



MAKING AN *Impact*



2024 ANNUAL REPORT

THE RESERVE CHARITABLE FOUNDATION

'Give Where You Live'

At The Reserve Charitable Foundation, our mission is to elevate and enrich the lives of our Upstate neighbors in need. Since 2005, our members have embodied this mission by dedicating thousands of volunteer hours to local non-profits. Additionally, we have harnessed the generosity of our members and corporate partners to distribute millions of dollars to dozens of local charitable organizations that share our vision.

As a 501(c)(3), we concentrate our outreach in Pickens County because we are acutely aware of the economic and social challenges of the community in which we live. Focusing our efforts close to home, our vision is to foster healthier, happier, and more productive lives for those in our local community who need it most.

We are proud of our efforts but recognize we can do more. To guide our future outreach, we have committed to these primary pillars of impact.

ENDING HUNGER

CREATING SAFE SPACES

SUPPORTING LIFELONG LEARNING

These pillars guide our philanthropic and volunteer efforts but are hardly exhaustive. Indeed, we remain open to other initiatives that help improve the lives of our Upstate neighbors. We are committed to making a meaningful difference and helping build a stronger and more equitable community where everyone has an opportunity to thrive.

2024 BOARD OF TRUSTEES

Diane Mohr | *Chairman*

Rick Rother | *Vice Chairman*

John Zanolli | *Treasurer*

Elaine Roberts | *Secretary*

Susan Peters

Rob Ries

Lindsay McShane

Diane Dix

Jack O'Connell

Dear Friends

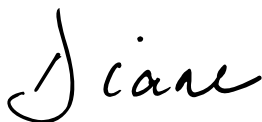
2024 was the most successful year in the history of The Reserve Charitable Foundation as we positively impacted the lives of more of our Upstate neighbors in need than ever. Because of the generosity of our members and corporate partners, we raised more than \$750,000 throughout the year and were able to distribute \$597,526 collectively to 21 charitable organizations, 11 scholarship recipients and for Hurricane Helene Relief.

Our planned fundraising efforts for 2025, coupled with the money that we will carry into the year, leave us on firm footing to continue our work. The Reserve Charitable Foundation should serve as a source of pride for all of us. Since its inception, financial contributions to the Foundation have increased nearly every year. In fact, 2024 donations were more than 10 times higher than just a decade ago and have more than doubled in the past three years. Dozens of Reserve residents and Foundation donors also serve as volunteers each year to non-profit organizations throughout Upstate South Carolina.

To help Reserve residents – both donors and non-donors alike – better understand our efforts, we began this year inviting the leaders of our charitable partners to speak at our events to share their stories. To maintain our momentum, both in fund raising and volunteerism, our Board of Directors embarked on a monthslong process to more clearly explain our mission and vision to our members and to clearly define the pillars that guide our efforts. In fact, throughout this Annual Report, we focus on those pillars and the many ways The Reserve Charitable Foundation is ‘making an impact’ in Pickens County.

By articulating the impact we are making, we hope to increase enthusiasm for the Foundation’s efforts, driving higher levels of membership, financial contributions and volunteer efforts. I am truly excited by our momentum and encouraged about the future. My 2-year tenure as chair of the Foundation is complete and Rick Rother has been elected as my successor. I will be forever grateful for the relationships and friendships I built as a result of my involvement in the Foundation and I am proud of the tremendous progress that has been made.

Regards,



Diane Mohr
BOARD CHAIRMAN



Diane Mohr
Board Chairman



Becky Gilstrap
Executive Director



Sarah Center
Assistant Director



"The impact The Reserve Charitable Foundation has had on our organization's ability to make a difference is profound.

We're proud that nearly every dollar we receive from the Foundation goes directly to securing food for children who otherwise would go without."

MILLEDGE CASSELL AND KATHY BRAZINSKI
FOUNDERS, FEED A HUNGRY CHILD PICKENS COUNTY

MAKING AN IMPACT

Ending Hunger

No one should have to face hunger, yet many in our community do. The food insecurity rate in Upstate South Carolina is alarmingly high, leaving too many children and seniors without enough to eat. In fact, a 2020 study published by Clemson University reported 12 percent of Pickens County residents, and 17 percent of homes with children, face food insecurity on a recurring basis. Additional research shows more than 10 million senior citizens nationwide face hunger due to a lack of mobility or financial resources.

