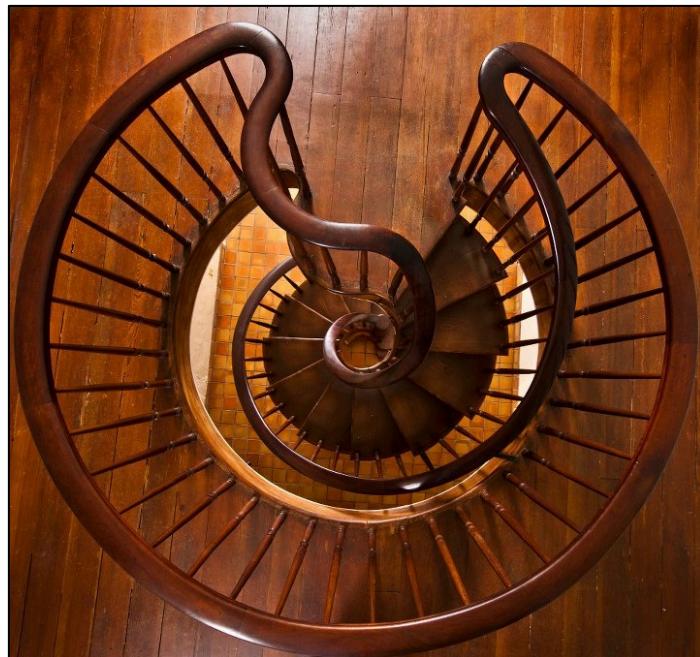


A Decade of Philanthropic Impact

The Cary Center for the Advancement of Philanthropy
and Nonprofit Studies

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Speech delivered to the Kiwanis Club of Auburn, September 10, 2012.

Thank you for the opportunity and honor to be with you today. On behalf of “Team 360” of the Cary Center for the Advancement of Philanthropy and Nonprofit Studies, congratulations on the great work you do through the Kiwanis Club. The impact you make in our community and beyond is remarkable, and we applaud your efforts and wish you much success as you fulfill your goals.

Like the Kiwanis Club, the Auburn University College of Human Sciences’ Cary Center for the Advancement of Philanthropy and Nonprofit Studies provides an exciting venue to bring awareness to topics that have meaning to so many of us especially, and in our case, as they pertain to financial and philanthropic responsibility, mentoring and leadership.

As Charles noted, I am here today to share information about the Cary Center for the Advancement of Philanthropy and Nonprofit Studies and the programs and efforts we have created throughout the last decade that address crucial educational and societal needs.

Before I start with the details, please note that what I am really sharing with you today is EVIDENCE about how multiple people – women and men from diverse backgrounds, ages, and locations bond together around a vision and mission to effect societal change in a positive, impactful and lasting way. The history of the Cary Center is one in which we ALL can take pride, and one that is a direct reflection of our shared belief in each other and our commitment to each other’s success.

Our goal today is to engage and energize you around that which we are so very proud and to enlist you to share our pride as Lee County, Alabama and American citizens. We hope you will feel compelled to assist us with the many constituencies we serve. As we so very often say at the Cary Center --- “We are in the WE business and are all dependent on each other’s success. And WE NEED YOU!”

The Cary Center is a relatively new venture on Auburn’s campus AND is the result of over a decade of work that has spawned from the College of Human Sciences’ Women’s Philanthropy Board. The Women’s Philanthropy Board was launched in 2002 as a development and outreach activity of the College of Human Sciences focused on educating, enabling and empowering women and men to: develop their full leadership potential; achieve independence as financial decision makers and donors; serve as mentors to future generations of philanthropists; and broaden the base of financial support for the College of Human Sciences.

For the past ten years, the Women’s Philanthropy Board has hosted a plethora of high level events featuring globally recognized speakers such as Jenna Bush Hager, Author, Contributing Correspondent, NBC’s TODAY and Chair, UNICEF’s Next Generation, Knight Kiplinger, Editor in

Chief, The Kiplinger Letter, Kiplinger's Personal Finance magazine and Kiplinger.com, and Nancy Lopez, Professional Golfer and Philanthropist. We encourage you to take advantage of our programs. The next WPB event will feature Jay Jacobs, Director of Athletics at Auburn University, on October 26, 2012. I have brought information about this event for each of you today. Throughout the last decade and in each academic year, WPB sponsors a variety of programs in Auburn and other places and will typically serve over 1,100 reservations per year for our programs.

Perhaps the WPB's shining badge of honor is its philanthropic footprint, and proudly we have "practiced what we preach." Since 2002, WPB has provided over \$360,000 in student scholarships, faculty awards and grants to areas within in the College of Human Sciences. This is a remarkable accomplishment considering that there is no permanent "lined in" budget for team member's salaries, administrative or operating costs.

Thanks to the 150 WPB members, 15 corporate partners and grantors, over 500 students who have affiliated with the board as mentees, and thousands of attendees to our programs, we have had tremendous success achieving our mission. And, as I will share, the WPB original vision provided the genesis of and current guiding principles for the Cary Center.

