



From Proverbs to Posts: Translating Impact Across Generations

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Welcome

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Supporting our community for over 40 years.

Working with donors, we inspire ideas, ignite action,
and mobilize resources to address community needs in
Collier County. Informed giving. Powerful results.®



940+ Funds

\$423M Grants since 1985

\$31.5M Grants in FY25

\$400M Assets



Different Words. Same Meaning.

Every generation speaks a slightly different language—
but they all respond to stories that matter



Then	Now
Rome wasn't built in a day	You don't go viral overnight
Actions speak louder than words	Show me, don't tell me
Birds of a feather flock together	Same energy

The Real Challenge



Photo courtesy of
St. Matthew's House

It's About:

- Creating Understanding
- Building Trust
- Inspiring Action

The Best Communicators Translate



Photo courtesy of
NAMI Collier County

They Translate...

Complex → Clear

Statistics → Stories

Problems → Possibilities

Generosity → Impact

Information → Inspiration

What Makes an Impact Story?



Photo courtesy
of Fun Time Early
Childhood Academy

Three Questions

1. What was the need?
2. What was done?
3. What changed?

Rome Wasn't Built in a Day Gen Z Translation - You don't go viral overnight.

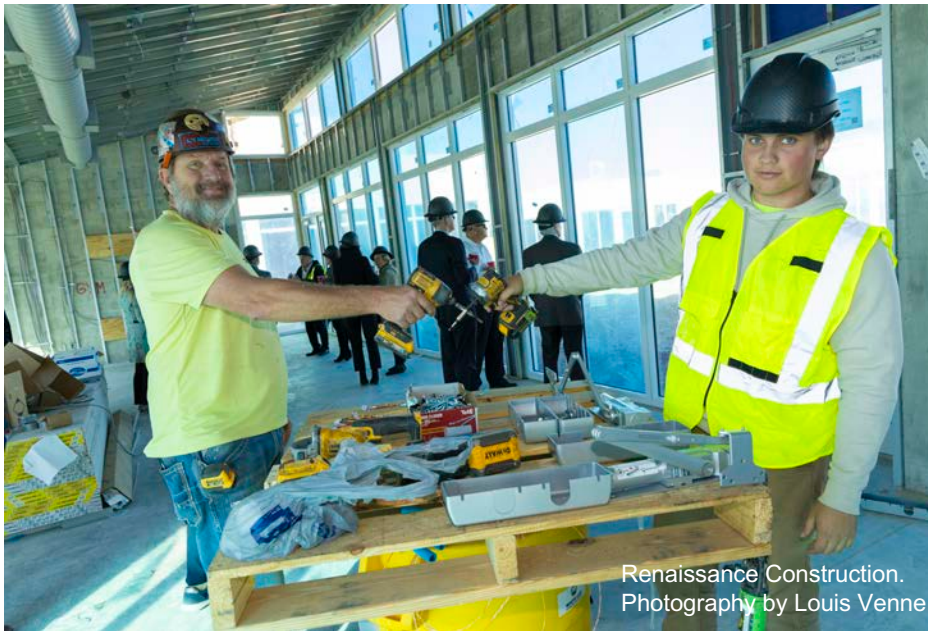
Modern Impact

- Lasting community change requires long-term commitment.

CCF Example

Renaissance at Golden Gate

- 250 affordable workforce housing units for teachers, nurses, first responders and other essential workers.



Renaissance Construction.
Photography by Louis Venne



A Stitch in Time Saves Nine Gen Z Translation - Fix it now before it snowballs.



Modern Impact

- Early intervention prevents larger challenges later.

CCF Example Collier Housing Resilience Project

- Elevating and replacing vulnerable homes before the next storm.



Opportunity Knocks Gen Z Translation - Shoot your shot.



Modern Impact

- Sometimes all people need is the opportunity to reach their potential.

CCF Example

Lorenzo Walker Technical
College: LPN to RN Program
23 LPNs → 23 RNs
23 Graduates → 23 Jobs!

All That Glitters Is Not Gold Gen Z Translation - Don't confuse visibility with value.