THE RESERVE CHARITABLE FOUNDATION IS COMMITTED TO CHANGING THIS NARRATIVE BY SUPPORTING PARTNERS THAT PROVIDE NUTRITIOUS MEALS AND COMPASSIONATE COMPANIONSHIP, HELPING ENSURE OUR MOST VULNERABLE NEIGHBORS NEVER GO HUNGRY.

"Volunteers keep our wheels going and are considered a lifeline to our seniors in Pickens County. It is humbling to know that so many senior citizens would go without eating nutritious meals if it were not for some of the outreach efforts in our area. With each meal we deliver, and every conversation we have with one of the seniors, it's gratifying to know that our community is doing what we can to help."

ROBERT AND EYDIE CLEMENT
VOLUNTEERS, MEALS ON WHEELS -
RESERVE RESIDENTS SINCE 2008





That's why, in 2024, the Foundation donated more than \$75,000 to the Pickens County chapters of **Meals on Wheels** and **Feed a Hungry Child** as well as the **Pickens Senior Center**. These organizations are committed to feeding children and seniors in need. Our financial contribution to these groups goes directly to providing meals and support to those who need it most. Additionally, dozens of our members volunteer with these organizations each week to help them with their mission.

Whether it was preparing, packaging or delivering meals, we are proud our members share our goal to end hunger in our community.



"For victims of domestic abuse, there is nothing more important than knowing there is someone to call for help. We reach people when they are most vulnerable, and our work is critical. The generosity of organizations like The Reserve Charitable Foundation allows us to serve our clients with the care and respect they deserve."

DANNY VARAT
CEO, SAFE HARBOR

MAKING AN IMPACT

Creating Safe Spaces

Every person deserves a haven where they can feel safe and secure. That is why The Reserve Charitable Foundation works with partners that provide shelter to victims of abuse, offer recovery support to individuals battling addiction or disease, and create safer homes for those in need. These efforts foster environments that not only offer protection but empower individuals to heal, grow, and thrive in a supportive and secure space.

These non-profit groups support victims of abuse, those battling addiction or disease, as well as people with other medical, physical and emotional needs. In 2024, we also donated \$20,000 to Purple Heart Homes, which is committed to creating safer homes for disabled veterans.

"At the Samaritan Health Clinic, we strive to help improve the medical and dental health of the uninsured and low-income individuals in Pickens County. Good health changes everything. Good health enables individuals to have a better quality of life and to better care for themselves and their families. We are so grateful that The Reserve Charitable Foundation understands the tremendous need for a free clinic in our community. Thank you for helping us to achieve our mission and change lives for the better."

LORI BUCKHEISTER
EXECUTIVE DIRECTOR SAMARITAN HEALTH CLINIC



"The military veterans who served our country deserve our respect and admiration. And they most certainly deserve a safe place to live. I'm proud to volunteer alongside my neighbors to build ramps, decks, or provide other home repairs to ensure our nation's heroes have the safe shelter they deserve."

MICHAEL ARABE

PRESIDENT, PURPLE HEART HOMES (GOLDEN CORNER CHAPTER) -
RESERVE MEMBER SINCE 2011



*The Foundation donated \$165,000
in 2024 to the following organizations*

SAFE HARBOR
PICKENS COUNTY ADVOCACY CENTER
HELPING HANDS OF CLEMSON
NEIGHBORHOOD CANCER CONNECTION
SAMARITAN HEALTH CLINIC OF PICKENS COUNTY
LEGACY HOME OF RECOVERY
THE DREAM CENTER
FAMILY PROMISE





"People fall behind in paying the bills for many reasons and find themselves trapped in a situation that feels hopeless. Financial literacy is a powerful tool. We're grateful, not just for the financial support provided by The Reserve Charitable Foundation, but also for the volunteers who help empower people to achieve their dreams."