Throughout the last decade, it became very evident that the work of the Women's Philanthropy Board might also be applied to other needs of the academy. So apparent, in fact, that we took the WPB knowledge base and developed an undergraduate course called Gender, Wealth, and Philanthropy. This course was launched in the Summer of 2008 and provides students with a knowledge base in wealth management and techniques to maximize their philanthropic potential as they navigate through every life phase. While taking this course, students complete a spending plan for their first year out of college, a net worth calculation. They engage in debt avoidance and reduction strategies, and create financial goals. They also compose a philanthropic mission statement and learn first-hand from nonprofit and benevolent leaders. Because of the evaluations of the near 200 students who have taken this class, we created additional course offerings, and in 2011, the university curriculum committee approved a minor in Philanthropy and Nonprofit Studies which is offered through the College of Human Sciences Department of Consumer and Design Sciences and available to all Auburn University undergraduates.

In less than one year after the Philanthropy and Nonprofit minor was launched, Miss Sara Beasley completed a required practicum with the East Alabama Community Foundation. She is now recognized as the first AU student to have successfully finished the minor requirements and is followed by a pipeline of students seeking this course of study.

In addition, and again as inspired from WPB's decade long work, content related to financial and philanthropic responsibility was adapted for use with children ages 6 to 12 years old in a program which was launched in 2009. It is now trademarked as Camp iCare. This last

summer, we completed the third annual session of Camp iCare which served 40 kids and 20 volunteers from all backgrounds and locations while involving multiple generations. One of the highlights of this past session was working with Darlene Woodall, President Emerita of the Women's Philanthropy Board who is originally from Opelika. For the second year, Darlene, and her step great grandchildren, Olivia (age 12) and Alex (age 10), traveled from Texas and Oklahoma to volunteer and participate in Camp iCare. It was certainly confirming to witness four living generations of one family bonding over issues related to financial and philanthropic empowerment.

As we launched the minor in Philanthropy and Nonprofit Studies, witnessed the success of Camp iCare, WPB continued to grow confirming its place as a model program. Yet again, we captured another opportunity and readapted lessons in financial and philanthropic matters for adolescents in a program called Real Cents, Real Change. This program was launched in 2010 through a joint venture with The Boys & Girls Clubs of Greater Lee County with funds provided by the Davison Bruce Foundation. Through Real Cents Real Change, approximately 20 teens gather bi-monthly and learn how to be money smart and philanthropically engaged, and I can say with conviction that these teen participants are astute and in matters related to spending, saving and sharing. Regarding Real Cents Real Change, we anticipate that by the end of the year, we will have secured a trademark on this program just as we have with Camp iCare.

You can see, we have been busy over the last decade bringing awareness to issues related to financial and philanthropic responsibility and that we have created impactful programs that provide mentoring opportunities for multiple generations.

With the momentum of growing the Women's Philanthropy Board, establishing an undergraduate minor in Philanthropy and Nonprofit Studies, launching Camp iCare and Real Cents Real Change, we began to strategize about how to create the appropriate academic infrastructure to serve as the repository of these programs while working synergistically with academic units to further inject the principles of financial and philanthropic sustainability into academic disciplines. Our conclusion was that an academic Center for Philanthropy and Nonprofit Studies would bring widespread recognition for our work and provide the appropriate infrastructure to propel us further into the national arena as we galvanized our initiatives in education, research, and outreach.

Our dream became a reality, and in April 2011 during the 9th Annual Women's Philanthropy Board Spring Symposium Dean June Henton shared that President Jay Gogue had approved the establishment of the academic center hereby known as the Cary Center for the Advancement of Philanthropy and Nonprofit Studies and that this center would have as its national headquarters the historic Halliday Cary Pick home located at 360 North College Street. The Cary Center's home was made possible through the altruistic generosity of Mrs. Frances Pick Dillard and her family.

Today, we now have the appropriate organizational infrastructure as an academic center for our programs and an ideal "anchor" location that bridges "town and gown". Because

of the unique blending of our programs and location, The Cary Center for the Advancement of Philanthropy and Nonprofit Studies is indeed a national model in which we can all take pride.

On July 1, 2011, Miss Fran and Charles greeted us at the door of the Halliday Cary Pick home when they “passed the keys” to the property. The gift of the home and many of its treasured contents is a remarkable testament to Miss Fran’s and her families’ legacy. And, daily, especially as we erect the State of Alabama and American flags on the front porch of the home, we pay respect to their entrusting Auburn University with their family homestead and to our collective commitment to advance the privilege of expressing ourselves as patriotic and benevolent citizens.

Regarding the Halliday Cary Pick home – It was built around 1848. It is one of the oldest homes in Auburn and is listed on the Historic American Buildings Survey, a precursor to the National Register of Historic Places. Dr. Charles Allen Cary and his family occupied the home in 1892 when he moved to Auburn and founded the Department of Veterinary Science at Auburn University. Since that time, it housed not only Dr. Cary’s family, but, in the earliest days of his tenure as dean of the College of Veterinary Medicine, also his students.

