

## A NOTE FROM OUR PRESIDENT & CEO

# Tyler B. Clark

**"Hope is not a mere sentiment; it is the driving force behind all meaningful actions."**

– Ellen Moll

(Center for Integrative Studies at Michigan State University)

**Hope** is a small word, yet it can carry the weight of the world. It encompasses promise, ambition, drive, and dreams, to mention a few. And no one embodies these tenets more than SPSFNWA scholarship recipients and alums.

Is that not what we heard from our speakers at this year's Spark of Hope? When it comes to the speakers' remarks, I purposely avoid reading their portion of the script before the event because I want to have that moment of genuine surprise that our guests have when the speakers share their stories. And an inspiring, albeit tear-jerking, moment it always is. (Kleenex, please sponsor us.)

The paths may be different, whether they are a single mother or father or a guardian of their sibling or cousin. Still, the motivation and the determination are always driven by the same thing—**family**. They all want what's best for the children they all adore. They sacrifice and do what it takes to make it work, but it isn't always easy.

Just as current scholarship recipient **Kelsey Jiles** described in her story at Spark of Hope 2023 regarding going to school full-time and not being able to work, "It instantly felt like a ton of bricks on my shoulders and made me feel like I had to choose between simply surviving or thriving."

In Alumna **Rosa Butcher's** remarks, we learn what it was like for her to "survive or thrive." Rosa struggled with many things at the beginning of her journey, but despite that, she truly inspires recipients of the program and all who hear her story. When describing her degree, Rosa said, "With this degree, I will be able to pour **hope** into others in need." And, "There is **hope**, even on the darkest day." She is a testament to how hope drives tenacity when there is a genuine earnestness to thrive.



**Kelsey Jiles, Madison County Recipient**

Speaking of thriving, Kelsey and her brother participated in the SPSFNWA Back-to-School drive in August; she said, "When Logan and I need school supplies, they [SPSFNWA] take the bricks off our shoulders and put backpacks on instead."

Many people would have given up, but our recipients and alums pursue the desire to thrive for the sake of their families, and, in doing so, they teach all of us that there is always **hope**.

A handwritten signature in blue ink, likely belonging to Tyler B. Clark.



**Rosa Butcher, 2023 Alumna**

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# SPARK OF HOPE

Scan for a video



The 21st annual Spark of Hope was held July 27 at the Rogers Convention Center. A

record-setting

crowd of nearly 460 guests enjoyed the reception that featured the **Saxophonics**, a local jazz quintet. A dinner and moving program followed that featured current recipient **Kelsey Jiles**, alumna **Rosa Butcher**, as well as **Elijah** and **Kenji**, the children of alumna **Montinique Davis**. Community Ambassador **Jaclyn House** with KNWA/Fox24, and **Kyle Kellams**, KUAF News Director, served as emcees for the evening.

The prestigious Spark of Hope awards were presented to **Greg and Hannah Lee**, Outstanding Individuals; the **University of Arkansas**, Outstanding Community Partner; and **AVAD3 Event Production**, Outstanding Corporate Partner. The honorees received a beautiful handmade stained-glass award created by local artist **Erin Timmons-Mitchell**.

We are especially grateful to **Corey and Holly Davis**, **Lewis Automotive Group**, **Ritter Communications**, and **Walmart** for their significant Magna Cum Laude Sponsorships. **AVAD3**, **Greenwood Gearhart**, and **Prairie Farms** were Cum Laude Sponsors while **CitiScapes Magazine** and **3W Magazine** served as Media Sponsors.

Thanks to generous corporate sponsors, individual donors, and an emotional ask from Board member **Rhonda Moore**, more than \$130,000 was raised for program support.

**Save the date for Spark of Hope 2024: Thursday, July 25th**



Dean Kate Mamiseishvili, Ph.D. accepting the award for the University of Arkansas



The AVAD3 Event Production Team



Greg and Hannah Lee

## NEW TITLES, SAME GREAT FOLKS

At the beginning of our fiscal year, we had a few staff title changes that we wanted to share with you.

**Krystle Goodwin**, previously our Communications and Marketing Director, now serves as the **Public Relations & Diversity Director**. Her new title conveys new responsibilities covering all our media relations for SPSFNWA, including traditional media, new and social media, website maintenance and much more. Krystle is a graduate of the IDEAL Institute DEI Program

provided by the University of Arkansas. She has continued to help our team become more aware of our responsibilities in the DEI sector.



**Krystle Goodwin**

**Steven R. Hinds, M.Ed.**, has been promoted to **Senior Director of Major Gifts**. Steven has worked tremendously hard with our corporate giving partners and other donors in his portfolio. In his second year with SPSFNWA, he has grown in our philanthropy department.



