



Let's talk about it.

- Lee Logan and Wilder Ferreira

We're Moving Forward

The COVID-19 pandemic impacted the lives of millions of Americans. The country is rebuilding its hope and strength to the most significant economic recovery of all times. The Freshwater Coast region is resilient, and its communities are faithful and committed to success.

The FCCF-Clemson Rural Entrepreneurship Alliance—a partnership between Clemson Extension, the Freshwater Coast Community Foundation, and WCTEL—has been diligent in offering entrepreneurial and professional development education to hundreds of residents, growers, and business owners. In 2020 alone, Wilder Ferreira and guest speakers provided 16 workshops: January 16 Small Business Management, February 13 How to Start a Small Business, March 5 Small Business Start-ups, March 7 Growers 102, April 16 Marketing Planning for Small Businesses, April 30 Personal Branding, May 14 Growers 101, May 21 Growers 102, June 11 Marketing Planning in Difficult Times, July 8 Building Your Cultural Intelligence Through Diversity, July 22 Conversation and Public Skills, August

12 Financial Literacy, September 1 How to Succeed in Selling, September 22 Improving Your Personal Skills, October 20 How to Start a Small Business, and November 17 How to Create an E-commerce Website. Wilder is preparing three additional workshops for 2021: Digital Marketing, Building Self-Esteem, and Emotional Intelligence.

In 2020, we helped the Southern Oaks Jerseys Farm and Creamery receive another USDA grant for its market expansion project. In 6 years, Wilder Ferreira, the FCCF board members, local businesses, community leaders, and college interns supported more than 40 projects in the region, totaling \$4.8 million.



Wilder Ferreira teaching a workshop in the McCormick County Chamber of Commerce.



The Calhoun Falls Farmers' Market Pavilion serves the community in the summer time on Thursdays from 3pm to 7pm.

One of these projects was the farmer's market pavilion in Calhoun Falls. The FCCF and community leaders formed a partnership to build the pavilion and raised

near \$70,000 for its construction. Remarkably, in 2020, the farmer's market season in the freshwater coast region attracted more than 4,000 visitors. Local vendors generated near \$100,000 in sales this season.

The Freshwater Coast Reward Card program is on the move with 95 participating merchants. WCTEL sponsored TV commercials to promote local purchases. This program allowed for an additional \$200,000 in sales since its inception. All growers participated in 2020. Along with the Reward Card, we helped promote youth entrepreneurship through the Clemson 4H and E-seedling for elementary and middle school students. More than 30 students received training on how to become an entrepreneur.



Mrs. Hannah Davis instructing students on the Lemonade Stand Business Competition at the Cherokee Trail Elementary School.

The Freshwater Coast Community Foundation made great strides in 2020. The total FCCF donations are now over \$2.07 million. The pledges for the Abbeville Promise are now \$1,216,872, with \$809,260 already paid. The enrollment at Piedmont Technical College in the three first years of the program went from 23% to 28%, and it totals over 356 Abbeville County students. Overall, one hundred forty-three companies and families donated to the Abbeville Promise.

The FCCF made available a few community grants in 2020. It was donated \$5,000 to Preservation SC for the Trinity Program Fund. The FCCF also donated \$500 to the Abbeville Youth Center for its SAT study program. Since 2016, grants from the Freshwater Coast

Community Foundation and the Donor Advised Funds have been made to all three areas served by the Foundation – Abbeville County, McCormick County, and the Starr/Iva area.

The Foundation plans to host the annual oyster roast when circumstances permit. Currently, the FCCF manages six (6) Donor Advised Funds and two (2) scholarship funds. Please, contact us for details if you wish to set up a DAF or a scholarship fund. Total FCCF's operating cost in 2020, including the Abbeville Promise, was 3.62% of total income.

Here are the current options for donors to fund local programs:

- Unrestricted gifts.
- Gifts to the Putting Students First Scholarship in memory of Dr. Betty Jo Hall.
- Gifts to the Freshwater Coast Center for Rural Development.
- Gifts to the Abbeville Promise – enrollment at PTC exceeded expectations.
- Gifts to the Calhoun Falls Development Fund to promote economic development in Calhoun Falls.

You can make checks to the Freshwater Coast Community Foundation and let us know where the donation must be allocated, writing on the "For" line in your check. Then, please mail it to PO Box 582, Abbeville, SC 29620. If you wish to contact us to set up a special fund or discuss planned gifts and estate gifts, you can write us a letter to the above address, call us at 864-446-2773, or call Lee W. Logan at 864-379-2690. The FCCF is a 501c3 tax-exempt public foundation.

The Freshwater Coast Community Foundation is a South Carolina corporation operated by a Charter and Bylaws with fourteen (14) Board members, including two Ex-Officio members and two advisors. Brad Evans is the Chairman, Wes McAllister is the Vice-Chairman, Jennifer Erwin acts as the Secretary, and Andy Timmerman is the Treasurer.

Even though you are not required to do a Required Minimum Distribution from your IRA this year due to the CARES Act, you can still process Qualified Charitable Distributions from your IRA with no tax consequences. The FCCF investment funds are managed by Greenwood Capital.