JULIA SCHAEFER
RIPPLE OF ONE AREA/CARE MANAGER

MAKING AN IMPACT

Supporting Lifelong Learning

Education is the cornerstone of opportunity, and we believe in its power to unlock human potential. But, for many, learning doesn't come easy and often means overcoming obstacles.

Improving education in our community is why The Reserve Charitable Foundation collectively donated \$45,000 last year to programs like **Camp iRock**, the **Blue Ridge Innovation** and **Entrepreneurship Foundation (BRIEF)**, and **Dolly Parton's Imagination Library**. Our commitment to helping those with special needs is why we provided a combined \$40,000 to support the **Center for Developmental Services** and **Happy Hooves Therapeutic Equestrian Center**.

We're focused on adult education, especially related to improving financial literacy. We supported **Ripple of One** as well **Pathways**, a program affiliated with United Way of Pickens County, with combined donations totaling \$30,000.

Additionally, dozens of Reserve members, many of whom are also Foundation donors, are actively involved as volunteers and are committed to helping children improve their reading skills or counseling adults to manage their money and achieve financial freedom.

"I've been a 'reading buddy' for three years and am immensely gratified by knowing that we are making an impact in the lives of 'young readers.' The enthusiasm these children often show for a book is contagious."

LAURA ROTHER
RESERVE MEMBER
VOLUNTEER, PICKENS COUNTY READING BUDDIES





MAKING AN IMPACT

Scholarships

While the primary focus of The Reserve Charitable Foundation is to support local charities that align with our mission, we are committed to supporting local students who hold the potential to be the next generation of community leaders. The Reserve Foundation Education Scholarship program was established in 2018 to support the higher education aspirations of Reserve employees and their immediate families, and employees, beneficiaries/clients, and volunteers of our charities through college, technical, and trade school scholarships.

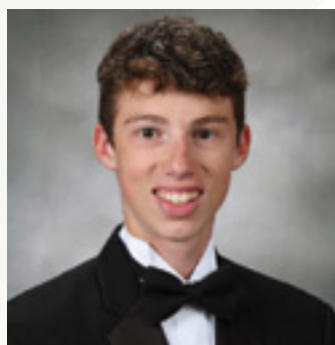
We are excited to grant eleven scholarships, totaling \$33,500, to these recipients for the 2024-2025 school year.



Payton Abbott
(RLK Employee) - Tri-County Tech
- Nursing



Isaac Earnhardt
(RLK Employee) - Clemson
University - Landscape
Architecture



Isaac Esuary
(Pickens County Career and
Technology Center), Clemson
University, Computer Engineering



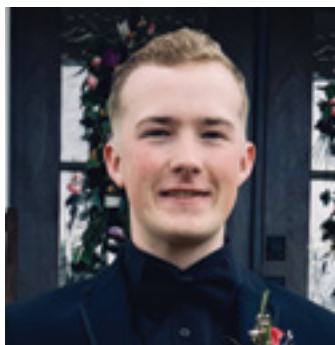
Chloe Gilstrap
(Family of RLK Employee) -
University of South Carolina -
Political Science



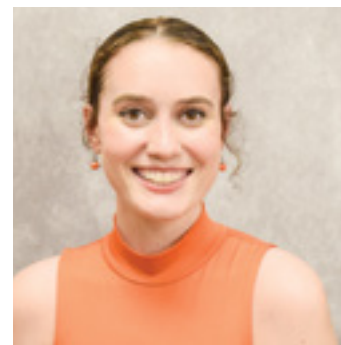
Magan Messana
(Ripple of One) - Liberty University
- Public Administration



Carter Nolan
(Center for Developmental
Services) - North Greenville
University - Art



Cain Pilgrim
(Pickens County Career and
Technology Center) - Clemson
University - Mechanical
Engineering



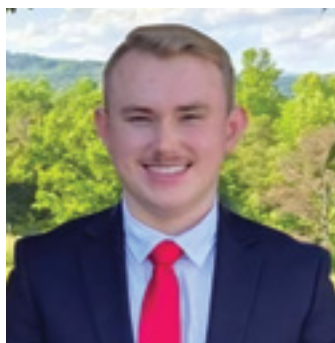
Emma Shurley
(United Way of Pickens County) -
Clemson University - Sports
Management



