

Community-Informed and Data-Developed

2025–2050 Vision

Your Voice, Our Lowcountry

Beaufort

Colleton

Hampton

Jasper





Your Voice, Our Lowcountry

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Dear Friends and Neighbors,

Today, in 2025, we at the Coastal Community Foundation of South Carolina (CCF) are filled with immense gratitude for the journey we have undertaken together. Over our 50-year history, we have grown into a cornerstone of our community, dedicated to fostering equity, opportunity, and well-being for all. This year also marks a significant milestone in our service to the four counties of the Southern Lowcountry—Beaufort, Colleton, Hampton, and Jasper. For 25 years, CCF has been privileged to work alongside this vibrant four-county region, and our commitment has been unwavering. We have witnessed firsthand the remarkable resilience, generosity, and spirit of the people who call this region home.

Simultaneously, 2025 has been a year of demonstrable change—from funding and budget cuts at the federal and state levels that have severely hindered nonprofits and the communities they serve, to unpredictable stock and consumer markets, and exponential curves in AI and other technologies. What’s more, we know that many more surprises will surely emerge. So, gripping the status quo is not an option, and planning a few years at a time is not effective. Our only options are to proactively help shape our future or to passively let the future shape us.

Therefore, with a renewed effort to understand and address the needs of our Southern Lowcountry community, CCF is committed to pursuing a regional, long-term, and proactive vision for our future.

This report, “Our Southern Lowcountry: A 25-Year & 4-County Community Vision,” is a vision for how every resident in our community can thrive and pursue a path to achieve their goals. Specifically, it captures the shared hopes, dreams, and wisdom of our community while connecting and affirming those findings with data. For CCF, this report will guide our priorities, strategies, investments, and partnerships over the next quarter-century, and we hope it will spark further conversation and action with our friends and neighbors in the Southern Lowcountry.

Together, we can build bridges, leverage our strengths, and pursue bolder and wiser solutions for our Southern Lowcountry by 2050. The next generation is counting on us, and we are ready to roll up our sleeves and get to work. Thank you for joining us as we mark the beginning of our journey of listening deeply, learning constantly, collaborating loyally, and acting courageously. Thank you for your support and partnership. Here’s to the next 25 years of making a difference, together.

Warm regards,

Ronda Dean
Board Chair, Coastal Community Foundation of South Carolina

Darrin Goss, Sr.
President, Coastal Community Foundation of South Carolina

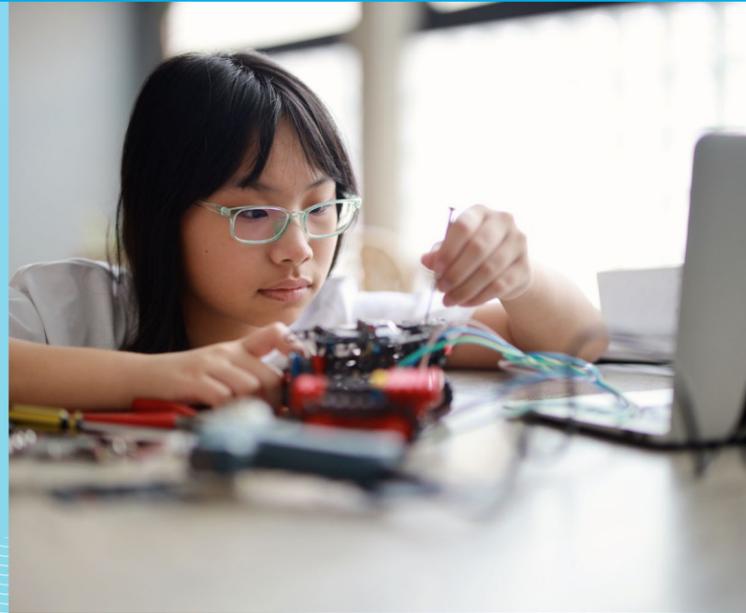
Ask Yourself



What hopes and dreams do you have for the next 25 years?

“People in each of the four counties think they face unique situations, but they’re actually similar or connected. The situations just get more intense in poorer and rural counties... But it’s in every county’s interest to think regionally.”

BEAUFORT COUNTY RESIDENT



“We have a lack of trust in institutions, in the political process, in community-based efforts, in the school systems, in an at-large city council!”