Throughout the better part of the last century, the house was occupied by one of Dr. Cary’s children, Alice Cary Pick Gibson, a legend in her own right. At her death in 2006, her daughter in law, Fran Pick Dillard, and her grandchildren became the stewards of the property and its contents. Last July, the beautiful home became the national headquarters for the Auburn University College of Human Sciences Cary Center for the Advancement of Philanthropy and Nonprofit Studies.

The home is undoubtedly a local, state, and national jewel. For the last 14 months we have been working diligently alongside the Auburn University Facilities Division to institutionalize this landmark. In fact, I offer a word of praise to our facilities team. Prior to our acceptance of this incredible gift, the AU Facilities division and administration pledged a generous “move in” budget and permanent, annual funds to provide upkeep of the property. Moreover, teams of facilities specialists provide time and talent as they regularly attend the property. In this example, this is your tax dollars at work, thus demonstrating the effectiveness of public - private enterprises.

Today, on the programmatic front at the Cary Center, we continue to broaden the impact we are making through Women’s Philanthropy Board, Camp iCare and Real Cents Real Change. In addition, we are introducing initiatives such as – Community Knowledge 360. Through this joint venture between the Cary Center and the AU Office of Professional and Continuing Education, community and CEU courses focused on issues related to financial sustainability, philanthropic impact, and nonprofit leadership are now available.

Simultaneously, and of key importance, we continue to meet the university’s mandate for the programmatic efforts in the Cary Center to remain “soft monied.” In so doing, we constantly pursue philanthropic and grant dollars to fund the programmatic arm of the center.

In closing, I would like to share two recent success stories with you. Early this year, I received a call from Jay Jacobs and he shared that a couple wanted to contribute to the programs at the Cary Center. I was elated as he shared the philanthropist's description of her involvement as a guest lecturer in Gender, Wealth and Philanthropy. In this capacity and for several years now, this woman has shared with our students her family's quest to be philanthropically engaged so as to create a positive, enduring legacy.

Just this past June, The Cary Center became the proud recipient of their generosity when they formed The Kim and Tim Hudson Fund for Excellence in the Cary Center for the Advancement of Philanthropy and Nonprofit Studies. Through this endowment, the Cary Center will launch Volunteers in Philanthropy, and we are honored to be stewards to Kim and Tim's generosity as we roll out this initiative in the coming months.

Also this past June, a team from our college traveled to Jasper, Alabama to meet with another philanthropist. Last year, this donor provided funding to support the WPB director's salary and underwrote Camp iCare's programs for one year. Like the Pick's and Hudson's, this donor is committed to preserving her family's legacy. For many years, she and her late mother, who was a founding member of the Women's Philanthropy Board, attended numerous WPB educational programs. Together, they gained knowledge from the speakers and deepened their commitment to promote financial and philanthropic stewardship.

On June 12th, the philanthropist of whom I am speaking crossed an unprecedented threshold when she named two positions in the Cary Center. In honor of her family, she established the Drummond Thorne Stukes Executive Director for the Cary Center for the Advancement of Philanthropy and Nonprofit Studies & Women's Philanthropy Board position and the Drummond Thorne Stukes Program Manager for Camp iCare, Real Cents Real Change and Volunteers in Philanthropy in the Cary Center. This woman is Beth Stukes, and she is the daughter of the late Barbara Drummond Thorne. Our gratitude to Beth is echoed by many, and we applaud her for being an inspiring, philanthropic citizen.

As members of Team 360, we are blessed to uphold the vision and mission of the Cary Center as we create and stabilize programs to promote financial and philanthropic responsibility in the historic Halliday Cary Pick home. We are grateful for the investments made by many philanthropists and for the countless program participants who share our values. We are also very fulfilled as we address critical societal needs and, well, to be frank, considering current timing and trends, our work is highly legitimized. So much is at stake right now in our local area, state and country, and it is imperative that we continue to provide learning opportunities that empower current and future generations to be money smart and philanthropically impactful.

We invite you to consider your own values and the legacy you seek to create as you commit to sharing your time, talent, treasure and trust to those organizations with which you feel a connection. Team 360 always welcomes you to the Halliday Cary Pick home for a tour and

to explore ways in which you might become involved in and perhaps even a contributor to The Cary Center programs.

We are always eager to assist you accomplish your philanthropic aspirations because we believe that when you express yourself through giving, you are proving that you are confident in your abilities to make a positive difference and create a lasting legacy. To Team 360 --- Life is indeed “full circle” – just like the magnificent staircase in our home. To us, the number 360 is emblematic of our individual and collective quest to achieve a better understanding of self while enhancing society. And, well, as I am sure you have deduced, we feel we are in the perfect place in the Halliday Cary Pick home located at 360 North College Street to conduct our work.

Take care, friends! Come see us and best of luck to each of you!