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Twin City Development Foundation Awards 15 Grants Totaling \$255,000

Tom Blair Legacy Grant Awarded to Second Harvest Food Bank

WINSTON-SALEM, N.C. (JUNE 22, 2021)—The Twin City Development Foundation awarded 15 grants totaling \$255,000 during its spring 2021 grant cycle. Grants were awarded in seven categories: capital campaigns, workforce development programs, entrepreneurial ecosystem support, K-12 public education, technology upgrades, tourism support, and scholarships. With the spring grant cycle, the Twin City Development Foundation exceeds the \$5 million milestone in total grants awarded since its founding in 2007.

“The Twin City Development (formerly DataMax) Foundation exists to support economic and workforce development in Forsyth County, and we believe this spring’s 15 grantees will use the funding to make great strides in improving local development,” Foundation Executive Director Robert Egleston said. “We rarely stray from our focus. For example, this spring we awarded a grant to the Theatre Alliance, which is an arts organization that we would normally not fund. Our grant, however, is for the Theatre Alliance’s new 6th Street facility, which we think will provide economic stimulus to the downtown area.”

Each year, the Foundation designates one of its awards as the Tom Blair Legacy Grant to honor the former President & CEO of DataMax Corporation (the Twin City Development Foundation was formerly known as the DataMax Foundation). Since his retirement in 2007, the Legacy Grant has been presented each year to a worthy initiative. For 2021, the Legacy Grant recipient is Second Harvest Food Bank.

For its spring grants cycle, the Foundation awarded three grants to capital campaigns, including \$40,000 as a Tom Blair Legacy Grant to the Second Harvest Food Bank for its ongoing capital campaign; \$50,000 to the UNC School of the Arts (the largest grant awarded) for the school’s new real estate acquisition fund; and \$20,000 to the Winston-Salem Theatre Alliance for its 6th Street building renovation. The Foundation also awarded three grants for workforce development programs, including \$20,000 to Moji Coffee & More for expanded training and outside job placement; \$10,000 to Partnership for Prosperity for workforce development aspects of the Castle Heights Place-Based pilot program; and \$10,000 to the Winston-Salem Urban League for its summer youth employment program.

Three grants were awarded for entrepreneurial ecosystem support, including \$5,000 to the Center for Creative Economy for its 10th Anniversary Sustainability Fund; \$10,000 to Greater Winston-Salem, Inc. for software to convert local entrepreneurial ecosystem elements into an interactive map; and \$10,000 to Winston Starts for production of a collaborative promotional video with startups and community partners. The Foundation awarded two grants for K-12 public education, including \$15,000 to GIDE (Guiding Institute for Developmental Education) for expansion of its afterschool and summer Proficiency Recovery Program and \$15,000 to LEAD Girls of NC for a Carver High School pilot expansion of the program.

Two grants were awarded for technology upgrades, including \$10,000 to Bookmarks for equipment and technology to produce hybrid (in-person/virtual) events and \$20,000 to Salem Academy and College for campus technology upgrades. The Foundation awarded one grant for tourism support, a \$10,000 grant to the National Sports Media Association for the 2021 and 2022 Awards Weekend and one grant for scholarships, a \$15,000 to Leadership Winston-Salem to rebuild its scholarship pool.

Applications are due by September 15 for consideration for the foundation's fall grant cycle. More information is available at twincityfoundation.org.

About the Twin City Development Foundation

Twin City Development Foundation is a Winston-Salem 501(c)(6) organization formerly known as the DataMax Foundation. DataMax Corporation's history dates to 1889 as the Winston-Salem Retail Merchants Association. It also served as the local Credit Bureau. When that portion of the organization was sold to Equifax in 2007, the funds were used to create a foundation to support economic and workforce development within Forsyth County, North Carolina. Since 2007, the Foundation has provided \$5.1 million in local grants.

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