

NORTH CAROLINA



GlaxoSmithKline
FOUNDATION



2014

Annual
Report

Celebrating a year of milestones for expanding science, health and education programs throughout North Carolina!

Child Health Recognition Awards



Celebrating
20 YEARS
1994-2014

To laugh often and much;
to win the respect of intelligent people
and the affection of children,
to leave the world a better place,
to know even one life has breathed easier
because you have lived,
this is to have succeeded.

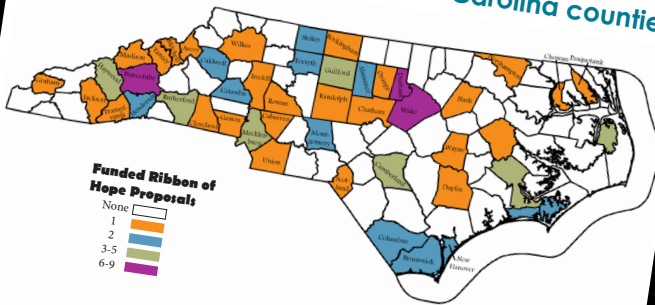
- Ralph Waldo Emerson

www.NCGSKFoundation.org



Investing in
science, health and education
for North Carolina's future.

Our goal: Reaching all 100 North Carolina counties



We want this map completely colored in:
does your work in the community fit into our goal?



NCGSKFoundation.org

Grants paid in 2014 = \$2,645,514

Total grants approved to date through the end of 2014 = \$64,471,678

Total new grant commitments made in 2014 = \$2,600,098

Total grants paid out to date as of the end of 2014 = \$60,852,446



Inside of the Cape Fear Museum's portable planetarium, teachers can show students constellations, solar systems and other aspects of astronomy, which are projected onto the lab's ceiling.

See page 5 for the program's grant details.



Board of Directors

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The North Carolina GlaxoSmithKline Foundation passed significant milestones in 2014: We awarded our 100th Ribbon of Hope grant and celebrated the 20th anniversary of our Child Health Recognition Awards program. We also surpassed \$64 million in grants awarded. All of these are ways to support projects and programs that promote science, health and education across North Carolina.

We are counting on nonprofits across the state to work with us to provide stronger and healthier futures for all North Carolinians.

One special program that we funded in 2014 honors our long-time distinguished Board member, the late Julius L. Chambers. By establishing “The Julius L. Chambers Visiting Scientist Program” at North Carolina Central University, in honor of his visionary leadership as chancellor there, we are proud to salute him and also engage faculty and students in exploring excellence in scientific research. The educational program invites outstanding scientists to present work to faculty and students through short courses, workshops and lectures.

At Fayetteville State University, we are funding Bronco STAR, the third phase of the College STAR program, which provides access to higher education for students who struggle to learn because they learn differently. With the help of mentors and individualized learning plans, students stand a better chance of academic success in college with the STAR (Supporting Transition, Access and Retention) program.

We also are pleased to help military families that need support due to the effects of post-traumatic stress syndrome by funding the “Family Coping and Resilience Program” through The Center for Child & Family Health.

Our Ribbon of Hope grants provide a range of assistance to adults and children, including supporting programs that provide literacy training, vision screening, education about domestic violence, and that teach leadership and parenting skills.

Our two cornerstone programs—the North Carolina GlaxoSmithKline Foundation Women in Science Scholars program and the North Carolina GlaxoSmithKline Foundation Child Health Recognition Awards program—continued strong. Our relationships with 30 colleges across the state offer a unique program that endows scholarships for young women studying science or math, while the Child Health Awards recognize hard-working public health professionals for their dedication and commitment to keeping our communities safer and healthier.

Milestones are to be celebrated, and we are certainly excited to have reached major goals in 2014. However, milestones also provide a way for us to measure progress, so we intend to keep moving forward to reach new milestones in the future.