COLLETON COUNTY RESIDENT



“I’m a mom. In 25 years, my kids—now 7 and 10—will be grown. I want them to still live in a magical place. We live in a beautiful place we feel... So much of the world has lost its beauty, soul, land... and it’s just ‘Anywhere, USA’... It’s more than just protecting dirt. It’s protecting culture, helping families keep their land, the Gullah Geechee community.”

BEAUFORT COUNTY RESIDENT



“We need to get proximate. It’s a dopamine hit. We need it. We need to sit, share, and be together.”

JASPER COUNTY RESIDENT



“How to get there requires teamwork and collaboration. No one has enough resources to do it alone... [We need] more collaboration and less fight-for-my-piece-of-the-pie.”

HAMPTON COUNTY RESIDENT

Executive Summary

Imagine a baby born on January 1, 2025, in our Southern Lowcountry.

This baby will grow up at the crossroads of great promise, great uncertainty, and even greater change, begging the question: By 2050, what is our community's shared vision for that future toddler, child, teen, and adult to thrive in our Southern Lowcountry—the four-county region of Beaufort, Colleton, Hampton, and Jasper?



To find more data and download the discussion guide scan the code.

In 2024, we at the Coastal Community Foundation of South Carolina (CCF) asked this big, important, and necessary question. Then, we dedicated ourselves to a year of deep community listening and learning with interviews, surveys, listening sessions, town halls, and research. For each of these methods, we asked our community three questions:

What are your hopes and dreams for your community over the next 25 years?

Now, imagine it is the year 2050, and your hopes and dreams all came true. What evidence can you share to prove that it all came true?

Can you list people and/or institutions in your community who you trust and who you believe would help us pursue our community vision for the next 25 years?

Initial answers to these three questions are shaping our 25-year and four-county community vision. Over the next quarter-century, it will serve as a road map to guide CCF's priorities and partnerships with—not only for—our community.

Throughout our first year of listening and learning, CCF focused on four elements:

Our **people focus** lets us reframe findings around people. For example, we prioritize “students and educators,” instead of issues like “education.” Our **strengths and solutions focus** lets us write positive narratives. So, “we cherish the natural beauty of our home,” instead of “our environment is being destroyed.” Our **overlapping focus** lets us solve for two or more findings at once. Since “employers and workers” are also “parents and caregivers,” solutions for “employers and workers” should also be solutions for “parents and caregivers.” Last, our findings **focus on both** the community input and the data, which are complementary.

After sharing our initial findings and next steps, CCF heard our community's feedback loud and clear:

We at CCF should commit the next quarter-century to dreaming, thinking, and acting: **regionally** (where: Southern Lowcountry footprint), **generationally** (when: 25-year timeline), **collaboratively** (who: cross-sector and cross-community mindset), **creatively** (what: all-asset toolset), and **courageously** (how: with—not only for—our community).

This is only the beginning. There is a lot of work ahead, and the next generation is counting on us. So, as we roll up our sleeves to get started, we have one question for you...

Will you join us?

Imagine that we achieve our vision: a thriving Southern Lowcountry community by 2050. What would the evidence be?



The evidence will be **our thriving people.**

PEOPLE-POWERED PRIORITIES

- **Employers and workers** (not only jobs, wages, and economic mobility) are thriving.
- **Multigenerational families and care workers** (not only childcare and eldercare) are thriving.
- **Neighbors, owners, and renters** (not only housing) are thriving.
- **Patients and healthcare professionals** (not only healthcare) are thriving.
- **Residents and commuters** (not only infrastructure) are thriving.
- **Students and educators** (not only education) are thriving.

DEMOGRAPHIC DIFFERENCES

- **Household income, wealth, and composition:** We see how any community member can live in a household that earns sufficient income to thrive and build wealth to transfer across generations, regardless of who led their household of origin (e.g., married couple, single parent, etc.).
- **Place:** We see no statistical significance in lifetime incomes or outcomes based on the population density of the place where a community member resides.
- **Race/ethnicity:** We see no statistical significance in lifetime incomes or outcomes based on the race of a community member.

