

THE AKOYA

Volume 2, Issue 4



Fourth Quarter 2023

Norfolk Pearls Foundation of Virginia, Incorporated Newsletter

Norfolk Pearls
Foundation of Virginia

P.O. Box 2734

Norfolk, VA 23501

npfv.org

Kathy W. Moore, Chairman



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WELCOME TO THE AKOYA!

Chairman's Message

"A change is brought about because ordinary people do extraordinary things." — Barack Obama

It has been my privilege to serve as chairman of the Norfolk Pearls Foundation of Virginia, Incorporated (NPFV) over the past two years. I'm proud of the work I've done here with you. This organization makes a difference in people's lives. I can't wait to watch as you continue this important work. I relish the opportunity that was bestowed upon me and look forward to the bright future ahead for the NPFV!

Martin Luther King Jr. once said, "Life's most persistent and urgent question is: 'What are you doing for others?'" I believe the NPFV has answered this charge! Since our inception, we have consistently provided thousands of dollars in annual college scholarships to graduating seniors at Norfolk high schools. Additionally, we annually contribute to the Boys Choir of Hampton Roads, Education Advancement Foundation (EAF) Platinum Level, Hunton YMCA (the oldest independent YMCA in continuous operation and the second oldest YMCA in the USA), NAACP ACTSO, NAACP-Norfolk Chapter, NSU Foundation Norfolk State University Drama Department, YWCA-Norfolk, United Negro College Fund, Urban League, Ready Academy-Norfolk, Foodbank of Southeastern Virginia and the Eastern Shore and other organizations with a mission similar to ours.

Through continued hopes that we inform and inspire you on a quarterly basis with all things philanthropic, I present this year's 4th edition of The Akoya.

I will end with my usual closing message: Remember, the time is always right for new goals and renewed energy to get things done! We also have a website, and we will be delighted if you will have a look: www.npfv.org. Share this newsletter with a friend and "Donate Now" to the Norfolk Pearls Foundation of Virginia, Incorporated!



Kathy W. Moore, Chairman
chairman@npfv.org

Thank you for your service!

2022-2023 Norfolk Pearls Foundation of Virginia, Inc. Board of Directors

Kathy Wilson Moore: Chairman
Jacquelyn Epps Scott: Vice Chairman
S. Kandi Hall: Secretary
Allison J. Davis: Treasurer
Chenequa T. Hayden: Assistant Treasurer
Katherine Lindsey: At-large
Tamara Cornick Leonard: Iota Omega Chapter President
Demetrius Fowlkes: Iota Omega Vice-President and Program Chairman
Anordia Weatherly: At-large

The Norfolk Pearls Foundation of Virginia, Incorporated[®] Presents:



LUXURY RAFFLE

WINNERS:

Rhonda B. - \$1,500 Louis Vuitton Gift Card

Janet H. - \$750 David Yurman Gift Card

Katrina B. - \$300 Visa Gift Card

How to Ask for Donations with Social Media

WHEN TO USE SOCIAL MEDIA

Asking for donations on social media is a more casual version of asking for donations via email. It's a type of mass communication that you can use on a pretty regular basis.

Having said that, you shouldn't expect to receive any major gifts just because you made a few donation appeals on Twitter. Using social media as a fundraising tool is almost more about spreading the word about your cause. The best possible scenario is using social media to inform followers about your nonprofit and direct them to your online donation page, where they can make a contribution. But even if they don't give, you've at least put your organization's mission on their newsfeeds.

RESOURCES NEEDED

#1: First, you'll need to find a social media platform that works for you and your donors. If all of your supporters use Facebook but all of your efforts are focused on Instagram, you're missing the point.

#2: Then, promote your online donation page on the platform. In each post, provide followers with a link to your donation form and explain why you're asking for contributions. You can even post pictures and videos!

