

# Ideas that *Worked*



# Today's goals

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- Content you can recycle, reuse, and repurpose
- Strategies you could implement at your organization
- Tactics for one-person or small marketing teams
- Inspiration to maximize what you're already creating



# Our presenters

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**EMERALD CASSIDY**

*Community Foundation of Abilene*



**THOMAS DARWIN, PH.D.**

*Texas Methodist Foundation*



**JANET KARCHER**

*San Angelo Area Foundation*





COMMUNITY  
FOUNDATION  
*of* ABILENE

# **Who** we are

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**40+ years**

*of community impact since 1985*



**\$245 million**

*in assets since our founding*



**650+ charitable funds**

*managed by the CFA*



**\$210 million**

*in lifetime grantmaking*



**\$14 million**

*raised through annual giving day  
since 2017*



**\$1 million**

*in rural grantmaking  
since 2022*

# What's *working*

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- Annual reports
- Press releases
- Photography
- Short-form video
- User-generated content







**TOP:** Foundation board members meeting at the Petroleum Club in 1989. Joe Canon with the Dodge Jones Foundation served as chair.

**MIDDLE LEFT:** On May 18, 2019, a tornado damaged more than 400 properties in Abilene. The Foundation and United Way partnered to raise and deploy money for immediate relief needs and long-term rebuilding projects. More than \$590K raised serving 153 families.

**MIDDLE RIGHT:** The Foundation held a press conference on December 11, 1985, announcing the gift from Mrs. Matthews and the Dodge Jones Foundation. Joe Canon, director of the foundation, was also a founding CFA board member (Abilene Reporter-News).

**RIGHT:** Past and present Foundation trustees at the 2005 Annual Luncheon. To see a full listing, refer to the board page at the end of this report.







Thank you, Emerald! We'll have a reporter there later today. It's a great event that helps so many people.

**Will Jensen | News Director**

4420 North Clack Street

Abilene, Texas 79601

[wpjensen@sbgstv.com](mailto:wpjensen@sbgstv.com)



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**From:** Emerald Cassidy <[ecassidy@cfabilene.org](mailto:ecassidy@cfabilene.org)>

**Sent:** Friday, July 18, 2025 10:54 AM

**To:** Will Jensen <[wpjensen@sbgstv.com](mailto:wpjensen@sbgstv.com)>

**Cc:** &Abilene-KTXS-News <[news@ktxs.com](mailto:news@ktxs.com)>

**Subject:** [EXT]Texas Mission of Mercy hosting free dental clinic, July 18-19

**CAUTION:** This email originated from outside of Sinclair. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hi Will, sharing this news with you. I attended the event this morning, and there were so many people being treated. Volunteers shared that a line started to form around midnight. By 5 a.m., a couple of hundred were waiting for the doors to open. The best point of contact would be Shea Hall. I can provide her contact info if there is interest in the story. The attached photos are ones that I took, and your team is welcome to use. Thank you!

*FOR IMMEDIATE RELEASE*

### **Texas Mission of Mercy hosting free dental clinic, July 18-19**

The Texas Mission of Mercy (TMOM) is the most extensive program of its kind in the state, operating as a mobile dental clinic that delivers essential oral health care to underserved communities across Texas.

## Free clinic provides critical dental care to those in need



JULY 18, 2025

The Texas Mission of Mercy (TMOM) is the most extensive program of its kind in the state, operating as a mobile dental clinic that delivers essential oral health care to underserved communities across Texas.

Abilene has hosted a TMOM event in 2013, 2015, and 2023. This year, TMOM will be held July 18-19, 2025, at the Abilene Convention Center.

Typically hosting four events annually, TMOM adapts to the needs of each community—smaller towns may host a 20-chair clinic, while larger cities, such as Abilene, can accommodate a 40-chair setup.

The Community Foundation of Abilene awarded a \$15,000 grant for the event, and Foundation donors contributed an additional \$11,000 to the cause.

“Access to care is an issue that requires the cooperation and participation of multiple organizations and volunteers,” says Katie Alford, Community Foundation of Abilene President/CEO. “The Foundation is honored to partner with all those championing this effort to benefit those in need of critical dental care.”