The evidence will be **that our demographics are no longer a factor in determining lifetime incomes or outcomes.**

The evidence will be **that our challenges in 2025 become our strengths by 2050.**

STRENGTHS IN 2025

- We see promise in **access to technology.**
- We have **cross-sector leaders and networks.**
- We have **smart infrastructure aligned for our growing population.**
- We have a **diverse population and rich history.**
- We trust **our faith community.**
- We prioritize **individual generosity for individual organizations.**
- We support **local activities of smaller-scale services for shorter-term needs.**
- We cherish the **natural beauty of our home.**

STRENGTHS BY 2050

- We have more **close friends and beloved gathering places** outside home and work.
- We are more **civically engaged residents and advocates** who vote, volunteer, partner, and lead.
- We leverage more **collective generosity and cross-sector investment**, to attract, pool, and grow more resources.
- We are **more-informed and critical thinkers** with credible and accurate sources of information.
- We use more **positive narratives about ourselves**, not negative ones.
- We feel more **regional identity, belonging, and joy**, not isolation, division, or apathy.
- We are greater than the sum of our local parts by building more **regional infrastructures of larger-scale systems for longer-term solutions.**
- We trust more **trustworthy institutions across sectors** without hope fatigue.

The evidence will be **that our challenges become our strengths.**

In 2024, the Coastal Community Foundation of South Carolina (CCF) celebrated our 50th anniversary as a foundation and our 25th anniversary in the Southern Lowcountry—Beaufort, Jasper, Hampton, and Colleton counties. This time of reflection renewed CCF’s commitment to the needs and dreams of our people in the Southern Lowcountry.

Guided by our mission to create communities rich in equity, opportunity, and well-being, CCF, in partnership with CRS Philanthropy Consulting, LLC, launched a 25-year visioning initiative with and for the Southern Lowcountry. Grounded in lived experiences and supported by data, our robust engagement process included interviews, surveys, listening sessions, town halls, and research. Ultimately, neighbors from all four counties co-authored a shared vision for a thriving, equitable future in our region by 2050.

Throughout this process, residents expressed common hopes for their families and communities while also highlighting the uneven distribution of growth, opportunity, and challenges regionally. Economic drivers (such as tourism, military presence, infrastructure, and job creation) and disparities (such as poverty rates, education, and access to housing and higher-wage employment) do not apply to all counties or all communities equally. Simultaneously, families are navigating broader national and global pressures, including stagnant wages, rising healthcare and housing costs, education debt, caregiving challenges, and the rapid evolution of technology.

We learned that our community seeks a generational, regional, and proactive vision, not disjointed annual, isolated, and reactive work.

In addition, our community consistently affirmed four top findings:

- **START WITH STRENGTHS:** Many residents easily listed problems and concerns. However, when they started focusing on strengths, goals, and vision, they gained more hope and felt more capable. We can identify better solutions, plans, resources, and partners when we leverage our strengths to solve our problems.
- **BUILD BRIDGES:** Many residents quickly shared that they view the four-county region of the Southern Lowcountry as a diverse area, composed of separate and unique communities. However, they also shared surprisingly common responses for a vision. We can build bridges—literally and metaphorically—because we may have more in common than we realize.
- **GO BIG, WISELY:** To have a thriving community by 2050, we need to begin with a big and bold vision in 2025. We know the stakes are too high for small plans, and inaction is the biggest risk.
- **USE SLINGSHOTS, NOT MOONSHOTS:** To achieve big goals by 2050, we should take the necessary time to plan, partner, and pursue a limited number of promising opportunities that can create the greatest impact (slingshots). We should avoid spreading ourselves too thin with too many ambitious projects no matter how tempting and well-intentioned, that are not set up for success (moonshots).

This report serves as a foundational starting place to inform and inspire the next phase of vision development. It will also guide CCF’s efforts to co-create bold, inclusive, and achievable plans with the Southern Lowcountry through 2050.





Methodology & Context

Purpose

This report serves as a 25-year and four-county community vision with—not only for—our community. Specifically, the process and results have allowed CCF to:

1. Listen and learn as the community shares visions for 2050.
2. Identify findings across the four counties or that are unique to certain counties.
3. Create a shared vision, a road map to guide CCF's priorities and partnerships with the community.
4. Provide CCF's current and future partners with a resource that assesses the validity of a generational, regional, cross-sector, and transformational vision for greater impact.

21

Listening
sessions

15

Interviews

6

Town Hall
meetings with
27 community
leaders

496

Online survey
respondents



The top thing we must focus on is better, higher-paying jobs... And those jobs provide the incentive for our young people to complete the education level they want and get jobs that will enable them to meet the dreams of their lives without having to move away.”

