



PO Box 1903,  
Fairhope, Alabama 36533

# Impact 100 Baldwin County MEMBERSHIP MATTERS

June 2017

## Calendar

### Impact Events

**Week of July 10**      **Focus Group Meetings Begin**  
*See Impact website for details*

**July 12**              **Just for Fun Social**  
**4:30 p.m.**  
Bone & Barrel  
311 North Fairhope Avenue, Fairhope

**November 1**        **Annual Meeting**  
**4:30 p.m.**  
Daphne Civic Center  
2603 U.S. Highway 98, Daphne

### Let's be Friends!



Be sure to check out and "Like" our Facebook page, **Impact 100 Baldwin County.**

Remember, every time you "Like" or "Share" our events on Facebook, you're helping to spread the Impact story. So be sure to visit and "share" our Facebook page often.

### Mission Statement

*Impact 100 Baldwin County is a community of women seeking to transform lives in Baldwin County by awarding high impact grants to nonprofits in the areas of Arts and Culture • Education • Environment, Preservation and Recreation • Family • Health and Wellness.*

## From our President

### Summer: A Time of Hope and Fulfillment

With the advent of summer, we feel the relief and relaxation that comes with the nature of the season. As we soak in the relief of summer, we are also coming off the highest season of academic graduations and watching the beautiful advancements that follow. We are finishing a season of many weddings, watching with joy the relationships that solidify. And we are into the season of the highest number of baby births, watching with hope our futures unfold with new generations.



Susan Lovelady

Watching the work of Impact 100 at this point of the year is unusually similar. We have successfully finished the season of raising the funds necessary to advance the causes of various 2017 Impact grant applicants. Grant applications have been developed and submitted by 37 nonprofits for improvement of life in Baldwin County. The Focus Group chairs are now planning the processes and organizing the very important work that will ensue within the Focus Groups beginning early July.

During this time of grant application evaluation, several other Impact initiatives are underway. The role of a "visionary service" is being developed to objectively assist area nonprofits with the concept of building through successful grant development. The Impact Board of Directors is in the nomination phase for members of the class of 2020. Technology platforms are being reviewed, planning for sustainable processes for future years. And membership planning is off to an early start, including a separate strategy for garnering additional corporate and area business financial support.

Relaxed? Yes.

Fulfilling the 2017 Mission? Yes!

Hopeful for 2018? A very distinct **Yes!**

Women of Impact 100 Baldwin County, making a difference!

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## Celebrating Ten Years of Women Making an Impact!

### Cindy McBrearty

*This 10<sup>th</sup> Anniversary year affords us the opportunity to look back, as well as ahead. This month, we feature Cindy McBrearty, a Fairhope resident who has been involved with Impact 100 since its earliest days. Cindy has served on the board, as president and on the membership and grants committees, chairing both committees as well.*

As an Impact member, Cindy McBrearty has pretty much done it all. She's served on the board, the membership committee and on focus groups. She's been president, membership committee chair and grants chair. So it comes as no surprise that Cindy is a passionate advocate for Impact and the Impact 100 concept. "Having spent 30+ years raising funds for community organizations that potentially could become recipients of this simple, leveraging concept, I saw it as a 'no-brainer' to nurture its success.

"Through the years, I helped develop projects which (1) provided funds for art, music, technology, playground equipment and capital improvements for local schools, (2) raised money for women's and children's health needs at Thomas Hospital and the Alabama Free Clinic, and (3) raised money to help protect our estuary and waterways for the Weeks Bay Foundation. Through Impact 100, I am able to support these and other organizations by encouraging them to apply for grants and further enhance their programs. Some of these organizations have actually partnered with one another to better serve the needs of the community after recognizing opportunities to leverage their effectiveness through our grants process."

She also appreciates the simplicity of the Impact concept. When asked what she likes to "brag about" when talking about Impact, she says she likes to point out "the simplicity of the concept and the level of active commitment each member can make, based on her area(s) of interest or expertise and time allowance. Also, the assurance that each \$1,000 contribution will help fund carefully scrutinized projects and significantly benefit many citizens throughout Baldwin County."