Community Foundation of Abilene

Published by Emerald Cassidy · July 18 at 8:00 PM ·



NONPROFIT IMPACT— The [Texas Mission Of Mercy, Inc.](#) (TMOM) is the most extensive program of its kind in the state, operating as a mobile dental clinic that delivers ess... [See more](#)



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## CFA grants more than \$663K during 2025 fall grant cycle



↑ CFA presents check to Betty Hardwick Center, a first-time community grant cycle award recipient (2025).

### NOVEMBER 13, 2025

The Community Foundation of Abilene awarded more than \$663K in grants to 42 local nonprofits during the fall community grant cycle. Through the generosity of our donor-advised fundholders and funds raised from the *Community Connections* grantmaking publication, the community contributed more than \$173K, or 26%, to support nonprofits in this grant cycle.

Our community grant cycles are competitive opportunities for nonprofits serving the Abilene area to apply for funding. The fall 2025 grantees are listed below. First-time community grant recipients are noted with an (\*).

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#### Fall 2025 Nonprofit Grant Recipients:

2INgage-Texas Family Initiative – Kinship support initiative

Abilene Black Chamber of Commerce – MLK Jr. banquet and Juneteenth celebration

Abilene Hope Haven – Bridge2Home renovation project

Abilene Performing Arts Company – Program scholarships

Abilene Philharmonic Association – Abilene youth orchestra programs



Community Foundation of Abilene

Published by Emerald Cassidy · November 15, 2025 · 🌐 · 📍



How do we celebrate [#NationalPhilanthropyDay](#)? Announcing our fall 2025 community grant award recipients! 🎉👏🙌

The Foundation awarded more than \$663K in grants to 42 local nonprofits like [Betty Hardwick Center](#), [Interested Citizens of Abilene North](#), and [Pink Cap Warriors On The Move](#).

Through the generosity of our donor-advised fundholders and other funds raised, the community contributed more than \$173K to support nonprofits in this grant cycle.



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NORTH ABILENE GROUP IS SAYING

**MAIN NEWS**

## ICAN among recipients as Community Foundation of Abilene awards \$663K in fall grants

by: [Ed Aparicio](#)  
 Posted: Nov 14, 2025 / 04:54 PM CST  
 Updated: Nov 18, 2025 / 09:55 AM CST

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**ABILENE, Texas (KTAB/KRBC)** – Interested Citizens of Abilene North (ICAN) is among the organizations receiving significant support in the Community Foundation of Abilene’s fall 2025 grant cycle, which awarded more than \$663,000 to 42 local nonprofits.

ICAN, a longtime advocate for revitalization and community programming in Abilene North, will use its new grant funding for property repairs and enhanced neighborhood initiatives. The support comes at a pivotal time for the organization as it continues efforts to improve local spaces and expand services for residents.

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**'I-CAN' DO MORE WITH GRANT MONEY**  
 \$660K IN FUNDING AWARDED BY CFA TO 42 NON-PROFITS

**CARVER/ STEVENSON COMMUNITY,**



Create



Video

Visibility

Restrictions

Date

Views

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2025 Scholarship Recipient | Alexande...  
Alexander is the 2025 recipient of the Dr. and Mrs. L.M. Bayouth Memorial...

Unlisted

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2025 Scholarship Recipient | Kaitlyn J...  
Kaitlyn is the 2025 recipient of the Kemper Scott Hamilton Scholarship. See...

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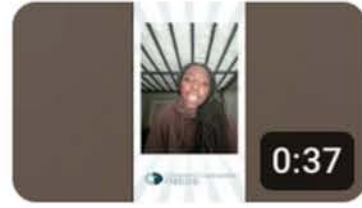
2025 Scholarship Recipient | Amya Wil...  
Amya is the 2025 recipient of the Johnathan Tschaar Memorial...

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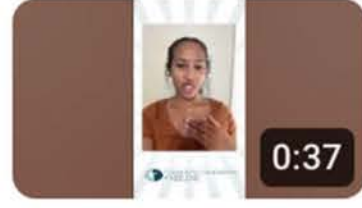
2025 Scholarship Recipient | Amya Wil...  
Amya is the 2025 recipient of the Ruth & Bill Burton Memorial Scholarship. See th...