JASPER COUNTY RESIDENT

EXPLORATORY QUESTIONS

This report is rooted in three exploratory questions posed to our community.

- “What are your hopes and dreams for your community over the next 25 years?”
- “Now, imagine it is the year 2050, and your hopes and dreams all came true. What evidence can you share to prove that it came true?”
- “Can you list people and/or institutions in your community who you trust and who you believe would help us pursue our community vision for the next 25 years?”

METHODS

To answer these questions across the four counties, we used five methods.

- We began by conducting 15 interviews with cross-sector leaders.
- Then we sought public feedback, launching an online survey that received 496 responses.
- We also hosted 21 in-person listening sessions.
- Meanwhile, we conducted research and compared qualitative community feedback to quantitative data.
- Last, to share initial findings, we hosted six town hall meetings with a total of 27 community leaders. Across both the listening sessions and the town halls, we were grateful for approximately 200 community members who joined the conversation in person.

CATEGORIES FOR FINDINGS

This report organizes findings into these four interconnected categories:

People-Powered Priorities

We reframe six issues, so that they are people-centered.

Demographic Differences

We identify how three key demographic differences are applied across all people-powered priorities.

Strengths in 2025

We see how eight strengths in 2025 can spark success by 2050.

Strengths by 2050

We see how eight challenges in 2025 must be transformed into strengths by 2050. They are written as if they are already strengths.

DESIGN ELEMENTS FOR FINDINGS

Simultaneously, this report applies four design elements to all four categories of findings. Each design element is listed below, with one example from the people-powered priorities.

People (not only issues)

The Southern Lowcountry is made up of people, not “issues.” This report focuses on the humans involved. For example, “education” was a critical and recurring issue for residents who participated, but this report reframes it to focus on “students and educators.”

Strengths and Solutions (not only problems)

If we seek problems, we will find problems. On the other hand, if we teach ourselves to see strengths, we can find strengths and utilize them to create solutions. For example, this report encourages our community to first construct a vision for how “students and educators” can thrive. Then, we can deconstruct that vision to turn it into a reality.

Overlaps (not only one-offs)

We understand that people do not fall into one category. For example, people can be both “workers” and “parents,” so it’s important that solutions for workers should also be relevant to parents.

Community- and data-informed (not data-only or community-only)

Utilizing all available resources when compiling this report was essential to the process. Anecdotal experiences from the community and data from reputable sources can be complementary to being able to see the whole picture of the community. For example, the need for affordable and attainable housing was evident in both the interviews and the data.

CONTEXT

In 2017, CCF commissioned a report that named five topical priorities (listed below). Some of the five topical priorities from the 2017 report overlap with this report’s six “verticals.” There were two main differences between the 2017 report and this report. First, the 2017 report focused on CCF’s entire nine-county footprint. Culture, needs, and perspectives of the greater-Charleston area can differ from that of the four counties of the Southern Lowcountry. Second, the 2017 report was completed before 2020. Generation-changing events (e.g., global pandemic, drastic inflation and economic shifts, racial reckonings, and entrenched polarization) can alter, spotlight, deepen, or exasperate our community’s experiences and perspectives. The five topical priorities according to the 2017 report:

- Access to economic opportunity
- Education
- Affordable places and inclusive spaces
- Connected, livable communities
- Safe communities



Findings



This report includes four top findings for the 25-year and four-county community vision.

Ask Yourself



Can you list people and/or institutions in your community who you trust and who you believe would help us pursue our community vision for the next 25 years?

1.

Start with strengths

Many residents easily listed problems and concerns. However, when they started focusing on strengths, goals, and vision, they gained more hope and felt more capable. We can identify better solutions, plans, resources, and partners when we leverage our strengths to solve our problems.

2.

Build bridges

Many residents quickly shared that they view the four-county region of the Southern Lowcountry as a diverse area composed of separate and unique communities. However, they also shared surprisingly common responses for a vision. We can build bridges—literally and metaphorically—because we may have more in common than we realize.

3.

Go big, wisely

To have a thriving community by 2050, we need to begin with a big and bold vision in 2025. We know the stakes are too high for small plans, and inaction is the biggest risk.

4.

Use slingshots, not moonshots

To achieve big goals by 2050, we should take the necessary time to plan, partner, and pursue a limited number of promising opportunities that can create the greatest impact (slingshotting). No matter how tempting and well-intentioned, we should avoid spreading ourselves too thin with too many ambitious projects that are not set up for success (moonshotting).