When Cindy was Impact President in 2014, she and the board created a Planning Manual that remains in use today. The manual helps committees plan and also helps them keep on track and on budget. "It is a tremendous organizational tool and we owe primary gratitude to Susie Bridges for its completion and effectiveness." During her presidency, Impact was able to award five grants, one in each focus area, for the first time.

Cindy has been married to Mike McBrearty, a family physician, for 40 years. They have four adult children and five grandchildren. She's been involved in a number of different civic endeavors, including serving on the Fairhope Planning and Zoning Commission for 18 years.



Cindy McBrearty

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*"Impact 100 has provided a vehicle to stimulate cohesion and mutual purpose through the voices, actions and newly formed friendships of women"*

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Her experiences lead her to believe that there are two key things members can do to help Impact 100 thrive. First, "pledge to bring in at least one new member each year and begin recruiting them early in the year. If each member would do this each year, we could easily compound our numbers and fund many more worthwhile projects. And (2), communicate

throughout the year. Share your suggestions or concerns with the president or a board member so improvements can be made. If the board doesn't recognize a problem may exist, it cannot be resolved."

Membership recruitment, though, "is the key to our success. Without members, we cannot award grants. Conversely, the more members we have the more grants we can award, thus improving the quality of life for the citizens of Baldwin County."

That's her goal. She'd love to "significantly increase awareness of the positive impact we have had and are continuing to have on our county and its citizens as we significantly increase our membership. Over the 40 years I have been a resident of Baldwin County, its size and diversity have created competition and fragmentation and Impact 100 has provided a vehicle to stimulate cohesion and mutual purpose through the voices, actions and newly formed friendships of women."



## Celebrating 10 years of Grantmaking with 2010 Grantee, Alabama Outward Bound School

*In 2010, Impact 100 awarded a \$150,000 grant to Outward Bound for a “150 Troubled Teens: Your Future Matters” program. The program provided a wilderness expedition experience for students from all parts of Baldwin County. As a result of the experience, many of the 150 students who participated had a greater increase in their academic studies, as well as reduced disciplinary actions.*

By Miranda Schrubbe

In 2010, the membership of Impact 100 Baldwin County grew beyond 100 members! With \$150,000 to award that year, it was decided rather than award two smaller grants, Impact would fund a single large grant, and that grant was awarded to the Education finalist, Alabama Outward Bound School (AOBS).

The project’s goal was to provide a wilderness expedition experience for 150 students from all parts of Baldwin County for the purpose of “*enhancing character development skills, improving classroom behavior and attendance and enhancing family relationships for students who exhibited the early warning signs of school dropout or failure.*” The heart of the program involved an 8-day wilderness canoe expedition followed by a 4-day home and school transition component. Ultimately, 156 students started the program and 146 (94%) students successfully completed it. Follow-up data compiled soon after all of the expeditions were complete showed that 79% of those who completed the program improved or maintained their school attendance rate and 71% had either decreased the number of disciplinary referrals or had none at all. Other data showed significant growth in the areas of goal setting, self-confidence and group collaboration, among others.



Unfortunately, a couple of years after the completion of this project, the Alabama Outward Bound School closed. Because of the recession, significant funding was cut from Mobile County, Baldwin County Board of Education, and United Way. Additionally, changes in program support from the national Outward Bound organization for a plan for AOBS to create a revenue stream through a fee-based program affected the organization’s financial viability, also eventually leading to the decision to close the local school. Although the organization is no longer in operation, former AOBS executive director Dr. Lynn Yonge of Fairhope shared that he stays in touch with several of the students who participated in the program and opened the door for me to speak with a couple of them to learn of some real success stories.