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2025 Scholarship Recipient | Amyah ...  
Amyah is the 2025 recipient of the Jack Mildren Memorial Scholarship. See the...

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2025 Scholarship Recipient | Ashton B...  
Ashton is the 2025 recipient of the Rodney Holder Memorial Scholarship. S...

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3



Community Foundation of Abilene

Published by Emerald Cassidy · November 27, 2025 ·

#HappyThanksgiving from the Community Foundation of Abilene! 🍂🧡🙌

To all our donors, you create opportunities and build impact for students and nonprofits alike. These 2025 scholarship award recipients said it best, and we are forever thankful.

#CFAx40



See insights and ads

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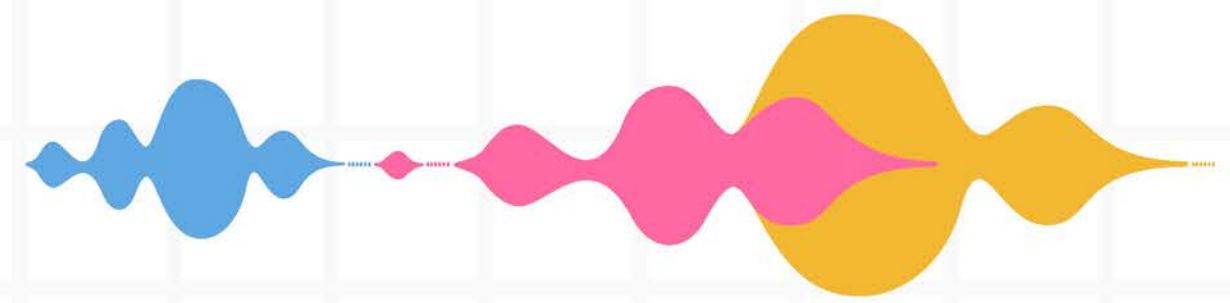
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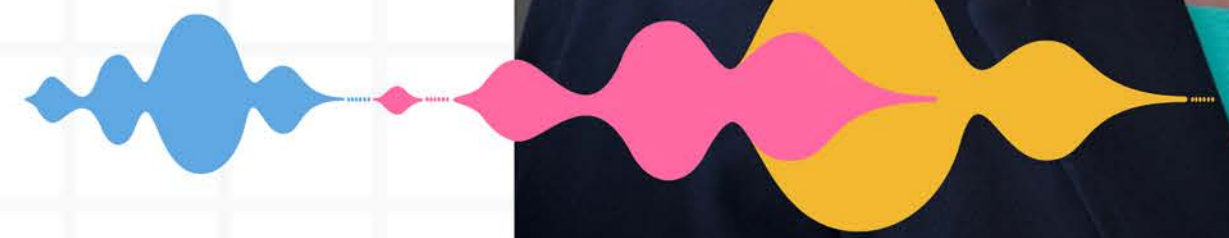
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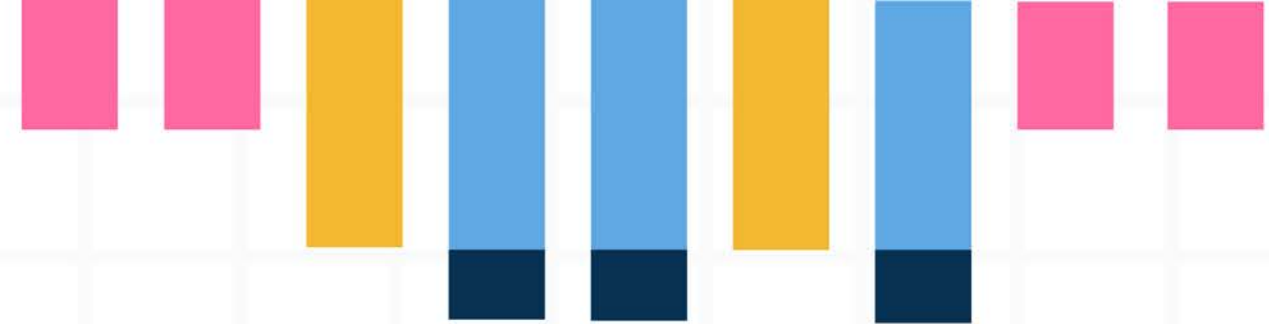


