OUTSTANDING INDIVIDUAL PHILANTHROPIST

FLEETWOOD HASSELL

The President/CEO of the Bank of South Carolina, Fleetwood Hassell has been described by those with whom he works as a philanthropist who embodies an altruistic attitude, passion for improving the lives of those less fortunate, and desire to foster meaningful change in the Charleston community. The staff of several local nonprofits with whom he works say he is fearless when calling upon other community and philanthropic leaders to ask for a meeting, volunteer, or make a donation if he believes in the cause, and he inspires others to do the same.

Trident United Way Celebrates

FLEETWOOD HASSELL

as the South Carolina Lowcountry Association of Fundraising Professionals' 2019 OUTSTANDING PHILANTHROPIST OF THE YEAR

Thank you for you exemplary leadership in the philanthropic community. You help lift our Tri-County community through your spirit of generosity – with time, talent and treasure. Congratulations from your friends at Trident United Way!

TUW.org
PHILANTHROPY’S DECLARATION OF INTERDEPENDENCE

Philanthropy is at its core the art of alignment. Our Tri-County region may be best served through a philanthropic model described as our “declaration of interdependence.” Philanthropic support strengthens systems for serving people across the community so that together we are building a community that is both more prosperous and more resilient. Through the power of collaboration, Trident United Way and our multisector partners across the region are doing work that no single organization can accomplish alone.

The 20th and 21st centuries have featured remarkable responses to address considerable challenges, ranging from health interventions to improvements in motor vehicle safety, to name a few. These achievements were fueled by a series of societal and economic circumstances that altered the way in which organizations address many challenges, bringing together government, civil society, philanthropy and the private sector.

PARTNERSHIPS FOR PROGRESS

Harnessing the power of partnership to drive improvements in education, financial stability and health involves high-stake and high-reward collaboration and is at the heart of our partnership practice. Created by a group of key business leaders near the conclusion of World War II, Trident United Way works to bring together the nonprofit sector with key community philanthropists, corporate leaders and organizations.

Whether pressures on education, financial stability or health are systemic or circumstantial, Trident United Way works with its partners to improve lives removing barriers to success for people — and ensuring all our neighbors have the tools to be more prosperous.

CAPITALIZE ON INTERDEPENDENCE

In its work, Trident United Way operates at the nexus of philanthropy, the private sector, government and civil society. We know that networks that drive innovation and prosperity thrive on collaboration and trust. High-stakes collaboration is the new currency that philanthropic, public sector and private sector organizations must utilize. Organizations that can link and leverage their strengths with those of other organizations will outperform and outshine those that do not.

In today’s dynamic environment, the ability to work interdependently in the philanthropic arena provides more impactful outcomes for those we serve. Trident United Way and its partners stand at the ready to collaborate and work interdependently to achieve meaningful progress for others.

LESSONS FROM THE FIELD

In Trident United Way’s 75 years of building thousands of successful partnerships, we have come to understand the continuing wisdom of the following lessons. We provide a sampling of these below:

- **Coalitions are powerful**: Satisfaction must come from achievement of shared outcomes instead of individual accomplishments.
- **Communicate to stay connected**: Ongoing communication is essential — it is the nervous system of successful coalitions.
- **Seek the truth**: In order to form an effective response to complex community issues, you must use data to get to the truth.
- **Build trust**: It is the glue that holds teams together.
- **Spend time to improve tools and techniques**: Troubleshoot and remediate issues until you get it right.
- **Find effective leaders**: Leaders must dedicate themselves to the mission, use new information to improve the strategy and build coalitions.

USING COALITIONS TO MULTIPLY IMPACT

Pioneers in U.S. philanthropy, such as the late Terrance Keenan, longtime special assistant to the Robert Wood Johnson Foundation, have trumpeted the value of coalitions. Mr. Keenan wrote that “a great Foundation builds investment partnerships around its goals, creating coalitions of funders — public and private — to multiply its impact.”

While Trident United Way has broadly embraced this tenet for many years, we have put it into action most recently as a value proposition in two highly effective collaborations: Healthy Tri-County initiative work resulting in Our Health, Our Future: Tri-County Health Improvement Plan 2018-2023, and the Tri-County Reading by Third Project work piloting innovative educator training to improve reading level attainment.

This model fuels the types of results that donors deserve and expect and showcases our sectors working at their best to solve real-time challenges. Why is this important? Because philanthropy determines the rate at which we achieve scale in programs proven to work for those we serve. These are interdependent successes for the people of our region that collaboration makes possible and cannot be erased.

