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FOR IMMEDIATE RELEASE: CAPE FEAR LITERACY COUNCIL ANNOUNCES STAFF CHANGES AND THE “ 30 FOR 30” FUNDRAISING CAMPAIGN AND \$10,000 CHALLENGE GRANT

Cape Fear Literacy Council celebrates the recent promotion of Erin Payne to the Literacy Council’s new Director of Fund Development. The first major funding initiative under Ms. Payne’s leadership will be the 30 FOR 30 Campaign, a two-week fundraising campaign during which the organization aims to raise \$30,000 by engaging 1,000 new donors to give \$30 each. The 30 FOR 30 Campaign also celebrates the organization’s 30th anniversary as a cornerstone adult education provider in southeastern North Carolina. Additionally, the Literacy Council is proud to announce a generous \$10,000 Challenge Grant by the Joseph and Elsa Flower Davies Fund that will bolster the 30 FOR 30 Campaign.

ERIN PAYNE ANNOUNCED AS CFLC’S NEW DIRECTOR OF FUND DEVELOPMENT



Erin Payne, former CFLC Community Outreach Coordinator, has been named as the Literacy Council’s new Director of Fund Development.

During her fund development career in southeastern North Carolina, Ms. Payne has served as the executive director of several nonprofits and has raised over \$5 million for various local and national causes. Together with CFLC’s Executive Director, Yasmin Tomkinson, and the organization’s Fund Development Committee, she will be responsible for securing funding for the Literacy Council’s annual \$500,000 budget. The Literacy Council serves over 500 students each year – with the support of a staff of 8 employees and over 340 volunteers.

“We are so fortunate to have Erin on the CFLC team and I am thrilled that she has stepped up to the role of Director of Fund Development,” says Executive Director, Yasmin Tomkinson. “Erin has an extensive background raising money for non-profits in this community and she has a genuine passion for the Literacy Council’s mission. She is a tremendous asset!”

Having a strong professional and personal interest in expanding educational opportunities to all members of our community, Erin has been involved with the Literacy Council since 2009 – first as a member of the Board of Directors then becoming a member of CFLC’s staff in 2013. Ms. Payne holds a Master of Arts Degree in Public Administration with a concentration in Nonprofit Management from UNC-Wilmington.



CAPE FEAR LITERACY COUNCIL'S 30 FOR 30 CAMPAIGN

On November 10th, Cape Fear Literacy Council will embark on a 2-week fundraising initiative to raise \$30,000 by Thanksgiving – all to celebrate the organization's 30 years of service to the Cape Fear community. The 30 FOR 30 Campaign will engage 1,000 new donors to give just \$30 to support the free, personalized educational services that the Literacy Council provides to combat the core causes of low literacy in the Cape Fear region. In New Hanover County, an estimated 38% of adults read at a 'basic' or 'below basic' level. This means that there are more than 60,000 adults in our area whose skills are not good enough to do all they need to do for themselves, their families, their jobs or the community.

"You would be amazed by how far a \$30 donation can go at the Literacy Council," states Executive Director, Yasmin Tomkinson. "This simple gift of \$30 can provide skill books for a new student or the materials for an 8-week class for our ESL program. \$30 can cover the costs for test-taking content for a student to prepare for a certification-based exam, or important overhead costs, like 1.5 days of utilities for our whole campus."

Board President-Elect, Craig Snow, sums up the 30 FOR 30 Campaign, "30 FOR 30 is a chance for us to honor a milestone in our non-profit's history and raise some much-needed funds. The Literacy Council has been serving this community for 30 years and we are hoping that folks who believe in the work of our students, volunteers, and staff will give just \$30, and encourage their friends – all over the country – to do the same. \$30,000 makes a huge difference for a small non-profit and we are truly honored to have a matching grant of an additional \$10,000 if we achieve our goal."

More information about the 30 FOR 30 Campaign, including updates on the progress of the campaign can be found at the [Literacy Council's website](#), [Facebook page](#) and [Twitter feed](#).

COMMUNITY FOUNDATION AWARDS A CHALLENGE GRANT FOR CFLC'S 30 FOR 30 CAMPAIGN



Elsa and Joe Davies- photo courtesy of NHCCF

Cape Fear Literacy Council is proud to announce its receipt of a \$10,000 Challenge Grant from the North Carolina Community Foundation in support of its upcoming 30 FOR 30 Campaign. This matching grant was awarded from the Joseph and Elsa Flowers Davies Fund – an endowment that focuses on education.

Erin Payne, CFLC Director of Fund Development states, "It is an honor to have such strong community support from stakeholders like the NC Community Foundation for our 30 FOR 30 Campaign. The 30 FOR 30 Campaign is an initiative to introduce new donors to the value that educational institutions like CFLC add to the region and the impact we have in the community through workforce development, supplemental training for post-secondary education, English language training, and citizenship exam preparation. The 30 FOR 30 Campaign and this \$10,000 matching grant will have such an impact on our students' opportunities for success."



(- High resolution versions of all photos and graphics available upon request)**

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