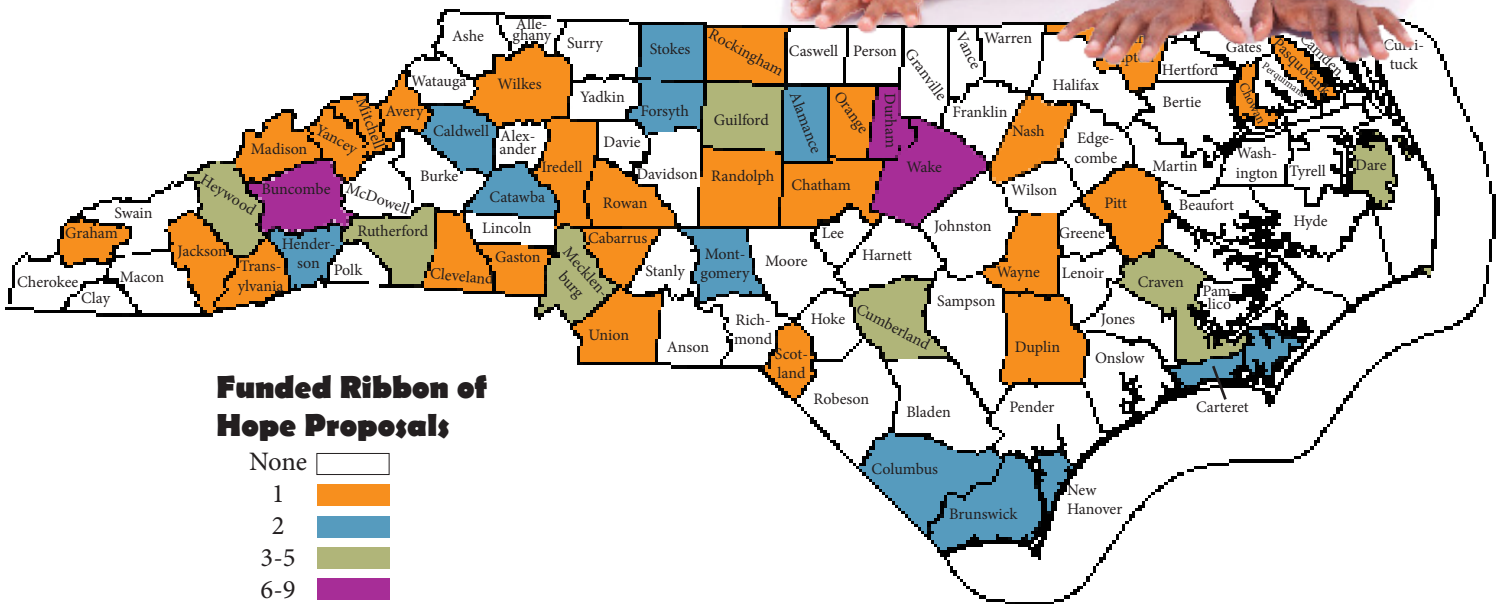
Future education center for the N.C. Museum of Life and Science. See page 9 for the program's grant details.

Ribbon of Hope

The Ribbon of Hope program forged ahead with seven new grant recipients, providing assistance to adults and children with literacy training, vision screening, education about domestic violence and programs teaching leadership and parenting skills.

Since the Ribbon of Hope program began, the Foundation has awarded 100 one-time \$25,000 grants to nonprofits to help them establish or expand local programs in the areas of science, health and education.

As part of the Ribbon of Hope grant program recipients receive customized consulting services and technical assistance from the North Carolina Center for Nonprofits. The Foundation provides the Center for Nonprofits a traditional grant annually, creating this unique relationship to provide supplementary value to all Ribbon of Hope grant recipients. A traditional grant also is awarded to Mid-continent Research for Education and Learning (McREL) to oversee the program. For more information, see Ribbon of Hope Grants.



The Foundation's goal is to touch all 100 counties in North Carolina!

Brunswick County Literacy Council *Literacy for All*

Learning to read is a gift that changes a person's life, and can also set a good example for generations. The Literacy for All project targets a broad audience of adults (between the ages of 19 to 44) within the community who want to improve their literacy. Participants include high school dropouts, English language learners, individuals under court supervision and those who want to improve their literacy for personal or professional reasons. Program activities include outreach efforts to recruit adult learners and recruitment of volunteer tutors.



