



PO Box 1903,  
Fairhope, Alabama 36533

# Impact 100 Baldwin County MEMBERSHIP MATTERS

SUMMER 2018

## Calendar

### JUST FOR FUN

- AUGUST 22** **GINNY LANE**  
noon The Wharf  
Orange Beach
- SEPT. 12** **WAHLBURGERS**  
noon at OWA  
105 South OWA Blvd.  
Foley
- SEPT. 18** **FALL SOCIAL (WITH HUSBAND OR GUEST)**  
4:30 **SUNSET POINTE**  
831 North Section  
Fairhope
- OCTOBER 10** **GREEN GATES MARKET**  
4:30 801 North Section  
Fairhope

### ANNUAL MEETING

- NOVEMBER 1** **ANNUAL MEETING**  
5:00 Daphne Civic Center  
Daphne

### 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

I hope that you are all enjoying your summer! On June 27<sup>th</sup>, I had the honor of sitting on a panel of “fundrs” at the South Alabama Nonprofit Summit at the University of South Alabama. This was a wonderful experience for me in many ways.

First, the entire room was full of dedicated representatives of our local (South Alabama) nonprofit organizations who were there to get training on how to help their organizations. This was an inspiring group of people. We all know that in the nonprofit world, it is all about passion.

Secondly, I sat on the panel with a very impressive group of people: Rebecca Byrne of the Community Foundation of South Alabama, Jill Chenoweth of the United Way of Southwest Alabama and Laura McLeod of the AS Mitchell Foundation. Now this was an impressive group of women! It was an honor to share the panel with them. We were there to answer questions about how we funded grants, our criteria and our process.

As I was explaining *our* process, I realized just how different we are. We have the ability to award large grants. We serve a concentrated area and are able to influence that area in a large, impactful way. Our criteria are well defined but broad enough to handle all sorts of different projects. And last, but certainly not least, we are an entirely volunteer organization. As the other women on the panel described how they came to be in their positions and that their passion was why they went to work each day, I had a realization. I was in my position because I was elected by a group of my peers. I am not paid, but pay to belong in this wonderful organization.

Passion for Impact 100 Baldwin County has many of our members opting to attend Focus Group meetings rather than sit by the pool this summer. It has them driving around the county visiting the workplace of our nonprofit applicants and conducting site visits. Each of these volunteers will log many hours this summer in the service of our organization. They allow us to do what we do...award high impact grants!

To them and to each of you, I want to extend my thanks for sharing my passion. Together we are stronger.



Melanie Harris

#### IN THIS ISSUE

	PAGE
President's Message	1
Women Making an Impact: Topie Cassady	2
Grants Making an Impact: Eastern Shore Repertory Theatre	3
Just for Fun Look Back	4
Fall Social	4
Jean McKee Raffle Prize	4
Corporate Sponsors	5
Looking for Membership Drive Hosts	5

Women Making an Impact

## Topie Cassady

*Utopia (Topie) Cassady, Impact's Attorney of Record, has been an Impact member since 2015 and she has enjoyed being a member of a Focus Group ever since joining. Her background in community service and master's in social work have given her a special appreciation and perspective that has been very useful in that role.*

Utopia (Topie) Cassady thoroughly enjoys being a Focus Group member. Last year, she served on Health & Wellness; this year, she's serving on the Environment Focus Group. Part of the reason she enjoys it is because of her education and previous career as a social worker; part of it is because of the other women in her focus groups. "I enjoy the comradery and enjoy meeting women in all different professions that I probably wouldn't meet otherwise.

Growing up in Tennessee, Topie went to LSU, then received her master's in social work from Tulane. Her husband suggested that she'd make a great lawyer and, after considering the career switch, she decided she

*...Just the cross-section of knowledge that comes to the table (in a Focus Group). When I review a grant, I notice certain things and then, always, when we're at the Focus Group discussing it, somebody else has identified something that I didn't even see or think about...*

agreed and decided to go to law school at night. Now she and her

husband, Max, are partners in their own firm, Cassady & Cassady, PC, where Topie focuses on social security disability, workers comp, as well as general practice and estate planning. She also serves as the Attorney of Record for Impact 100 Baldwin County.

Topie and Max moved to Baldwin County in 2003, with their two children, Harper and Walt. "I love to read, mostly fiction. I also enjoy spending time with my family and going to hear live music with my husband and friends. I like to cook when I am in the mood and I love traveling." But what she most especially loves is living near the water. "It is my happy place. I love motor boating and kayaking."

Community involvement has always been a passion for Topie, perhaps because of her social work experiences. But she finds that being a member of Impact and serving on a focus group is different. "I've been on boards for various agencies and they have a specific focus for that agency and that population and for whatever service that agency's providing. It's very specific. For me, being on Impact, it's different because you've got all these areas that we award grants in and, even within those areas, when you review those grants, there's a lot of creativity and a lot of diversity in the services people are providing in that area. It's more wide open, I guess."