These four top findings beg the question:

What should the 25-year and four-county community vision include, and how can CCF and its partners help make it a reality?

“My hope is that the [young people] can either stay here for education and work or want to come back... that they can stay near their parents and become parents here... to care for their parents and children here. That is not the case today—they want to stay, but it’s not as possible [for them] to be successful here.”

HAMPTON COUNTY RESIDENT

“A yardstick for our success will be a system, inventory, and variety of houses, as part of our affordable infrastructure that all workers—teachers, firemen, doctors, nurses, plumbers—can afford. We do not have that in an affordable way now.”

JASPER COUNTY RESIDENT

PEOPLE-POWERED PRIORITIES

The entire community benefits from thriving people-powered priorities, as well as improved and proactive taxpayer-funded government programs.

If we reach our vision and have a thriving community in 2050, our people will be the evidence. These six people-powered priorities are written as if we are already living in a new reality that meets our vision by 2050. Alphabetically listed:

Employers and workers benefit from employers providing wages and benefits above A.L.I.C.E. survival budgets* and workers earn those wages and benefits with their valued skillsets and mindsets.

- Workers experience greater personal dignity, work ethic, occupational satisfaction, and financial security.
- Employers experience less turnover, more stability and productivity, and greater success.

***A.L.I.C.E.** (Asset-Limited, Income-Constrained, Employed) is a nationally recognized and humanized framework meant to reframe and challenge the misnomer of the federal poverty line (F.P.L.). In 2025, the F.P.L. is \$32,150 for any family of four nationwide. Meanwhile, A.L.I.C.E. provides more accurate household survival budgets, controlling for household demographics, average income by occupation, average expenses for seven line items in a standard household budget, and geographic location (state, county, census tract, and legislative district).

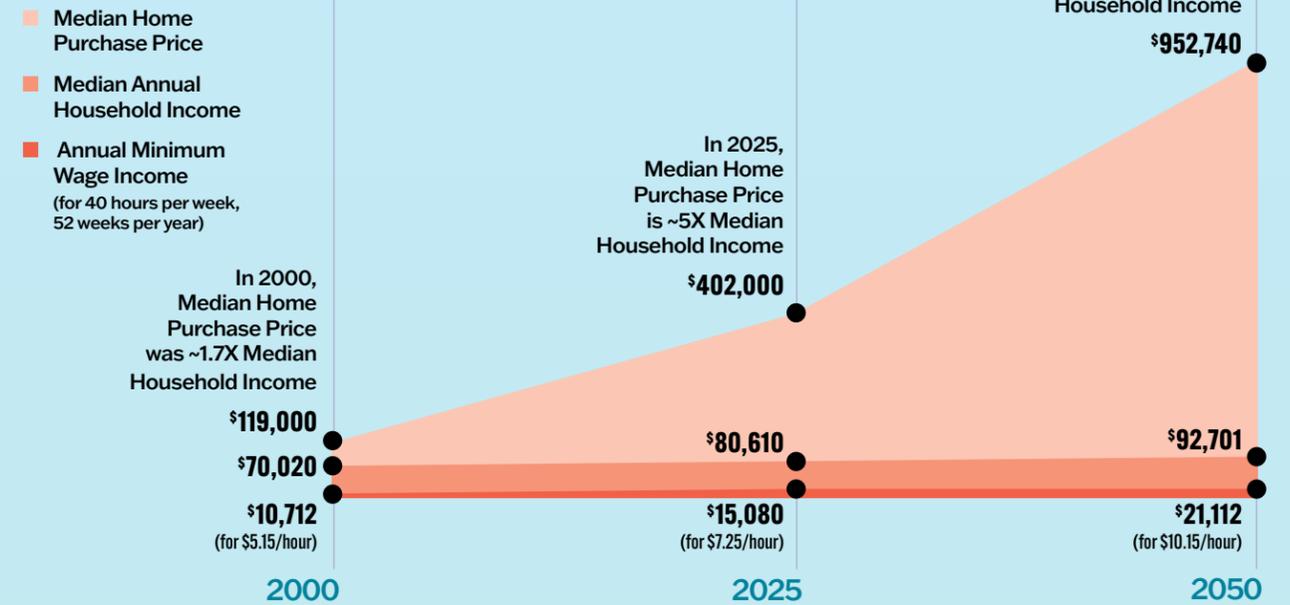
Multigenerational families and care workers benefit from accessible, affordable, and high-quality care.