The Incredible Years

Catawba County Parenting Network *The Incredible Years*

Parenting is a hard job, especially when young children experience behavior problems like temper tantrums and emotional outbursts. In Catawba County, parents are learning how to create and maintain healthy relationships with their children through a program called The Incredible Years. This training series, offered by the Catawba County Parenting Network, is designed to promote emotional and social competence and to prevent, reduce and

treat aggression and emotional problems in children ages 2-8 years old. Parents learn to set limits, and use more positive and non-violent discipline techniques.

Cape Fear Museum Associates, Inc. *Portable Planetarium*

Third graders in New Hanover County will be reaching for the stars without leaving their schools, thanks to a project by Cape Fear Museum Associates for astronomy programming for all third-grade students. The nonprofit will use its North Carolina GlaxoSmithKline Foundation grant to fund the project and offset the purchase of the Museum's new portable planetarium. The grant will allow the Museum to serve an additional 1,500 local students and provide them with an opportunity to explore the solar system and experience astronomy in the classroom.



SAFE Dates

School outreach specialist Jessica Purifoy teaches Safe Dates to this 9th grade health classes at West Bladen High School in Bladenboro, NC, on January 30, 2015.

Families First, Inc.

SAFE Dates
When teens have a better understanding about healthy vs. abusive dating relationships, they can make better decisions. In Columbus County, Families First is using a North Carolina

GlaxoSmithKline Foundation grant to present a nine-session Safe Dates program to 9th graders in two counties. The program raises awareness of dating violence, including what constitutes healthy and abusive dating relationships and causes and consequences of dating abuse, and provides youths with skills and resources for dating abuse identification and prevention.

Ribbon of Hope Grants

New Leaders Inc.

Emerging Leaders Program

When schools have strong leaders, teachers and students perform better. The mission of New Leaders, a Mecklenburg County nonprofit, is to ensure high academic achievement for all children, especially students in poverty and students of color, by developing transformational school leaders and advancing the policies and practices that allow great leaders to succeed. To achieve this, the organization is using a North Carolina GlaxoSmithKline Foundation grant to expand its reach through its Emerging Leaders program, with plans to train and support up to 180 new emerging leaders over the next three years. Strong leaders know how to engage the whole staff and community in their vision of success, driving higher achievement results for students.



Read and Feed

Prevent Blindness North Carolina

Star Pupils

Many factors contribute to academic success for children, including whether they are able to see well. Often, vision problems in young children go unnoticed and untreated. Prevent Blindness North Carolina (PBNC), based in Wake County, is using its North Carolina GlaxoSmithKline Foundation grant to expand and improve its Star Pupils program, which assists school systems across 18 central

North Carolina counties in providing early vision screening and access to young children. Specifically, PBNC is rolling out a new online recertification training format, developing a database of certified vision screeners, distributing best practice vision screening tools and providing access to vouchers through a web-based application process. Approximately 350 school system staff and volunteers will be targeted for vision screening training and certification.

Certified screeners in the 18-county region are projected to screen approximately 60,000 children in the 2014-15 school year.

Wake County Read and Feed

Read and Feed aims to create an appetite for reading in disadvantaged elementary school children and their families in Wake County. The

program provides reading tutoring to students by bringing specially-equipped mobile tutoring vehicles to low-income neighborhoods. The North Carolina GlaxoSmithKline Foundation grant will help with the goal of serving an additional 96 children at four rural sites, providing low-income families evening meals and books for the children. This creates a nurturing, encouraging environment for young students to strengthen their literacy skills and become more successful in school.



Each year, the Foundation awards grants to nonprofits to support programs that promote science, health and education. These Traditional grants may be paid in one year or over multiple years. For more information, see Traditional Grant Requirements.

North Carolina Central University,
Office of Institutional Advancement, \$50,000
The Julius L. Chambers Visiting Science Program

In his distinguished lifetime, the late Julius L. Chambers was known as a courageous and brilliant attorney who fought for justice during the Civil Rights Movement, and who led North Carolina Central University forward during his years as its visionary chancellor by focusing on the study of health disparities and establishing NCCU as a center for biomedical research.