Tomorrow Is Unfolding Today: The Power of Prepared Giving

Walk alongside the Collier Community Foundation in your charitable giving journey



Through a collaborative purchasing initiative led by Meals on Wheels and convened by the Collier Community Foundation—food pantries such as St. Matthew's House, pictured above, reduce costs, expand access to fresh food, and strengthen community impact for families facing food insecurity.

Collier County is changing faster than at any point in its history.

Population growth, rising costs of living, an aging demographic, climate risk, and widening gaps in affordability are reshaping what our community needs—not someday, but right now. At the same time, the region is experiencing an unprecedented opportunity: the largest transfer of generational wealth in American history. The question facing our community is not whether generosity exists—it does. The question is how that generosity is planned, guided, and sustained so it can meet both today's challenges and tomorrow's unknowns.

That is where prepared giving comes in. For 40 years, the Collier Community Foundation (CCF) has helped donors turn charitable intent into meaningful, measurable impact. Today, rather than looking back, the Foundation is focused on what comes next—working alongside donors to help them plan thoughtfully, respond strategically, and invest in solutions that strengthen Collier County for decades to come.

One recent example shows what prepared giving can make possible.

Last year, the Collier Community Foundation convened leaders from several of Collier County's largest food

The partnership was launched with \$200,000 in seed funding made possible through a customized gift from a CCF donor to the Foundation's Food Insecurity Fund—an example of how prepared giving allows donors to invest strategically rather than simply respond to immediate needs.

"This is exactly the kind of role a community foundation can play," said Ellen Connolly-Keehan, President and CEO of the Collier Community Foundation. "We bring partners together, listen to what they're experiencing on the ground, and help connect the resources needed to move solutions forward. When nonprofits collaborate and donors are aligned behind a shared goal, the impact for our community can be far greater than any one organization could achieve alone."

When additional barriers emerged—including limited refrigerated transportation and storage—CCF worked with partners to address them. A subsequent grant enabled St. Matthew's House to obtain or lease an additional refrigerated truck, allowing the organization to rescue more fresh food from grocers and expand its reach.

"The Foundation has solidified its position as a thought leader and partner in the community," said Ben Bridges, CEO of St. Matthew's House. "They bring the

The question is not simple. Hundreds of local charities are working tirelessly to meet today's needs—but how will those needs evolve? And how can CCF be prepared to address challenges that have not yet emerged?

The answer is straightforward: building an endowment large enough to support nonprofits annually while creating the flexibility to address whatever lies ahead. Philanthropy is the key. As the region's community foundation, CCF uniquely connects donors with the full spectrum of needs across Collier County.

Personalized Philanthropy

Meredith Nassif, CCF Director of Philanthropic Services, emphasizes that there is no one-size-for-all approach to giving. "We meet donors where they are and help them shape the kind of impact they want to make," she said.

CCF personalizes donor services by helping donors navigate giving tools and philanthropic strategies, sharing insights into community needs, and connecting them with nonprofits addressing the issues they care about most.

Katherine and Jason Cunningham established a donor advised fund (DAF) at CCF to support causes important to them in health, education, and human services. Their fund supports local organizations

Modern Impact

- The stories that create lasting impact aren't always the loudest stories.

CCF Example

- Marco Island Community Needs Snapshot
- Tomorrow Is Unfolding Today



Actions Speak Louder Than Words Gen Z Translation - Show me, don't tell me.



Modern Impact

- Impact is measured by outcomes—not intentions.

CCF Example

- \$650,000 in surprise grants.



COLLIER
COMMUNITY
FOUNDATION®



Birds of a Feather Flock Together Same Energy.



Modern Impact

- Partnerships multiply impact.

CCF Example

- Meals of Hope Food Purchasing Cooperative



New Address. Same Purpose. Greater Impact.





**Different Generations.
Same Desire.**



People want to:

- Understand
- Connect
- Make a Difference

Final Thought

The best storytellers don't just tell
people what's happening.

They translate why it matters.

Thank you!