Parents and adult children (the “sandwich” generation) have affordable, accessible, and high-quality options for their families’ childcare and eldercare needs.

- Children and seniors have safe, enriching, and caring places to flourish.
- Care workers earn wages and benefits above A.L.I.C.E. survival budgets and experience meaningful and respected careers.

Figure 1

HOME PRICES OUTPACING INCOME AND MINIMUM WAGE

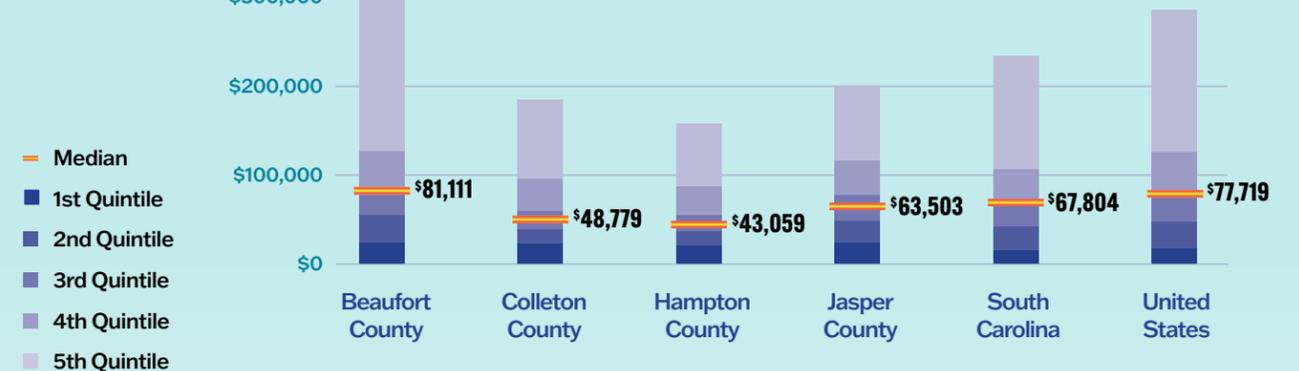


Should history repeat itself at the same rate that it did over the last quarter-century (2000–2025), by 2050, the projected median home ownership price will be \$952,740 (237% increase from 2025), projected annual median household income will be \$92,701 (15% increase from 2025), and projected annual full-time minimum wage for people working 40 hours/week and 52 weeks/year will be \$21,112 (40% increase from 2025).

CITATIONS
Federal Reserve Bank of Minneapolis' inflation calculator, Federal Reserve Bank of St. Louis, U.S. Census Bureau, United States Department of Labor, National Council of State Legislatures, and SoFi.