Daniel Starkey
(BRIEF) - Clemson University -
Disaster Response Logistics



Emma Swanson
(Meals on Wheels) - University of
South Carolina - Marketing



Ralph Tallman
(Pickens County Career and
Technology Center) - Tri-County
Tech - Machine Technology



MAKING AN IMPACT

Volunteers

Dozens of Reserve members donate hundreds of hours of their time each year with a hands-on approach to helping our neighbors in need. Their efforts are inspiring.

Some of those members volunteer with the charitable organizations we support and often engage directly with those who are most in need, whether they be children, veterans or senior citizens. Other members volunteer directly with the Foundation, serving on committees, supporting fundraising efforts or working in broader leadership and administrative roles.

TO LEARN MORE ABOUT VOLUNTEER OPPORTUNITIES,
GO TO OUR LINK ON THE RESERVE APP.



SCAN FOR VOLUNTEER
OPPORTUNITIES



OUR DONORS

Enable Our Efforts

The impact the Reserve Charitable Foundation has in Upstate South Carolina would not be possible without the generosity of our donors. We are grateful for your financial contributions as well as your volunteer efforts.

For 2025, donor levels will be tiered as follows:

PLATINUM - \$10,000+ **SILVER** - \$2,000 - \$4,999

GOLD - \$5,000 - \$9,999 **BRONZE** - \$1,000 - \$1,999

All donors in these categories are recognized in this Annual Report. In addition, each year The Reserve Lifestyle Fund underwrites a major donor event at the Orchard House. Beginning in 2025, this event will include those who contribute at the Silver level and above.

We encourage Reserve members to consider the use of tax-smart options that can maximize your impact on the charities we support while potentially providing significant tax advantages. These include:

APPRECIATED STOCK

DONOR-ADVISED FUND

IRA ACCOUNT (IF YOU'RE 70.5 OR OLDER)

Consult your Tax Advisor for additional information.



SCAN TO DONATE

2023-2024

Donors

PLATINUM \$10,000+

Jean Borden

Andrew and Daniela Baxter

Ray and Lucia Cohen

Tom and Carol Lund

Norm and Karen Malo

David and Elizabeth Miller

Gary and Diane Mohr

Rick and Sherry Morgan

Wes Bigler and Lori Jones

Susan Peters and Ross Russo

GOLD \$5,000 - \$9,999

Thomas and Cynthia Brown

Dick and Chris Bishop

Bruce and Sara Boyd

Ed and Shelley Burchfield

Brad and Robin Bylenga

Robert and Eydie Clement

William and Kimberly Coward

John and Patsy DuPre

Jim and Deb Kovanda

Ruben and Marilyn Lemos

Steven and Patti McCormick

John and Robin Moulton

David and Penny Nett

Gary and Leigh Ann Nieman

Thomas and Dana Pletcher

Scott and Jeanene Rusch

Robert and Angela Thompson

Robert and Teresa Trout

James and Jessica Whitley

Larry DeFever and Caren Smith

Elaine Roberts and Dale Wilde

John and Doreen Zanolli

SILVER \$2000 - \$4,999 *(In honor of Barbara Evans)*

Tom and Sherri Andersen
Johnson and Henny Au-Yeung
David and Debbie Baughman
Randy and Becky Bly
John and Carol Boes
Richard and Michelle Braunschweig
Garry and Melissa Brown
Erv and Cindy Burbach
Jon and Pam Cabot
Steven and Sabrina David
Doug and Diane Dix
David and Wanda Doumar
Jim and Valerie Easterling
Kevin and Holly Greenawalt
Ingrid Jager

Robert and Sharon Johnson
Don and Jane Kelley
Thomas and Karen Kelly
Jim and Kay King
Larry and Susie Larson
Greg and Sandra Lewis
Mark and Karen McGough
Paul and Alleta McKeon
Danny and Angie McMullan
John and Lindsay McShane
Rick and Cheryl Mifflin
Chris and Tracy Nolan
Jack and Mary O'Connell
Lorin and Karen Olson
Jeffery and Kristin Peterson