Topie joined Impact in 2015 because "I just liked the idea of it. I was a social worker previously, so I've always enjoyed being involved with community service agencies and activities. I have two children, a 21-year-old and a 17-year-old, and in the thick of the years of them, I drifted away from doing things like that and I am enjoying reconnecting with some agencies and some community service. I also like the idea of an organization of women who are business people and contributing to community service agencies. I like that notion."

Topie believes that focus groups provide a great way to get to know the community and a great way to get to know other Impact members. "Just the cross-section of knowledge that comes to the table when you first get together. When I review a grant, I notice certain things and then, always, when we're at the Focus Group discussing it, somebody else has identified something that I didn't even see or think about. You've got people who are completely versed and comfortable in reviewing the financials and other people who are versed in other aspects. I appreciate the collective ability to analyze the grant and the services provided. I think it's a very impressive group of women.

"I enjoy the site visits too. It's always fun to go see what an agency's doing, meet the people who are there, and see the services. I enjoy that Impact is local, that it's trying to give back to the community we're in and the assessment of local community comes from people who are part of that local community. I just enjoy that. I think it's a very satisfying experience."



Topie Cassady



*"This is my favorite picture, because it does seem to capture the mood: The sunset. The water. The 'This is all so beautiful' and my 'I am alive' posture."*

IMPACT GRANTS – Creating Ripples of Hope & Opportunity



## Eastern Shore Repertory Theatre

*In 2017, the Eastern Short Repertory Theatre (ESRT) received a \$90,000 grant to purchase high-quality lighting and sound equipment which would enable them to increase their number of performances and audience capacity. Here's an update on their project, provided by ESRT Executive Director and now Impact 100 member, Erin Langley.*

By Erin Langley

The Eastern Shore Repertory Theatre (ESRT) is a growing 501(c)(3) organization with a mission for fostering theatre arts for local students, as well as providing a quality theatre experience for residents of the Gulf Coast. Since its beginnings in 2012, ESRT has served the local community by working and performing for thousands of audience members, including yearly performances for Baldwin County schools. ESRT has been recognized for the past three years as a national leader in youth theatre by iTheatrics and has been awarded Outstanding Performance, Excellence in Dance, and Finalist for the Playbill Community Service Award.

ESRT creates high quality performances for our area, but despite the illusion, we are working on a relatively small budget. We try to create the best art possible with the funding we receive, but things like lighting and sound are very expensive to purchase. They are items we would not have the money to purchase on our own. We chose to apply for (an Impact grant to purchase) lighting and sound systems because we knew they could take our performances to the next level. We would also be able to teach our students lighting and sound as well. We can travel and be more versatile with our performances, which will, in turn, mean performing for more audience members throughout the community. It's honestly a gift beyond our wildest dreams and opens up so many creative possibilities.

We were able to purchase our sound and lighting equipment right before our 5th annual Theatre on the Bluff performance of **NEWSIES** this May. If you've seen our bluff productions in the past, you know that these new lights and sound have taken our productions to a new level. We've never had a show look so professional. Our show was able to be seen and heard

by 1,000 audience members each night. In the past we've struggled to accommodate those size audiences.

We are so excited to go into the 2018-2019 season with these new equipment purchases. We will be able to bring in top-notch lighting to our Fairhope Civic

Center performance of **Mary Poppins, Jr.** for thousands of school children, transport it to The Steeple on St. Francis in downtown Mobile for our premiere performance of **A Christmas Carol** and will continue to expand on our abilities to entertain audiences at Theatre on the Bluff.

In addition to receiving numerous local and national awards, ESRT has a broad impact on the performing arts community. In the past five years alone, ESRT has performed for approximately 53,000 audience members, with casts consisting of approximately 1,800 local children and adults. **NEWSIES** attracted approximately 3,000 audience members from the local community. In the upcoming year, ESRT will perform summer camp performances of **Aladdin**, **Jungle Book**, **High School Musical**, and **Alice in Wonderland**, all for the local community, in addition to a full-scale production of **Mary Poppins** for Baldwin County schools.

ESRT continues to serve the community by giving back with service projects including a Mobile Bay coastal cleanup, bringing the **Circus of Dreams: Miracles Under the Big Top** to USA Women's and Children's Hospital and by creating theatre programs with the Boys and Girls Club. ESRT's workforce consists of a strong group of over 100 Auxiliary volunteers who use all the proceeds from concessions and merchandise sales to offer scholarships to current and new students.

ESRT would like to thank Impact 100 Baldwin County for its generosity and for believing in our organization. We will do our best to honor this equipment and serve our community to the highest level of our ability!



*ESRT's new lighting and sound systems have made a tremendous difference in the quality of their productions.*

**JUST FOR FUN!**

Summertime is meant to be a time to recharge, enjoy family and friends, and to just have some fun. What better way to accomplish the “have fun” part than at an Impact **Just For Fun**? Here’s a quick look back at some of this summer’s JFFs that Jerry Ann McCarron organized for us at Cactus Cantina, Cybele’s, and the VanAntwerp home. Hope we’ll see you at one of the remaining JFFs! (Don’t forget the Fall Social – bring your husband or significant other!)