When she was in the ninth grade, Kaylee was hanging out with the wrong crowd -using/abusing drugs and alcohol, and her relationship with her parents was rapidly deteriorating. Her parents became aware of her substance abuse when they found her “passed out” one day, and, soon after, they insisted that Kaylee enroll in the Outward Bound program. (Note: The expedition in which Kaylee participated took place before the project that was funded by Impact 100, but the success of the program prior to the awarding of the grant was a key reason AOBS was selected as a grant recipient.) As part of the wilderness “curriculum” participants were required to spend an extended period of time in solitude, reflecting on the changes they needed to make in their lives. It was during this time that Kaylee says she came to a turning point, recognizing that she wanted to take her life in a different direction. She says that the wilderness experience helped her by removing her from her “lifestyle” and putting a focus on the alternatives available – not emphasizing



the past but the future. She also was challenged by the work required to meet her basic needs on the expedition and felt that she grew as a person from that aspect. After completing the Outward Bound program, Kaylee eventually finished high school and obtained EMT credentials. She is now married and has 2 children, and plans to enter nursing school soon. She is very close to her parents, and credits them, as well as Dr. Yonge, Outward Bound and God for her success in life. *(Continued on page 4)*

## 2010 Grantee: Alabama Outward Bound School

(Continued from page 3)

Sylvia was a senior in high school when she was kicked off the soccer team for using drugs and alcohol.



*Sylvia on graduation day!*

She spent time at Baldwin County's Camp Horizon, where she began turning herself around. After "graduating" from Camp Horizon, Sylvia participated in one of the Impact 100 funded expeditions with Outward Bound. She successfully completed the expedition, finished high school, and went on to enroll at the

University of Mobile on a scholarship provided by Upward Bound Foundation AND a soccer scholarship! Sylvia is so proud to share that she graduated with a degree in Global Business in December 2016 and walked at the spring commencement last month! She enjoys a great relationship with her family, and feels so fortunate to have had the support provided by Impact 100 for her participation in the Outward Bound program, which led to her eligibility for the Upward Bound scholarship.

There are certainly other success stories that would illustrate the continuing IMPACT of the 2010 grant awarded to AOBBS, but Dr. Yonge shared with me a "ripple" effect of this grant that is not so obvious. He says the work he continues to do with troubled young people is directly connected to the Impact grant! *"I am so indebted to donors, I continue to do my work with kids in Mobile and Baldwin County."* He serves as the medical director for Strickland Youth Center in Mobile and the former Camp Horizon (now Pathway of Baldwin County), providing medical care as well as small group therapy and day-long outdoor activities. *"Hopefully, one day I can feel I've repaid the generosity of those who helped me with Outward Bound."*

The largest single grant ever awarded by Impact 100 Baldwin County continues to pay dividends through the redirected lives of the young people who benefitted from the Outward Bound experience, as well as through Dr. Yonge's commitment to continue the hard work of guiding troubled youth to new and better paths!



## In Memorium

We would like to extend our sympathies to the friends and family of Diane Daniell, an Impact member who passed away on June 15. As was so aptly noted in her obituary, "Diane, always with a smile on her face and a zest for life, was a loving wife, mother, grandmother, sister and friend. She will be missed by her many friends, along with the many people whose lives were touched over the years by her love and charity." Memorial contributions may be made to Make A Wish Foundation. You may read her obituary here:

[Diane Daniell obituary](#)



## WE WANT YOU!

### Corporate Giving: Share your strengths and skills

Impact 100 Baldwin County is developing a new "corporate giving" strategy to appeal to small and medium businesses and corporations to support our vision through donations and contributions to grant funding and/or operational support. We are now at the point of needing a few good women to join us! If you have had experience in sales, marketing, partner collaboration, corporate community development efforts, etc., we'd love to have your help. Email us by July 10 and share three of your key strengths, talents or skills with us. Email us at [Impact100BaldwinCountyNews@gmail.com](mailto:Impact100BaldwinCountyNews@gmail.com).

### Membership Committee

Want to help with the fun and share in the excitement and rewards of membership recruitment? If so, the Membership Committee is looking for you! Join us as we put plans in place for the 2018 membership drive, create materials, etc. If you would like to help, email Ann Rumley, Membership Chair, at [asrumley13@gmail.com](mailto:asrumley13@gmail.com). The next meeting will be July 18.

