all future income from your gift—is a permanent source of community funding that makes good works possible, forever.

Gifts are treated as follows:

- Annual membership gifts, matches, and general donations from \$365 to \$3,649 may be paid as one-time gifts or installments. These are allocated 50/50 between the GiVE 365 annual grant fund and the GiVE 365 endowment fund.
- Some GiVEs have chosen to become Lifetime Members, contributing \$3,650 or more. Lifetime Membership gifts are allocated at 5% to the GiVE 365 annual grant fund in the year received, and 95% to the GiVE 365 endowment fund. Exceptions to this treatment may be made for gifts with restrictions, such as foundation grants.

WHAT CAN YOU EXPECT OUT OF YOUR **MEMBERSHIP?**



- **COLLECTIVE IMPACT**

You are pooling your dollars with others to give more to nonprofits than many people could do alone. GiVE 365 grants allow those nonprofits to execute meaningful programs and projects in the Greater Memphis community.



- **EDUCATION**

You will learn about community issues and the nonprofits in Greater Memphis working to address them—whether through online communications and voting or in person at events. You will have the opportunity to learn how to be a strategic philanthropist and to see work of local nonprofits first-hand.



- **ENGAGEMENT**

You will receive a monthly GiVE 365 eNews with information about upcoming events, the grant cycle, stories of grantee successes, and member spotlights. You will also receive mailed invitations to special GiVE 365 and Community Foundation events. Make sure to follow GiVE 365 Memphis on Facebook and Instagram for updates on the program.



- **FLEXIBILITY**

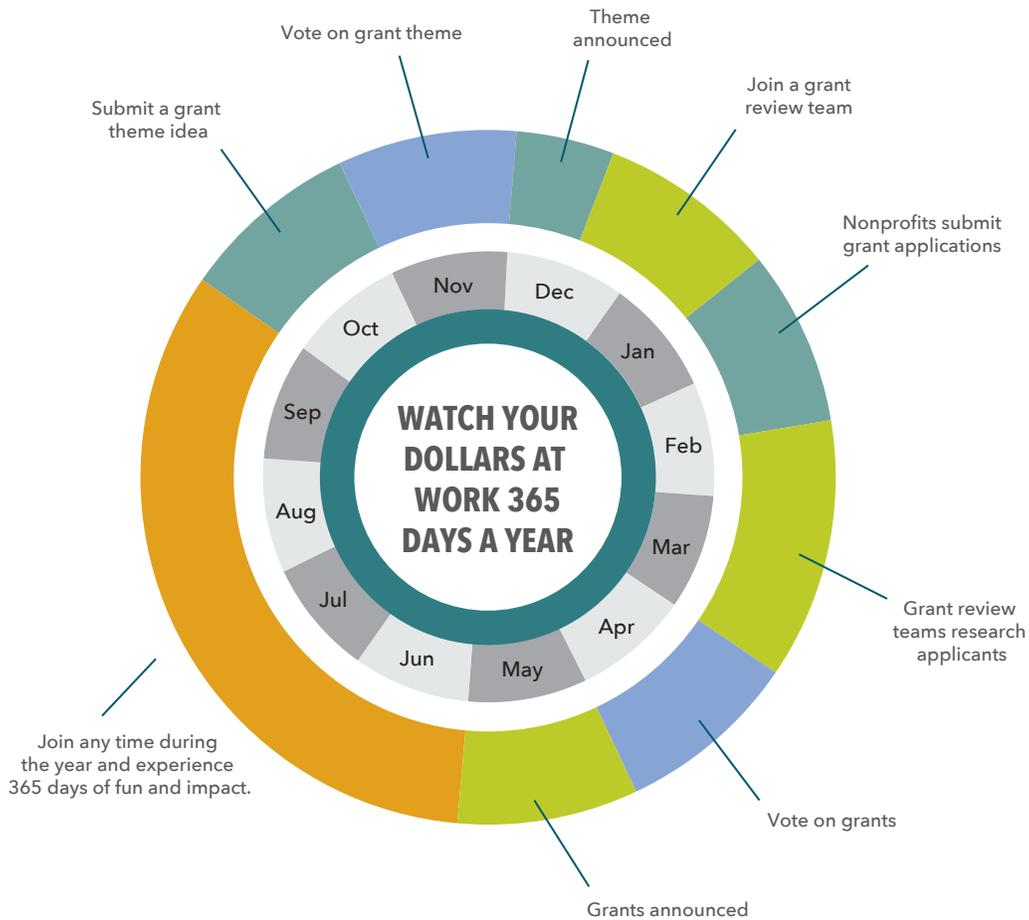
You can be as active as you would like in the grantmaking process. Some members let their voting do the talking. Others attend events or join a grant review team. GiVE 365 membership is inclusive and flexible—so you can engage in a way that fits your schedule and interests.



- **FELLOWSHIP**

You are joining a diverse group of members, in their 20s to their 70s, from 34 different ZIP codes. Membership is a fun and social way to meet and interact with like-minded people who want to see our community thrive.