With a \$50,000 two-year grant from the Foundation, North Carolina Central University established “The Julius L. Chambers Visiting Scientist Program” to pay tribute to its former chancellor and to engage faculty and students in exploring and learning about excellence in scientific research. The educational program invites outstanding scientists to present work to faculty and students through short courses, workshops and/or seminars and lectures. The scientists will make two formal presentations to campus-wide audiences focusing on their research, and also will review and critique faculty and student research and provide feedback on research and career paths. The program will include a special lecture and an exclusive research review session for undergraduate North Carolina GlaxoSmithKline Foundation scholars.

The program will be implemented under the Julius L. Chambers Biomedical/Biotechnology Research Institute (BBRI), a research center on campus. A committee will be appointed to identify potential visiting scientists; it will be chaired by the JLC-BBRI director and include faculty within the BBRI, collaborators on campus who are engaged in health disparities research and NCCU graduate students.



Traditional Grants: New

The University of North Carolina, General Administration, \$1,000,000
Bronco STAR Program



The College STAR program

The College STAR program provides access to higher education for students who struggle to learn because they learn differently. With the help of mentors and individualized learning plans, students stand a better chance of academic success in college with the STAR (Supporting Transition, Access and Retention) program.

The University of North Carolina is moving the program forward into its next phase, and will use a \$1-million, three-year Foundation grant to extend the College STAR into Phase III at Fayetteville State University (FSU), calling it Bronco STAR.

The program will provide support for approximately 40 students at FSU the first year and reach 80 students over the three-year period. FSU will identify current and incoming students with learning differences, develop individualized plans for each student, provide them with peer-mentoring and peer-learning assistants trained to work with learning differences and provide a technology-assisted lab area for these students. The Bronco STAR program will complement and partner with current multiple campus College STAR programs at East Carolina University, Appalachian State University and the University of North Carolina at Greensboro.

The Center for Child & Family Health, \$1,009,670

Family Coping and Resilience Program

Many families can use support for mental and emotional health, especially military families that face unusual types of distress associated with post-traumatic stress syndrome. The Center for Child & Family Health (CCFH) will use a three-year, \$1,009,670 Foundation grant to implement the Family Coping and Resilience Program to increase access, engagement and the quality of mental health service for military families in North Carolina.

The Center was established in 1996 as a community-based nonprofit collaborative with Duke University, North Carolina Central University and the University of North Carolina at Chapel Hill. Its mission is to provide direct service, training and research related to child traumatic stress and its prevention. CCFH is a Community Treatment and Services site within the National Child Traumatic Stress Network, and also is one of eight Centers of Excellence within the national Welcome Back Veterans network.

Using the grant, the center's goals are to train mental health clinicians to assist service members and their families with post-traumatic stress, provide support and guidance to peer support specialists serving veterans, guards and reserves and their families, and work with community providers to deliver specialized treatment.



Family Coping and Resilience Program

Eboni Jones (left) and David Roddenberry explain the extensive training schedule of the program.

Traditional Grants: Multi-Year Active

The following are multi-year grants made in previous years by the Foundation that remain active.

Museum of Life and Science, \$350,000

Tree house villages, a woodland stream, canyons and earth moving are on the agenda at the Museum of Life and Science as it seeks to expand classes and educational programs that teach children and their families about science, health and the environment. The Museum, which is known for its hands-on, interactive learning across STEM (science, technology, engineering and math) disciplines, serves more than 440,000 visitors annually. Building on previous expansions, the Museum is working on two new major projects: Hideaway Woods, an imaginative nature-based family area that encourages physical activity and exploration, and Earth Moves, an activity-rich exploration of the forces of nature and human activity that shape the earth.



A rendering of the Museum of Life and Science's Hideaway Woods village.

North Carolina A&T State University, \$1,760,000

The five-year grant is being used to develop a STEM Center of Excellence for Active Learning at North Carolina A&T, with the goal of producing a diverse pool of high achieving students and staff. The project will engage nearly 5,000 A&T students and 60 local high school students studying STEM courses through a variety of initiatives, including course offerings, student development and summer enrichment programs. A&T expects the work of this STEM Center of Excellence to serve as a model for transforming STEM education not only on its campus but at institutions across the state and nation.