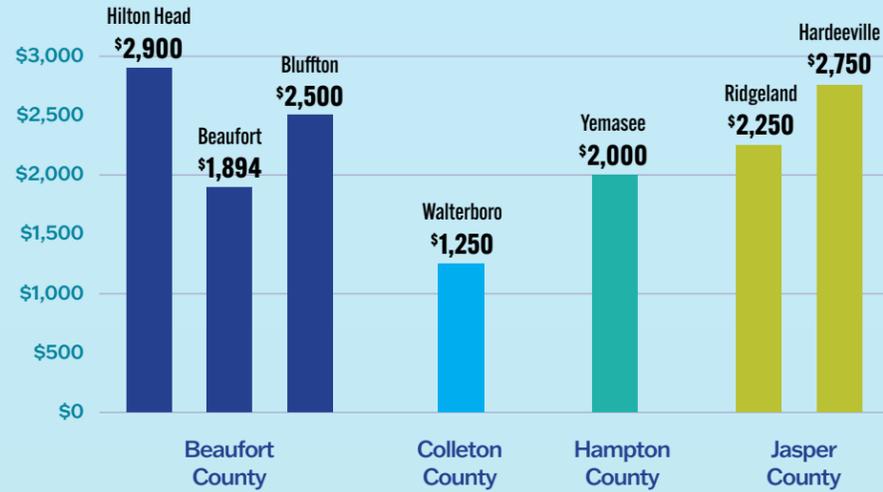
Figure 2

MEDIAN HOUSEHOLD INCOME



CITATIONS
Census Reporter and American Community Survey

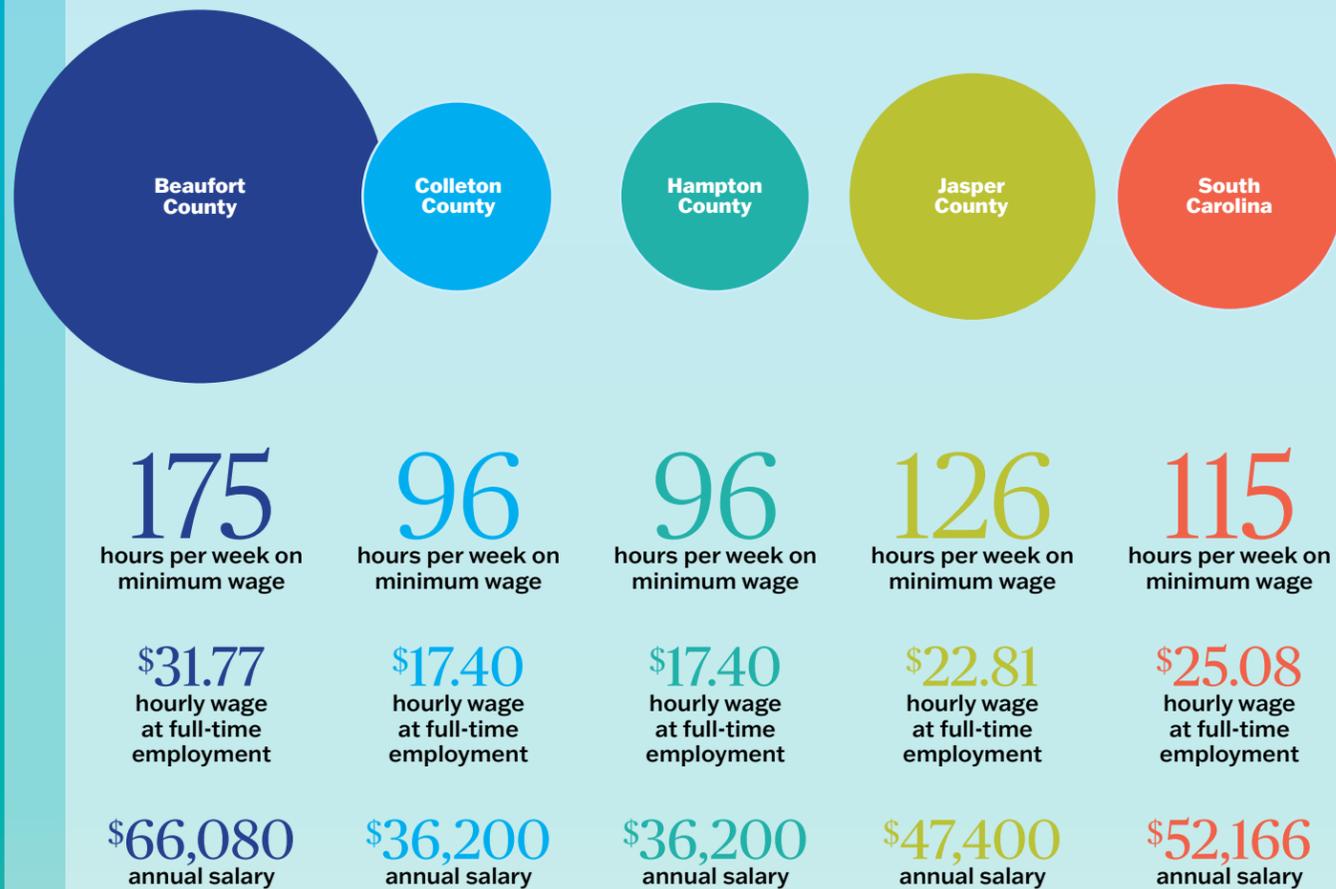
Figure 3
MEDIAN MONTHLY HOUSING COST, RENT



CITATIONS
Harvard University's Joint Center for Housing Studies report "State of the Nation's Housing" and Zillow Renters

Figure 4
INCOME TO AFFORD HOUSING

Wages required to afford rent for a 2-bedroom apartment, at fair market value, with less than 30% of gross income



CITATIONS
National Association of Realtors

Neighbors, owners, and renters love their homes and neighborhoods.

- Neighbors live in safe, opportunity-filled, and connected neighborhoods.
- Owners and renters enjoy affordable, attainable, and sustainable homes.