Michael and Barbara Policastro
Charles and Lydia Pratt
Tim and Mary Preece
Robert and Patricia Ries
Russ Rhodus and Karen Dyehouse
Rick and Laura Rother
Joseph Sachs
Mark and Karen Schafer
Roy and Nancy Sutterfield
Norbert and Kathy Theisen
Michelle Tortorella and Robert Sneider
Craig and Laura Vanley
James and Jessica Whitley

BRONZE \$1,000 - \$1,999

Steve and Mary Allsop
Charlie and Anita Arms
Chris and Lyssa Ball
Gary and Stephanie Burns
Greg and Karen Clouse
Linda Davis
Thomas and Michelle DeJonge
Craig and Lori Diem
John and Eleanore Feininger
Paul and Audrey Fulton
Gordon and Teri Gaudet
Kevin and Gracen Geagan
Mark and Terry Gordon

Mark and Sue Groce
James and Jan Hannon
Paula Hinger
Bill and Michelle Hirschfeld
Chris and Shelley Holloway
Dave and Wendy Holscher
Robert and Kathy Irwin
Mike and Nancy Kennedy
Rick and Linda Klausung
John and Debra Lee
Grady and Mary Jo McCarthy
Marc and Debbie Michalovsky
Wesley and Allison Misson

Mike and Stephanie Neely
Cari Ogg
Michael and Kathy Panther
Ed and Tracey Santulli
David and Julie Scott
Alan and Ronda Smith
John Taylor and Jaime Tatara
Rick and Heather Turton
Rick and Kay Vaughan
Don and Jane Voelker
Terry and Bonnie Will

CORPORATE SPONSORS / DONORS

Atcheson Dental
Audi Greenville
(Marc and Macaulay White)
Brightview Landscape Services
Carlton Motorcars Inc
Central Signature Homes
Charles Schwab & Mariner
Clayton Tile
Coldwell Banker Caine
Cullum Services, Inc.
Diamond T Promotions
DMI Paving & Sealcoating
Elite Pavement Services
Fairview Custom Homes
FirstService Residential
Glenco Fireplaces
Golden Corner Construction
(Ron and Misti Tolley)
Greenspace Landscape Services

Greenville Automotive/Porsche
Greenville Hair Bar (Evan and Amy Elder)
Homrich Berg Wealth Mgt.
Hotwire Communications
JC Sports
Jeff Holder Builders
(Jeff, Liza and Jonathan Holder)
Justin Winter & Associates (Justin Winter)
Keeoco Development (Will Hines)
Kisker Construction
(Brad and Daphne Kisker)
Kroeger Marine
Lakenorth Investments (Derek Lunka)
Lowry Oil/LocoMart (Eddie Adams)
McKinney Insurance
(Doug and Sandra McKinney)
McKinney-Sullivan
(Dale and Melissa McKinney)
Metrocon Inc.

MHK Architecture
Michelle Braunschweig, Realtor
Nealy's Pro Wash
Petra Wealth Mgt.
(James and Valerie Easterling)
Pittman Heating & Air Inc
Progressive Builders Inc
Professional Party Rentals
ProSource
Reserve Real Estate Group
Ridgeline Construction Group (Ray Foral)
R&R Golf Cart Services
Seamon Whiteside
Shorescapes Inc
The Stillwater Group, LLC
(Brandon and Lisa Eich)
Yoders Building Supply



MAKING AN IMPACT *Through Fundraising Activities*

WINE & DINE

Our largest fundraising event of the year took in nearly \$235,000 in 2024

CHARITY GOLF CLASSIC

This two-day event attracted more than 230 participants and helped us raise \$130,000

ART SHOP SALE

Several other smaller fund-raising events are critical to our success. The most visible of these is our annual Art Shop sale, which raises over \$7,000 annually