North Carolina Center for Public Policy Research, \$160,000

By 2030, North Carolina's population that is 65 years and older is projected to nearly double to 2.2 million—or almost 19 percent of the state's population. This demographic shift will pressure the state's budget and ability to serve and adapt to this rapidly growing, aging population. Using this two-year grant, the N.C. Center for Public Policy Research is examining key issues affecting the rapidly growing aging population in the state. The project is intended to educate the public, media and policymakers about the implications of this demographic shift; produce policy options to help older persons stay in their homes; produce research aimed at increasing the necessary healthcare work force, and work with policymakers on fraud prevention legislation to protect elderly citizens.

Traditional Grants: Multi-Year Active



N.C. Museum of Natural Science

A young student works on a science project at the MircoWorld Exhibit

North Carolina Central University, \$1,500,000

The five-year grant is providing scholarship support for four years for 40 STEM majors, along with student and faculty support services. Students are assigned peer, faculty and professional mentors according to their goals and interests. They also take part in a learning community, live together in dedicated residential space and obtain professional internship experiences each summer. The grant assists NCCU in its efforts to increase the number of women and minority students who graduate with a STEM degree and pursue STEM careers.

North Carolina Museum of Art, \$1,800,000

This five-year grant supports development of an educational program called “The Big Picture.” Using distance-learning courses, onsite workshops, statewide events, teaching fellowships and online tools as part of a new model to integrate art into the classroom. “The Big Picture” provides teachers with resources to help students develop critical thinking and problem solving skills. The program is designed to reach 165,000 North Carolina teachers.

North Carolina Museum of Natural Science, \$1,500,000

The North Carolina Museum of Natural Science’s new Nature Research Center (NRC) opened to the public in April 2012 in downtown Raleigh, marking the final phase of a grant awarded over three years to specifically support the Micro Investigations Center Research & Investigate Labs and Exhibit in the NRC. The NRC focuses on improving student performance in the fields of math and science, and increasing student preparedness for technology and science careers.



N.C. Central University

North Carolina School of Science and Mathematics Foundation, \$31,152

This grant is payable over three years, and supports the Step Up to STEM 2013-2016 enrichment program for underrepresented minorities. The rising 9th graders participate in a summer camp, research project and additional activities at their school designed to provide engagement into STEM careers.

Traditional Grants: Multi-Year Active

Public School Forum of North Carolina, NC Center for Afterschool Programs, \$90,000

Because the hours after school are when students are most at risk for getting into accidents or trouble, including crimes, gang activity or experimentation with drugs and alcohol, the North Carolina Center for Afterschool Programs (NC CAP) has established more than 6,000 afterschool programs serving more than 150,000 children and youth in the state. Through strong, strategic partnerships with museums, businesses, schools, health and juvenile justice coalitions and others, NC CAP is now leading the charge to unify the afterschool field around STEM education, and is using this three-year grant to match a national grant to fund an afterschool STEM System-Building Plan.



The Big Picture

activities, science talks, lab tours, nature experiences, and exhibits and performances, including hands-on demonstrations.

University of North Carolina Morehead Planetarium and Science Center, \$250,000

The University of North Carolina (UNC) Morehead Planetarium and Science Center is using this five-year grant to support the North Carolina Science Festival Capacity-Building program. New initiatives include better communication through a new website and use of social media, as well as staff to help direct and support the festival. The North Carolina Science Festival is a statewide series of events showcasing STEM with hands-on

The University of North Carolina General Administration, \$1,000,000

The College STAR (Supporting Transition, Access and Retention) program is designed to provide access to higher education for students who struggle to learn because they learn differently. The project has reached several benchmarks, including developing extensive plans for use of a College STAR website. The program's aim is to establish support for students as they apply to one of the University of North Carolina campuses, and to welcome and help nurture the students through graduation.



The College STAR program

Child Health Recognition Awards Program

The North Carolina GlaxoSmithKline Foundation Child Health Recognition Awards program celebrated its 20th anniversary in 2014. The awards program honors local health departments, public health staff and individuals for innovative, collaborative programs that improve the lives of North Carolina's children.



