Quick Facts

- Established in 1972
- Founded by George and Anna McLean, owners of Journal Publishing Company, making CREATE sole stockholder of JPC
- Mississippi’s oldest Community Foundation
- Net Assets on 12/31/14: $84,932,462
- Highest rating for Strong Fiscal Management, Charity Navigator
- First foundation in U.S. to receive CEFEX certification
- National Standards certification from the Council on Foundations
- 28 member Board of Directors from 13 counties
- 6 Full-time staff
Northeast MS Economy

- Manufacturing – 21.3%
- Government – 19.8%
- Retail Trade – 12.2%
- Education – 11.9%
- Health Care – 11.9%
Major Employers

- North MS Health Services – 6,000
- MS State University – 4,000
- University of MS – 2,600
- Toyota Motor Mfg. – 2,000
- Cooper Tire – 1,625
- Tupelo Public Schools – 1,200
- MTD Products – 1,150
Service Area

Northeast Mississippi Counties

- Alcorn
- Benton
- Calhoun
- Chickasaw
- Clay
- Itawamba
- Lafayette
- Lee
- Marshall
- Monroe
- Oktibbeha
- Pontotoc
- Prentiss
- Tippah
- Tishomingo
- Union
Our Dual Focus

CREATE
Northeast Mississippi's Community Foundation

Regional Community Development
Charitable Giving/Endowment Building
Trying to help all families with children

- Low Income need encouragement
- Middle Income need funding
Analyzed regional trends and compared to state and national data.
<table>
<thead>
<tr>
<th></th>
<th>2000</th>
<th>2012</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>29,845</td>
<td>43,745</td>
<td>+46.6%</td>
</tr>
<tr>
<td>Mississippi</td>
<td>21,005</td>
<td>33,657</td>
<td>+60.2</td>
</tr>
<tr>
<td>Northeast Mississippi</td>
<td>19,900</td>
<td>31,268</td>
<td>+57.1%</td>
</tr>
</tbody>
</table>
## Educational attainment

### Northeast Mississippi

<table>
<thead>
<tr>
<th>Education Level</th>
<th>2000</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Some college or higher</td>
<td>38.0%</td>
<td>47.1%</td>
</tr>
<tr>
<td>High school completions only</td>
<td>30.8</td>
<td>31.5</td>
</tr>
<tr>
<td>Dropouts</td>
<td>31.2</td>
<td>21.4</td>
</tr>
<tr>
<td>(Total)</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>
Conclusions -

- Northeast Mississippi trails the nation and state in per capita income
- 50% of the income gap results from lower educational attainment
Who else is helping -

- Community organizations, including the Boys and Girls Clubs, Big Brothers/Big Sisters, etc., provide assistance to at-risk children.
Gaps existed in funding for students and encouragement for education attainment.
FES goal – Earn it

direct correlation between income and educational attainment
Overall Approach

- Early childhood initiatives
- Dropout summits
- Media campaigns
- Dropout recovery
- Tuition guarantee
Tools

- Funding - $150,000 / year from an endowment fund
- One foundation staff coordinator
Project Partners

- Community colleges
- Planning & dev. districts
- Other foundations
- Cities & county government
- Private businesses
Educational attainment has risen...

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Per capita income has risen...

2000  $19,900  2012  $31,268
Sustainability

We believe all key funders will maintain support for future funding.
Advice

- Bring all key parties together on front end
- Enlist early adapters to serve as model
- Provide program data on a consistent basis
“It is the responsibility of the people of Mississippi to try to raise the level -- economically, educationally, spiritually and otherwise -- of all the people of Mississippi. There’s nobody else who’s going to come in here and do it for us.”

George McLean
CREATE Founder
1904 - 1983