

# The New Hanover Community Endowment

## 2022 Recap *At A Glance*



The organization hired William Buster as president and CEO. In addition, Lakesha McDay was brought on as executive vice president of programs and operations, and Joel Beeson was hired as CFO.



The endowment launched the 2022 grant application on its website.



**100+**

NHCE held well over 100 private listening sessions with non-profit leaders and community advocates to better understand the local landscape of need.



The organization also held public meetings to receive insight from those living and working right here in New Hanover county.



A community advisory committee was formed to assist the board of directors and staff determine this year's grant criteria.

**BlackRock**

The endowment chose BlackRock Inc. as its investment manager.



The board completed its strategic planning for 2023-2025.

**\$9  
MIL**

The endowment distributed more than \$9 million to over 100 local non-profits in the New Hanover region.

## Our Mission

Our mission is to improve the health, education, safety and economic opportunity of every person in the community by identifying long-lasting and deeply impactful solutions. This means identifying the issues plaguing the New Hanover region at the source in order to create a community where every person within it is thriving.

## Our Team

We have a team of highly-engaged professionals eager to invest in and support New Hanover County's residents and organizations. This year alone, we:

- + Developed a staffing model and hired our first full-time staff – president and CEO, William Buster.
- + Built a team of four full-time staff members.
- + Created and launched a website where the community can learn more about who we are, as well as how to apply for grants.



---

## Our Community

We prioritize relationship-building with community members and existing advocates, allowing them to shape our insight into the non-profit landscape and what steps we can and want to take to come alongside current initiatives. So far, we:

- + Held two public meetings and three community advisory committee information sessions where we heard concerns and desires directly from community members.
- + Held well over 100 private listening sessions with nonprofit leaders and community advocates to better understand the local landscape of need.
- + Created a community advisory committee to assist our board of directors and staff determine this year's grant criteria.

## Our Grant Priorities

We successfully completed our first grant cycle – defined criteria, accepted proposals and granted millions of dollars into our community. We:

- + Have announced our 2022 grant criteria and began accepting proposals. We received 291 proposals within 30 days.
- + Will distribute \$9 million in December 2022.

---

## Our Strategic Planning

Throughout the year, our board members engaged in a rigorous strategic planning process to ensure we had clear direction and vision for this year and the years to come. For example, they:

- + Have defined our priority areas: community safety, health and social equity, public education and community development. Our grants will support the immediate needs of nonprofits and public entities working within one of these priority areas to strengthen their organizations and allow them to better serve the community.
- + Defined tangible metrics of success for each priority area.
- + Compiled baseline data for each priority area, as well as defined additional data needs (used to inform grant criteria).
- + Defined goals and objectives for the 2022 grant cycle.
- + Defined an impact statement for 2022.
- + Developed a 12-month action plan, along with a three-year strategic plan.

## Looking Ahead

We feel energized and amazed by the work we've accomplished in 2022, but we know 2023 will hold just as many milestones. We are eager to make meaningful traction on the objectives outlined in our upcoming strategic plan. We also hope to grow our team of four to 10 by the end of next year. This work is ultimately not about us, and to that end, our primary focus remains on listening and learning from the rich community of people and non-profits who were here before us. Transformation is only possible because of them.