Public school health programs—including nutrition-related projects such as school gardens—along with programs that promote breastfeeding and better nutrition for infants, were honored in the award program.

In 2014, the awards were presented at the North Carolina Public Health Association's (NCPHA) annual meeting in Wilmington. A survey of participants showed tremendous support for the Child Health Recognition Awards program, saying that the program had made a positive difference in their work.

The Foundation provided a \$20,000 grant to NCPHA for coordinating this program. NCPHA creates a committee of health care professionals to choose the award recipients from nominations.

Recipients of the 2014 North Carolina GlaxoSmithKline Foundation Child Health Recognition Awards

Stephanie Carter created "Mommy Mondays" to connect new mothers with one another for learning, support and networking!

Lifetime Achievement Recognition Award
Kevin Ryan, MD, MPH, Chief of the Women's and Children's Health Section, N.C. Division of Public Health, N.C. Department of Health and Human Services

Individual Recognition Award
Stephanie Carter, BSW, Pregnancy Care Manager, Madison County Health Department

Public Health Staff Recognition Award
Jackie Morgan, Health Promotions Supervisor, Union County Health Department

Local Health Department Recognition Award
Catawba County Public Health, Healthy Schools Recognition Program

Gaston County Department of Health and Human Services, Teen Pregnancy Reduction Program

Robeson County Health Department, Innovative Approaches Initiative

Jackie Morgan brought fresh produce to clients through a community garden and Farmers' Market conveniently located right at the Union County Health Department!

Child Health Recognition Awards Survey Results

North Carolina Public Health Association members = 1,039

Child Health Recognition Awards luncheon attendees = 410

Foundation Online Survey completed by 15 percent of luncheon attendees

“It's great to hear what other health departments are doing.”

Promotes Innovative Ideas

70% of respondents believe the programs and ideas highlighted at the awards ceremony spark an idea for creating a new program or implementing a similar program!

38% of respondents have great ideas for additional ways to work to combat child health issues in our state.

“I bring back ideas from the awards luncheon and share with our staff.”

Survey Suggestions

... greater focus on maternal and infant health, oral health or family focus and approaches; provide grants for seed projects; fund commercials about public health child health clinics; sponsor a session on child health at the conference...

Motivated & Affirmed

84% of respondents feel the awards luncheons motivate and affirm their work – it validates their work is making a difference in their communities.

“Attending the awards luncheon motivated me to reflect on how I can be a better employee and local citizen for my community.”

Sharing Ideas

- Mommy Mondays is a great idea!
- The Community Garden would work in my county.
- I will share the Healthy Schools Initiative.

Investing in science, health and education for North Carolina's future.



Women in Science Scholars Program

When North Carolina GlaxoSmithKline Foundation science scholars get together, they can sound like they are in a different world, talking about antibody binding molecule research, peptides and copper-assisted Click chemistry. And they are in a different world—the world of science—and excited about the many possible paths before them, whether those paths lead to the halls of medicine, to research labs, to universities, or to tropical rainforests or oceans.

Since 1993, the Foundation has endowed more than \$1.7 million to North Carolina colleges and universities in support of the North Carolina GlaxoSmithKline Foundation Women in Science Scholars program. Currently, 30 North Carolina colleges and universities take part in this unique program that blends the wonders of science with the wisdom of women.

The North Carolina GlaxoSmithKline Foundation Women in Science Scholars Program provides scholarships from endowments for college students studying science or math.



Foundation Executive Director Marilyn Foote-Hudson addresses conference participants at a bi-annual meeting.

Women in Science Scholars Program



(left to right) GSK Mentor Marty St Clair visits with scholars Kate Gatterdam and Farina Rafiq from Queens University of Charlotte at a Women in Science conference.