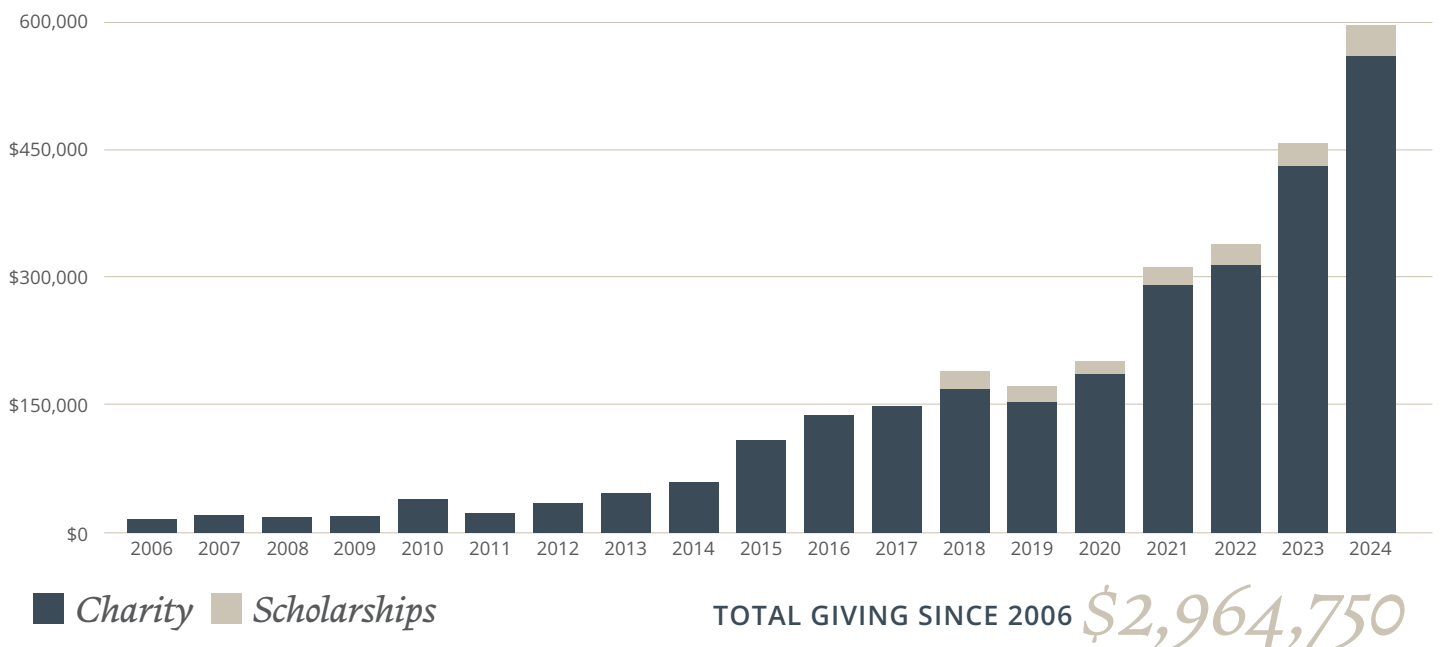
CHARITABLE *Foundation*

	2024	2023
Fund Balance, Beginning of Year	\$131,233	\$73,183
Operating Revenue:		
Charity Donations	298,892	188,022
Spring Fundraiser	274,786	189,727
Golf Classic	166,480	145,003
Art Shop	9,159	7,591
Lifestyle Book	920	1,108
Other Income	3,688	5,157
	753,925	536,608
Operating Expense:		
Charity Grants	564,026	432,202
Scholarship Grants	33,500	26,500
Programs & Events	75,889	55,396
Administrative	17,291	4,443
	690,706	518,541
Operating Surplus / (Deficit)	63,219	18,067
Non-Operating Revenue / (Expense)	592	-
Net Payables Increase / (Decrease)	(289)	39,983
Fund Balance, End of Year	\$194,755	\$131,233



Reserve Foundation GRANTS & SCHOLARSHIPS

2006-2024





864.481.4010

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Sunset, SC 29685

ReserveAtLakeKeowee.com/Foundation