Chloe Knight Tonney is president and CEO of Trident United Way. For 75 years, Trident United Way has stood for people and progress. Trident United Way is a catalyst for measurable community transformation through collective impact in education, financial stability and health. Our investors and partners represent a movement of people and organizations working together to create bold change. We unite expertise, resources and passion by fulfilling our regional roles as a community connector, strategic partner, volunteer engager and grantor. According to The Chronicle of Philanthropy, United Way is America’s favorite charity. For more information, visit tuw.org.
Help Me Grow South Carolina, a Trident United Way partner and previous Community Engagement Grant recipient in 2016, has been working to improve developmental screening rates for children 5½ years and under. Screenings not only identify potential development delays but help parents learn more about how to promote healthy development and key milestones.

One way to reach more parents is by partnering with other entities already reaching parents of young children. Story time at the Charleston County Public Library was a natural fit, Tiffany Howard, program coordinator for Help Me Grow South Carolina said.

“It’s been a wonderful partnership and we are excited to see it continue to grow,” Howard said. “Only 30% of children with developmental delays are identified prior to school entry. Providing ongoing screening and connection to services for those kids who need extra support is critical so they can arrive at school ready to learn.”

In spring 2019, Help Me Grow hosted Read, Rattle & Roll at four library branches, piggybacking on planned story time events. Children enjoy fun and interactive play areas focused on learning, behavior and development. Parents learn how these interactions stimulate their child’s development and complete a short questionnaire that will help identify their child’s strengths or areas where extra support may be needed.

Based on screening results, parents can choose ongoing developmental screening, help with connection to services, or receive follow up from a Help Me Grow care coordinator, Howard said.

Kellye McKenzie, Director of Health for Trident United Way, noted that a partnership between the library and Help Me Grow might initially seem a little unusual, but in fact it makes great sense. Talking about developmental issues in and of themselves can be stressful for parents; add the intimidating atmosphere of a clinic or hospital setting and it becomes even more difficult.

That just isn’t the case at the library, McKenzie said.

“At the end of the day, the library is such a great partner,” she said. “It’s one of the most neutral, nonjudgmental places in the community. Anyone can access the library — everything is free, and everyone is welcome. It’s truly the ultimate benign atmosphere.”

Such partnerships are truly a universal community good, she said.

“We are connecting folks from across the region,” McKenzie added. “That’s the power of these coalition efforts — to form these natural partnerships that are to the betterment of everyone involved.”

Devon Andrews, library programming manager, said the partnership made perfect sense and was another way for libraries to add value to the local community.

“It’s a natural fit and a great way to continue to build on the services we can provide to families. The idea was to tie those two activities together,” she said. The feedback we got was great; parents got to learn more about these issues, the kids got to enjoy story time and fun play activities. So, we’re going to start doing this at four new library branches this fall. We’re excited that it’s going so well; it’s so important.”

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Day of Action 2019

Volunteer event focused on serving senior citizens in the Tri-County community

Volunteers made it happen on Trident United Way’s Day of Action 2019! This was TUW’s first year participating in the UWW Day of Action event global event. The activities of the day were all about helping seniors with low income and limited mobility stay independent in their homes and connected to their communities. Nearly 50 volunteers delivered meals and care packages to homebound seniors, tended to some neglected yards and led fun social activities at their local community centers. In total, United Way volunteers dedicated 108 hours to complete seven projects that helped more than 620 seniors. (Photos/Trident United Way)
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Day of Caring 2018

An 18-year tradition in the Lowcountry, Trident United Way’s Day of Caring, sponsored by Ingevity, brings together hundreds of nonprofit agencies and schools with thousands of volunteers all on one day to improve our Tri-County community.

TUW’s Day of Caring is the largest community service day in the area. TUW matches nonprofit agencies and schools with volunteer teams that help advance their mission and build capacity — all while fostering community engagement. Additionally, it serves as a catalyst for year-round volunteer engagement as teams see the impact they can make in one day when they build partnerships within the community.

The focus for Day of Caring is to bring the community together to accomplish projects for schools and nonprofits that they cannot get to on their “rainy day” list. (Photos/Trident United Way)

By the numbers

More than 5,200 volunteers rolled up their sleeves

25,000 invested volunteer hours

278 projects

137 companies

139 schools and nonprofit agencies