# Janet Karcher

San Angelo Area Foundation



# Local RADIO



A PIECE OF OUR MARKETING STRATEGY



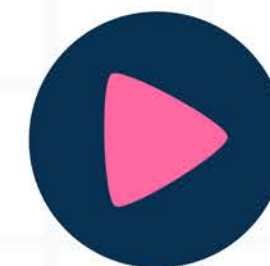
SAN ANGELO AREA FOUNDATION



# Why Broadcast Radio?

Streaming Audio users spend an average of 1 hour and 57 minutes each week listening to online content.

Broadcast Radio Listeners tune in for more than 12 hours per week.

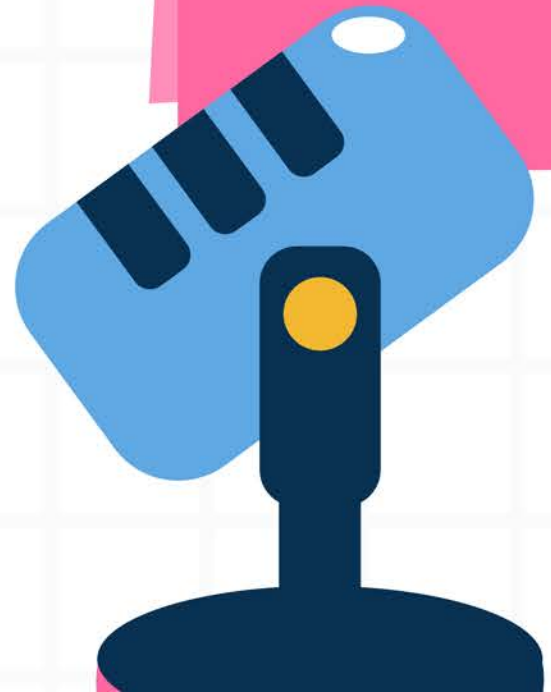


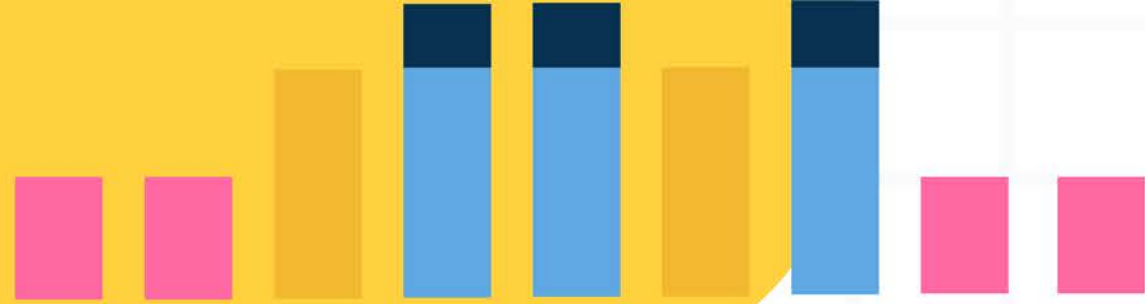


## Promoting Our Day of Giving

SAN ANGELO  
 *Gives*

- **Affordable**
- **Customizable**
- **Connection**





## MESSAGING

4 different messages:

- Designated Fund
- Donor Advised Fund
- Estate Planning
- Leaving A Legacy

**211**

**Spots per month**



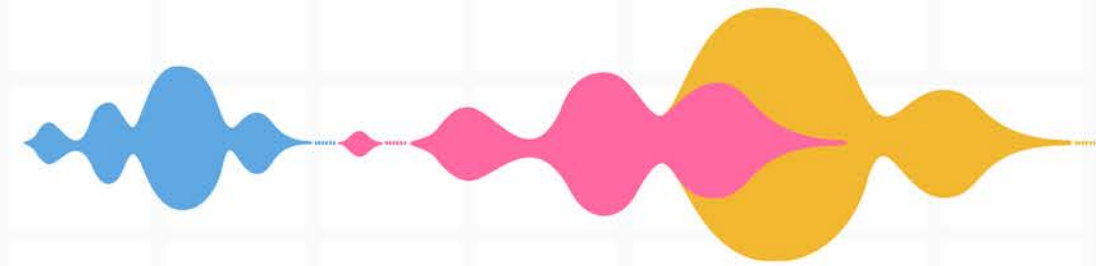
SAN ANGELO AREA FOUNDATION





## Example:

In the Concho Valley we don't see ourselves as merely spectators. We are blessed by neighbors who help where they can. At the San Angelo Area Foundation, we can help you get the most from your giving and connect you with community needs. A donor advised fund is a powerful and personal approach to giving and it allows you to be involved in the grant making process. You play a significant role in responding to needs that you consider important today and in the future. You and the San Angelo Area Foundation - together we make our community better.



# Other Messaging

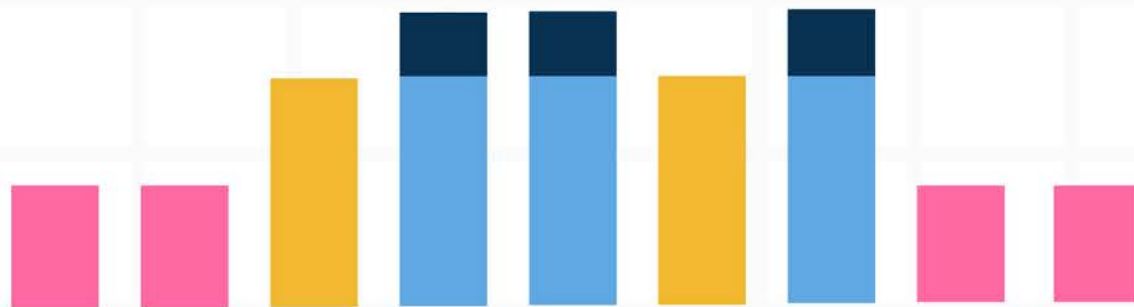
Disaster Response

Gratitude

Live Interviews



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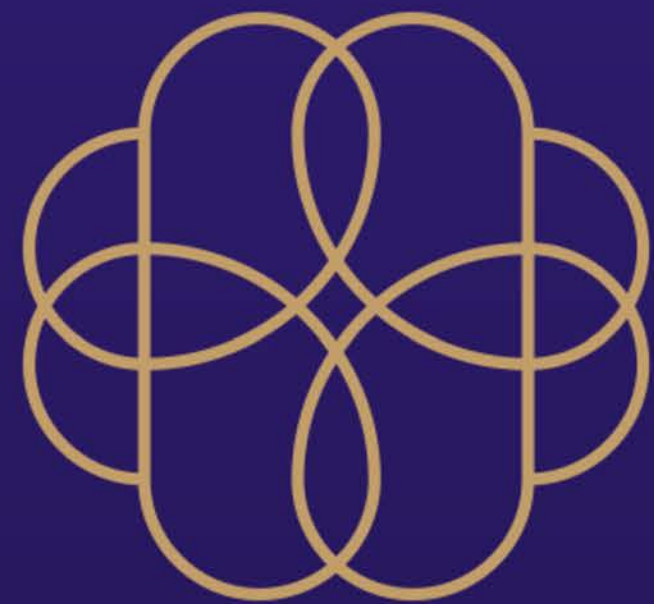


**Thank You for  
Listening!**



[jkarcher@saafound.org](mailto:jkarcher@saafound.org)





**TEXAS**  
**METHODIST**  
**FOUNDATION**  
STEWARDING POTENTIAL

# Data Tells a story

Thomas Darwin, Ph.D.  
Director of Brand Management  
[tdarwin@texasmethodistfoundation.org](mailto:tdarwin@texasmethodistfoundation.org)

## Rules of Thumb

- Data-Story  
Constellations
- Data verifies and  
shows scope
- Story intensifies  
and shows impact



# Annual Impact Reports



## Creating a Giving Legacy

TMF helps individuals create a giving plan to support the charities and communities they care most about and take care of the people you love, now and in the future.