Women in Science Participants

Appalachian State University

Barton College

Bennett College

Campbell University

Davidson College

East Carolina University

Elizabeth City State University

Elon University

Fayetteville State University

Gardner-Webb University

Guilford College

Johnson C. Smith University

Lenoir-Rhyne University

Meredith College

North Carolina Agricultural & Technical State University

North Carolina Central University

North Carolina State University

North Carolina Wesleyan College

Queens University of Charlotte

St. Andrews University

Saint Augustine's University

University of North Carolina – Asheville

University of North Carolina – Chapel Hill

University of North Carolina – Charlotte

University of North Carolina – Greensboro

University of North Carolina – Pembroke

University of North Carolina – Wilmington

Western Carolina University

Wingate University

Winston-Salem State University

Dr. Jason Cryan welcomes participants at the spring 2014 Women in Science conference at the N.C. Museum of Natural Sciences.



Financials

Statement of Operations and Fund Balance

Revenue	2014*	2013
Interest & Dividends	\$1,168,652	\$1,158,315
Net Realized Gain & Unrealized Gain on Investments	\$1,346,049	\$6,527,511
Other Operating and Non-operating Revenue	\$1,234,586	\$627,345
Total Revenues	\$3,749,287	\$8,313,172
Awards Granted	\$2,600,098	\$787,000
Provision for Federal Excise Tax	\$61,104	\$51,874
Management & Miscellaneous Expenses	\$986,121	\$775,923
Total Expenses	\$3,647,323	\$1,614,797
Net Revenues	\$101,965	\$6,543,683
Fund Balance Beginning of Year	\$60,371,821	\$53,934,024
Fund Balance End of Year	\$60,473,785	\$60,477,707

Statement of Financial Position

Assets	2014*	2013
Bonds	\$11,894,029	\$12,155,376
Stocks	\$42,708,945	\$42,304,675
Alternative Investments	\$5,380,057	\$5,262,093
Real Estate	\$3,963,967	\$3,627,280
Total Investments	\$63,946,998	\$63,349,424
Cash & Cash Equivalents	\$387,458	\$915,758
Receivables & Prepays	\$0	\$0
Total Cash & Prepays	\$387,458	\$915,758
Total Assets	\$64,334,457	\$64,265,182
Awards Payable & Accrued Expenses	\$3,860,671	\$3,787,475
Fund Balance	\$60,473,785	\$60,477,707
Total Liabilities & Fund Balance	\$64,334,457	\$64,265,182

Investments

	Cost	2014 Market*
Bond Mutual Fund	\$11,822,937	\$11,894,029
Stocks	\$29,785,570	\$42,708,945
Alternative Investments	\$7,559,769	\$5,380,057
Real Estate	\$3,619,248	\$3,963,967
Total Investments	\$52,787,524	\$63,946,998

	Cost	2013 Market
Bond Mutual Fund	\$12,017,894	\$12,155,376
Stocks	\$29,996,688	\$42,304,675
Alternative Investments	\$6,959,649	\$5,262,093
Real Estate	\$3,549,954	\$3,627,280
Total Investments	\$52,524,186	\$63,349,424

* Unaudited figures through 12/31/2014.

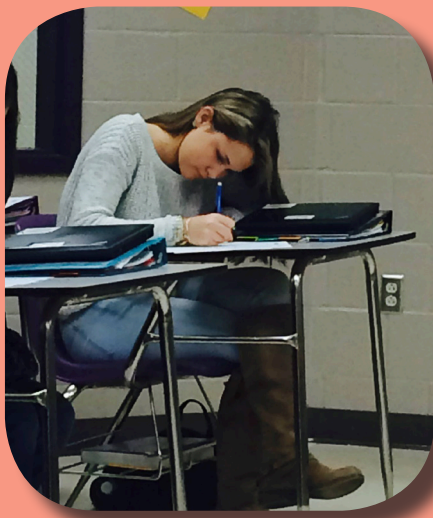


Photo Credits

The North Carolina GlaxoSmithKline Foundation truly appreciates all photos provided by grant recipients for use in this report!

Special thanks to photographer Bob Hoffman, Industrial Imaging, for the Incredible Years photo (page 5) as well as the College STAR pictures by photographers Tanner Jones (page 8) and Jonathon Hand (page 11).

The balloon photos are from Graphicstock.com and photos on pages 6,14, 15 and above are from Big Stock Photo.



Families First, SAFE Dates



2014 Annual Report

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Women In Science participants explore the Natural Research Center during the spring 2014 conference at the N.C. Museum of Natural Sciences in Raleigh.