**Steven R. Hinds**

**Reneé Hutton** is a six-year veteran of SPSFNWA and has held many titles. She is an asset to the operations and administrative team. Reneé is the primary finance staff member and assists administratively with operations and executive support. Reneé is now our **Finance Manager and Executive Administrator**. Aka, she keeps the tires spinning in finances and administration.



**Renee' Hutton**



**Tyler B. Clark**

**Tyler B. Clark** was promoted to **President and Chief Executive Officer** in July. Tyler's duties expanded to include more responsibilities within the internal strategic planning and enhance board development, lead new approaches to service delivery and relationships. Tyler reports directly to the SPSFNWA Board of Directors.

## BACK TO SCHOOL

On August 3rd we celebrated back-to-school with our fall recipients and their kids with a drive thru pickup. Each child received a brand-new backpack filled with the essentials, and parents got a scholarship of \$100 per child to help pay for clothes, shoes, and other needs. A total of **\$26,300** was awarded to **263** children. This Fall semester we have 120 Degree Program recipients, six CWD recipients, and 22 GAP Program recipients. We had great volunteers who were able to stuff backpacks and donate supplies. Special appreciation to **Coldwell Banker Harris McHaney & Faucette** for their support. Thanks to **Leo the Bryers Ice Cream Man** for keeping us cool in the heat.



## THIRD YEAR FOR ADVENTURE SUBARU SHARE THE LOVE

For the third year, **Adventure Subaru** has selected SPSFNWA as one of their hometown charities during this winter's **Subaru Share the Love** event.

Buyers purchasing a new Subaru in **mid-November to early January** get the option to choose SPSFNWA as a hometown charity, a distinction that comes with a \$250 donation from Subaru USA, and a matching donation from Adventure Subaru.

The partnership with Adventure Subaru has directly supported our scholarships and programs to the sum of over **\$102,000**.



**Love. It's what makes Subaru, Subaru.™**

## NEW COUNSELING INTERN

Rachel Lankford is a counselor-in-training pursuing her Masters in Counseling at John Brown University. A native to NWA, she began her college courses at NWACC where she earned her AA/AS in Liberal Arts and Sciences. From there she attended JBU for her BS and is only 2 semesters away from her MS. She lives in Bentonville with her husband and cat. Rachel says she is committed to helping single parents and teens learn how to untangle their stories and see a clearer path toward who they want to be. We know she will be a great asset to the counseling team.



**Rachel Lankford**



**Frankie Rankin, CFRE**

## FRANKIE RANKIN, CFRE, TO BE RECOGNIZED IN NOVEMBER

We are thrilled to announce that **Frankie Rankin, CFRE**, our dedicated and accomplished Chief Philanthropy Officer, has been nominated and recognized by the Northwest Arkansas affiliate of **Fundraising Professionals** as the **2023 Outstanding Fundraising Executive!**

**The Northwest Arkansas Chapter of the Association of Fundraising**

**Professionals** is an affiliate of the international association. National Philanthropy Day (NPD) is a special day set aside each year to pay tribute to the outstanding contributions that philanthropy has made to better the lives of individuals, communities, and the world.

For over 50 years, AFP has been the standard-bearer for professionalism in fundraising. With more than 180 members, the thriving Northwest Arkansas Chapter offers monthly professional education programming on various topics, from capital campaigns to planned giving.

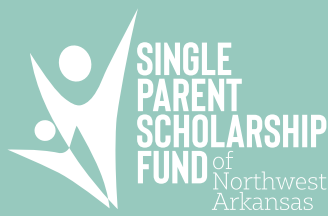
Since joining the SPSFNWA team in 2017, she has elevated the philanthropy team to a new and professional level. In 2020, amongst some of the most challenging times in fundraising history, Frankie spearheaded the successful Marjorie Marugg-Wolfe Campaign. After two decades of fundraising experience, the honor of this recognition is certainly overdue, and we are excited to celebrate with her, her colleagues, and her family in November.



Scan for more information

**Make your year a little less taxing and give a gift of stock.**

Contact [Frankie@spsfnwa.org](mailto:Frankie@spsfnwa.org)  
479.254.8550 ext 106



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# NORTHWEST ARKANSAS' ORIGINAL MINI GOLF TOURNAMENT WITH LOCATIONS IN FAYETTEVILLE & LOWELL GOLFTOBERFEST

OCTOBER 7<sup>TH</sup> TO 22<sup>ND</sup> Mini-Golf tournament that offers participants a round of golf, t-shirt, and lots of chances to win prizes.

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FRIDAY OCTOBER 13<sup>TH</sup> 9:30 AM - 12:30PM



Golftoberfest, NWA's ORIGINAL  
Mini-Golf Tournament,  
now has a VIP Opportunity!

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6PM-9PM



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