*Have you purchased your raffle tickets yet?*

*Jean McKee, Impact 100 member and well-known local artist, has donated a beautiful 30 x 40 painting for Impact to raffle off. (Thank you, Jean, for your fabulous generosity!)*

*Raffle tickets are \$5 each, or 5 for \$20. Tickets will be sold at each of our Just for Funs until the lucky winner’s name is drawn at our Annual Meeting in November.*

*The painting has a value of \$900. Proceeds will be used to support Impact100’s administrative expenses.*



**FALL SOCIAL!  
INVITE YOUR HUSBAND OR  
A GUEST TO JOIN US**

This year’s Fall Social will be Tuesday, September 18, at the Sunset Pointe. The Fall Social is a great opportunity for your husband or significant other to get to know other Impact members and their husbands or significant others. So join us for a relaxing, fun evening at one of the most beautiful spots in Fairhope, the Sunset Pointe, 831 North Section Street.

Please let Jerry Ann McCarron if you plan to attend. We want to make sure we have plenty of room for everyone! Email her at [jerryann470@gmail.com](mailto:jerryann470@gmail.com) or give her a call, 251-510-6790. (We will try to accommodate last-minute guests, too.)

Last year’s event was a lot of fun. This one will be, too, so join us!

**SUNSET POINTE**

Tuesday, September 18 – 4:30  
831 North Section Street, Fairhope

## A special “thank you” to our Impact 100 Corporate Sponsors and Donors

We’ve said it before and we’ll say it again because you can never say “Thank you!” enough. Please help us let these wonderful Impact 100 Corporate Sponsors and the donors to our administrative fund know just how much you appreciate their support. Without them, Impact wouldn’t be able to put 100% of our members’ contributions back into the community. When you visit these establishments, please let them know you are an Impact member and that you very much appreciate their support.

Achee Properties, Inc.  
Aging in Alabama  
Alabama Credit Union  
Alabama Land Title  
ARP Research Group, LLC  
Arthritis Care of the Eastern Shore, LLC  
Ashurst & Niemeyer, LLC  
Baldwin Bone & Joint  
Baldwin County Board of Realtors  
Baldwin OB-GYN PC  
Bayside Properties, LLC  
Big Brothers Big Sisters of South Alabama, Inc.  
Kristin Boan Designs, LLC  
Brown Financial Advisory  
Bryant Bank  
Byers, Byers & Associates, PC  
Chapel Farm Collection  
Citizens Bank, Inc.  
Coast Seafood  
Coastal Resort Realty  
Coastal Stone & Cabinetry  
Columbia Southern University  
Cox Family Foundation  
RM Crum Construction Co., Inc  
Daphne Rental Center  
Duct Doctor USA of South Alabama  
Eastern Shore Chamber of Commerce  
Elite Real Estate Solutions  
Elliegator LLC, dba Little Point Clear  
Endurance Equipment, LLC  
Floyd C. Enfinger, Jr., PC  
Environ Storage Systems, LLC  
Fairhope Pediatrics  
Flora-Bama Management, LLC  
Foley Hospital Corporation  
Frances Holk Insurance Co.  
Gateway Sourcing, LLC

Grace Lutheran Church  
Green Branch Farms, LLC  
Homestead Village of Fairhope  
Impact 100 Global Advisory Council  
Live Oak Village  
Lowery Tax and Financial Services  
Lytle Land, LLC  
M&F Casuals  
Mack Funeral Home, Inc.  
Master Joe’s  
National Bank of Commerce  
Judy Niemeyer, LLC  
North Baldwin Chamber of Commerce  
North Baldwin Utilities  
Old Tyme Feed & Garden Supply  
Precision IBC, Inc.  
Public Super Markets Charities  
Regions Bank  
SBC Properties  
Scott & Scott Law, LLC  
ServisFirst Bank  
Stone Crosby, PC  
Stone Interiors  
Storage Plus of Baldwin County, Inc.  
Stowe’s Jewelers  
Strickland Orthodontics  
The Family Center  
The First Bank  
The Grand Hotel Marriott Resort  
The Happy Olive  
MD Thomas Construction, LLC  
Tonsmeire Charitable Foundation  
United Bank  
Unity Bunkering, Inc.  
Utopia Lands, LLC  
Weeks Bay Foundation



## Looking for hosts for our 2019 Membership Drive socials!

We need your help. Would you be a host or help arrange one of our membership socials during the upcoming Membership Drive? If so, we would love to hear from you! Contact Ann Rumley, Membership Chair, 251-604-3744, or email her at [asrumley13@gmail.com](mailto:asrumley13@gmail.com) to let her know that you would like to help us reach our goal of 500 members. We'll provide the speakers and materials. All you have to do is provide the guest list and the location (and maybe some nibbles). Not only will it be fun, but it's an easy way for you to introduce the Impact 100 concept to your friends and neighbors!

Women Together Making a Difference

IMPACT 100 Baldwin County ♦ PO Drawer 1903 ♦ Fairhope, AL 36533

Email: [Impact100BaldwinCounty@gmail.com](mailto:Impact100BaldwinCounty@gmail.com) ♦ Visit our website at [www.Impact100BaldwinCounty.org](http://www.Impact100BaldwinCounty.org)