#3: If you can, set up a donation page on Facebook. Some online donation page providers have options for their nonprofit customers to place a version of the donation form within a tab on Facebook. That way, donors can give via Facebook without ever leaving the site.

Source: DoubletheDonation.com

Common Questions About Asking For Donations

Questions Nonprofits Have

- ⇒ DO WE NEED OUR 501(C)(3) STATUS BEFORE WE CAN BEGIN FUNDRAISING? Yes and no. Nonprofits need their 501(c)(3) in order to have donations qualify as tax-deductible. They can still collect donations while waiting on the 501(c)(3), but it is best to wait.
- ⇒ WHAT'S THE BEST WAY TO ASK FOR DONATIONS? Multi-channel fundraising is the ideal option for the modern nonprofit. That means you'll be asking for donations in a number of ways such as over text, at events, via email, through social media, and more.
- ⇒ HOW CAN WE PROMOTE OUR ONLINE DONATION PAGE? You can promote your online donation page on a "Ways to Give" page, include links in your email, post on social media, talk about the page at events, and even add the URL to direct mailing materials.
- ⇒ HOW MUCH REVENUE DO WE NEED TO GENERATE FROM THE GENERAL PUBLIC? Public charities are required to secure 1/3 or more of their fundraising money from the general public.

Questions Individuals Have

- ⇒ HOW DO I FIND FINANCIAL INFO ON A NONPROFIT? You can ask for reports directly from the nonprofit or you can find their annual IRS form 990 on the Guidestar website.
- ⇒ IS ONLINE GIVING SAFE? To ensure your information is safe, make sure the nonprofit that you're giving to uses online donation forms that are Payment Card Industry (PCI) compliant. These standards protect donors and make sure data is encrypted.
- ⇒ ARE MY DONATIONS TAX DEDUCTIBLE? Donations to 501(c)(3) nonprofits will be deductible. Make sure you have your donation receipt with the following information: your name, the organization's name and 501(c)(3) status, donation date and amount, a statement that notes if any goods or services were exchanged, and the name and signature of an authorized representative of the nonprofit.
- ⇒ HOW DO I KNOW HOW MY DONATIONS WILL BE USED? In order to ensure your donations go to the projects and campaigns that you are interested in, make sure you donate to them specifically rather than a general fund.

Source: DoubletheDonation.com

SPECIAL THANKS TO OUR CORPORATE PARTNERS:



SEVEN SUMMITS
FAMILY SERVICES LLC

You can support
the Norfolk Pearls Founda-
tion of Virginia
every time you shop on
Amazon!



You shop. Amazon gives.

Go to smile.amazon.com

Upcoming Events

NPFV Board Meetings (virtual)
January 22, 2024 7:00 pm
April 22, 2024, 7:00 pm
July 22, 2024, 7:00 pm
October 28, 2024, 7:00 pm

Scholarship Applications-Open
January 15 - March 1, 2024
2023 Community Service Awards-
Nominations

Donate to NPFV
Anytime

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Kathy Wilson Moore: Chairman

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S. Kandi Hall: Secretary

Allison J. Davis: Treasurer

Chenequa T. Hayden: Assistant Treasurer

Tamara Cornick Leonard: Iota Omega Chapter President

Demetrius Fowlkes: Iota Omega Vice-President and Program Chairman

Katherine Lindsey: At-large

Anordia Weatherly: At-large

Committee Chairmen

Denita Bottoms: Scholarship Committee Co-Chairman

Bertha T. Escoffery: Scholarship Committee Co-Chairman

Talaya Sims: Fundraising Chairman

General Counsel/Registered Agent

Jasmine Fields, J.D.



The Foundation does not discriminate or request information to make award decisions based on ethnicity, national origin, gender, identity, sexual orientation, disability, religion or age. The Norfolk Pearls Foundation of Virginia, Inc., underwrites the scholarship program of the Iota Omega Chapter in the City of Norfolk. Recipients of our scholarships are unaffiliated with the foundation and the Iota Omega Chapter.