A YEAR IN **GIVE 365** LOOKS SOMETHING LIKE THIS:



OCTOBER

Members submit grant theme ideas

NOVEMBER

Members vote on grant theme

EARLY DECEMBER

Theme announced at Holiday Party event

MID-DECEMBER - MID-JANUARY

Members join grant review teams

JANUARY - EARLY FEBRUARY

Nonprofits submit grant applications

MID-FEBRUARY - MARCH

Grant review teams research applicants

APRIL

Members vote on grants

MAY

Grants announced at Annual Meeting

365 DAYS A YEAR

Members watch their dollars at work

GET INVOLVED

SUBMIT A GRANT THEME IDEA AND/OR VOTE ON THE THEME.

Give us an idea for a grantmaking theme if you have one! Or sit this one out if you don't. You will have the opportunity to vote on the annual theme in late fall, and the theme is announced at the December Holiday Happy Hour. For more info, see p. 7.

JOIN A GRANT REVIEW TEAM.

In December, you will have the opportunity to join a grant review team. Serving on a grant review team means you will learn more about grantmaking and philanthropy—how to look critically at potential grantees and make funding decisions designed for maximum impact. For more information, see p. 7.

VOTE ON YOUR GRANTEE CHOICES.

Grant finalists, selected by grant review teams, present their proposals at a Finals event in April. Come to the Finals to see those 3-minute presentations in person or watch later online. Submit your top choices online.

WATCH YOUR DOLLARS AT WORK.

We announce the year's grantees in May at the Community Foundation's Annual Meeting, and you get to see a year's worth of impact and progress. We keep you updated on the status of the grants, invite you to engaging events with featured grantees, and give you other opportunities to have fun with fellow GiVErs.

STAY INVOLVED

COME TO A MEMBER EVENT.

GiVE 365 hosts events regularly throughout the year as a benefit for members. Many events include opportunities for increased interaction with grantees and the nonprofit community. We are happy to welcome prospective GiVErs for one member event before deciding to join, so feel free to bring a friend along!

NOMINATE SOMEONE FOR THE A-TEAM.

GiVE 365 is managed by a member-driven Advisory Team that works in tandem with the Community Foundation staff. If you want to nominate yourself or someone else for a leadership position, see p. 8.

RENEW YOUR MEMBERSHIP.

In the month prior to your renew date, be on the lookout for a mailed postcard and emails reminding you to renew your annual membership. To renew, visit give365memphis.org/joinrenew/

MEMBER **VOTING** AND **GRANT TEAMS**

Members have the opportunity to vote on the annual grant theme and, ultimately, the grant recipients. If you really want to dig into the grantmaking process, you can join a grant review team.

Any member can submit a theme idea for GiVE 365 grants. These ideas are reviewed by the Advisory Team, who narrows the list to a slate of themes. Members vote online to select the annual theme. Shortly after the theme is announced, an application is posted for nonprofits interested in submitting a proposal.

Grant review sign-up runs December to January. Review team members attend an orientation in February, where they meet their teams and receive a brief training on reviewing proposals, both how to access them online and what to look for when judging their merit. Teams are composed of approximately six members. Teams receive about eight proposals to review; each requires an hour, on average, to read and analyze. At a second meeting in March, review teams put forward their finalists.

The finalists, usually between 12 and 15 nonprofits, pitch their projects in quick succession at a Finals event in April. After the event, members vote online, generally ranking their top five choices. Once voting ends, the data is analyzed and presented to the review team captains for approval. The grants are announced at the Annual Meeting in May, and you will get to see a year's worth of impact and progress.

Be on the lookout in the eNews for voting and grant review sign-up links.



LEADERSHIP

Are you interested in a GiVE 365 leadership position? The Advisory Team (or A-Team) has two roles:

- **ROLE ONE** – To provide direction and guidance to Community Foundation staff for ongoing programmatic needs and the growth of GiVE 365.
- **ROLE TWO** – To advocate to the Foundation Staff on behalf of the individuals who hold GiVE 365 memberships.

We are looking for members who are passionate and excited about being involved and helping GiVE 365 be as great as possible. The A-Team is elected once a year, with a Chair, who serves two years, nominated by Community Foundation staff. The A-Team includes eight to 15 members, including the Chair, either self-nominated or nominated by fellow GiVE 365 members. A-Team members may serve a maximum of three years. Once a member has been off the A-Team for two years, he or she may be nominated to serve on the A-Team for another three-year term.

AUGUST

In order to know how many spots for new A-Team members are available, the Chair of the A-Team and staff will identify members of the committee who will be rolling off that year. The Chair will also ask current A-Team members if any of those not slated to roll off will be self-selecting to roll off the team.

SEPTEMBER

An open call goes out in the eNews for A-Team nominations. Members nominate themselves or others, and staff speaks with potential new A-Team members.

OCTOBER

The A-Team meets and decides on the final slate.

NOVEMBER

The membership votes on the slate.

DECEMBER

The new A-Team is announced at the Holiday Party.

2025 A-TEAM

Mary “MJ” McConner
Chair

Nur Abdalla

Katy Leopard

Geoff Davis

Jason Levins

**Tina Steelman
Duckels**

DeVonté Payton

Howell Evans

Lauren Ready

Helen Fentress

Gremesha Session

Teresa Leary Handy

Paul Shifflet

Julia Hanebrink

**Mackenzie
VanAusdall**

Peter Kauffmann



Pictured, l-r: Paul Shifflet, Tina Steelman Duckels, Julia Hanebrink, Lauren Ready, Howell Evans, Nur Abdalla, DeVonté Payton, Katy Leopard, Jason Levins, and MJ McConner