

WINSTON-SALEM CAMPAIGN COORDINATING COMMITTEE

Members of the Campaign Coordinating Committee

Randy Eaddy
*Arts Council of
Winston-Salem/Forsyth County*

Jimmy Flythe
Duke Energy

Christopher Fox, CCC Chair
Hanesbrands, Inc.

Cindy Gordineer
United Way of Forsyth County

Maurice "Mo" Green
Z. Smith Reynolds Foundation

Mark Owens
Greater Winston-Salem Inc.

Peggy Reingold
Wells Fargo

Mamie Sutphin
Reynolds American Inc.

Shenell Thompson
Kate B. Reynolds Charitable Trust

April Durr, CCC Secretary
The Winston-Salem Foundation

March 1, 2021

The Campaign Coordinating Committee (CCC) has served the Winston-Salem/Forsyth County community for over four decades by reviewing and scheduling large capital (and certain other) fundraising campaigns. Over that time, the local community has evolved in significant ways that include major changes in its corporate, philanthropic, and nonprofit sectors.

In an effort to assess its impact, current members of the CCC began a process in 2020 to learn more about the perspectives of local nonprofits and donors through interviews and an online survey. The results confirmed that the CCC has created a sense of order and cadence to such large campaigns over the years. However, the results also confirmed that the CCC does not have the same level of impact that it did in earlier times, given changes in both funding and fundraising. Further, continuation of the CCC, whose work and principal focus engages with only a small slice of local nonprofit organizations, risks furthering patterns that inadvertently result in inequitable access to philanthropic dollars.

Based on these findings, the members of the CCC have decided to close out the committee and its work as of March 2021. Of course, large fundraising campaigns will continue, as will the generosity and engagement of so many people and organizations throughout our community. We support our local nonprofit community, and we will continue to be involved in local philanthropy through our individual organizations.

We recognize that both the urgency and the opportunity for us all to work better together are greater than ever. We hope that sunsetting the CCC will open up space for all of us to listen for what today's times are calling for--and to imagine what it will take to build a more equitable and thriving city and county.

It has been our honor to serve on the CCC, and we recognize the work of the many people who did so before us. We look forward to discovering new ways that we can collaborate to accelerate results and contribute to our community.

Sincerely,

The Winston-Salem Campaign Coordinating Committee