2023 GIFTS TO SUPPORT  
CHURCHES AND MINISTRY



**\$4.6M**

2023 DONOR DIRECTED  
DISTRIBUTIONS



**\$4.3M**

## PHILANTHROPIC IMPACT STORY

### *Expressing* a Generous Spirit

Cathy Bell never imagined herself as a philanthropist.

While serving on church finance committees for many years, Cathy saw firsthand that “any amount you can give is important” and that generosity is about so much more than the amount one can give. It’s about expressing your generous spirit.

After providing for her family, Cathy’s generosity will benefit both her congregation at Lovers Lane UMC in Dallas, Texas, and the community it serves through ministries, outreach, and evangelism.

# Annual Conference Reports

**TEXAS METHODIST FOUNDATION**  
STEWARDSHIP POTENTIAL

**\$67.5M**  
CHURCH AND AGENCY  
IMPACT CERTIFICATE  
INVESTMENTS

**\$94.7M**  
CONFERENCE  
LOANS

### Texas Methodist Foundation Report to the 2025 Horizon Texas Annual Conference

*Dear Horizon Texas Annual Conference,*

On behalf of Texas Methodist Foundation, thank you for your courageous ministry in this season! Texas Methodist Foundation is honored to be a ministry partner supporting the mission of the Horizon Texas Annual Conference through investments, loans, gift planning, grants, and leadership and learning initiatives.

At the end of 2024, loans to churches in the Horizon Texas Annual Conference totaled \$94.7 million, and churches and agencies within the Horizon Texas Annual Conference had \$67.5 million invested in Texas Methodist Foundation Impact Certificates. Every loan represents dreams that are coming to life!

TMF's ministry is made possible when conferences, congregations, nonprofits, and individuals invest with TMF and get a return on their investment, knowing that we will then lend those dollars to support the vital ministries of congregations and nonprofits. It is also made possible when generous individuals create gift plans and support church endowments that help provide long-term financial well-being to churches and ministries.

All our net revenue is reinvested in the church through leadership cohorts, learning and innovation initiatives, grants, and gift-planning programs that support the mission of the church for the long term.

Over the past five years, TMF has provided \$45.5 million back into churches and nonprofits across Texas and New Mexico, comprised of \$29.7 million in charitable services and grants and \$15.8 million in leadership and learning initiatives.

What you do every day matters, and it is our privilege to support your ministry. We deeply appreciate our partnership with you, as together we participate in a cycle of generosity serving your congregations and leaders doing Christ's loving work in the world.

Gratefully,

  
Rev. Lisa Greenwood  
President & CEO  
Texas Methodist Foundation

# Grants Data Cards



## 2024 Competitive Grants Report

### For the Loving World God Imagines

Texas Methodist Foundation's Grants Ministry partners with donors and grantees, uniting faith and funds in an asset-based approach, empowering churches and nonprofits to create opportunities for meaningful, systemic change.



**490,304**  
people served



**\$4.85**  
spent per individual served

### Impact Areas



### Learn more about our Grants Ministry

Data is for the time period 01/1/24 to 12/31/24. Grantee organizations report data on two of the five Impact Areas.

[texasmethodistfoundation.org](http://texasmethodistfoundation.org)



### Access to Resources

# 92%

of those engaged were referred or given access to resources in the areas of nutrition, education, increased income, health, housing, and spiritual services.

See the full impact report at [texasmethodistfoundation.org/grantsdata](http://texasmethodistfoundation.org/grantsdata)



### Mount Olive Food Pantry

DALLAS, TX

Mount Olive Frances Byrd Horn of Plenty Food Pantry serves the needs of the southern Dallas community. It has distributed over 30,000 meals and personal hygiene care products per year. The pantry provides emergency assistance to those in need and operates with a volunteer staff.

# Grants Data Cards



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# Q&A