Patients and healthcare professionals witness better health outcomes and behaviors.

- Patients value accessible, affordable, and excellent healthcare, as evidenced by costs, stigma, and other barriers no longer deterring them from scheduling appointments or procedures.
- Healthcare professionals are trained and incentivized to holistically address physical, mental, behavioral, and public health, which are inextricably linked.

Residents and commuters value smart growth and sustainable infrastructure.

- Residents value the infrastructure of their natural and built environments, which are accessible, beautiful, safe, weather-resistant, well-planned, and well-protected.
- Commuters experience public and private transportation with limited time commuting between where they live, work, and play.

Students, educators, and families are lifelong learners, use growth mindsets to reach their full potential, and engage in society with maximum skills and minimum debt.

- Youth from cradle to career meet or exceed academic, social, and emotional learning benchmarks before entering kindergarten. Then, they reach their full potential with viable post-graduation plans for college, technical school, or career.
- Educators are well-trained and compensated as respected professionals.
- Parents and guardians are included and active in the education system.

DEMOGRAPHIC DIFFERENCES

If we reach our vision and have a thriving community in 2050, evidence will include our demographic differences no longer being a factor in determining lifetime incomes or outcomes. In 2025, each of these three demographic differences is relevant to all six people-powered priorities. These three demographic differences are written as if we are already living in a new reality that meets our vision by 2050. Alphabetically listed:

Household income, wealth, and composition

We see how any community member can live in a household that earns enough income to thrive and builds wealth to transfer across generations, regardless of who led their household of origin (e.g., married couple, single parent, etc.).

Place

We see no statistical significance in lifetime incomes or outcomes that are based on the population density of the place where a community member resides (e.g., rural, suburban, or urban).

Race/ethnicity

We see no statistical significance in lifetime incomes or outcomes that are based on the race/ethnicity of a community member.

Across all four counties, White and Asian students in Beaufort and White students in Hampton County are the only students who are reading at or above grade level by third grade — a national indicator for high school graduation rates and occupational success.

CITATIONS
County Health Rankings and Roadmaps for Reading Scores

Poverty rates are one of the top social determinants of health. According to the County Health Rankings and Roadmaps, the 2024 reports showed the child poverty rates per county:

- 18% Beaufort
- 31% Colleton
- 30% Hampton
- 30% Jasper

“We are missing the middle class. And single parents—moms—are struggling, and it is impossible to single-parent, financially, emotionally, and logistically.”

BEAUFORT COUNTY RESIDENT

The community and data identified many more important demographics. For the purpose of this report, they are not as deeply analyzed and applied as the aforementioned three. They include, but are not limited to, age, disability status, completed education level, gender, and ideology.

STRENGTHS IN 2025

If we reach our vision and have a thriving community in 2050, evidence will include eight strengths from 2025 sparking success by 2050. Alphabetically listed:

- We see promise in **access to technology**.
- We have official and unofficial **cross-sector leaders and networks**.
- We have **smart infrastructure aligned to our growing population**.
- We have a **diverse population and a rich history**.
- We trust our **faith community**.
- We prioritize **individual generosity for individual organizations**.
- We support **local activities of smaller-scale services for shorter-term needs**.
- We cherish the **natural beauty of our home**.

STRENGTHS BY 2050

If we reach our vision and have a thriving community in 2050, evidence will include eight challenges from 2025 turning into strengths by 2050. They are written as if they are already changed into strengths. Alphabetically listed:

- We have more **close friends and beloved gathering places** outside home and work.
- We are more **civically engaged residents and advocates** who vote, volunteer, partner, and lead.
- We leverage more **collective generosity and cross-sector investment** to attract, pool, and grow more resources.
- We are **more-informed and critical thinkers**, with credible and accurate sources of information.
- We use more **positive narratives about ourselves**, not negative ones.
- We feel more **regional identity, belonging, and joy**, not isolation, division, or apathy.
- We are greater than the sum of our local parts by building more **regional infrastructures of larger-scale systems for longer-term solutions**.
- We trust more **trustworthy intuitions across sectors** without hope fatigue.

“The top thing we must focus on is better, higher-paying jobs... And those jobs provide the incentive for our young people to complete the education level they want and get jobs that will enable them to meet the dreams of their lives without having to move away.”

JASPER COUNTY RESIDENT

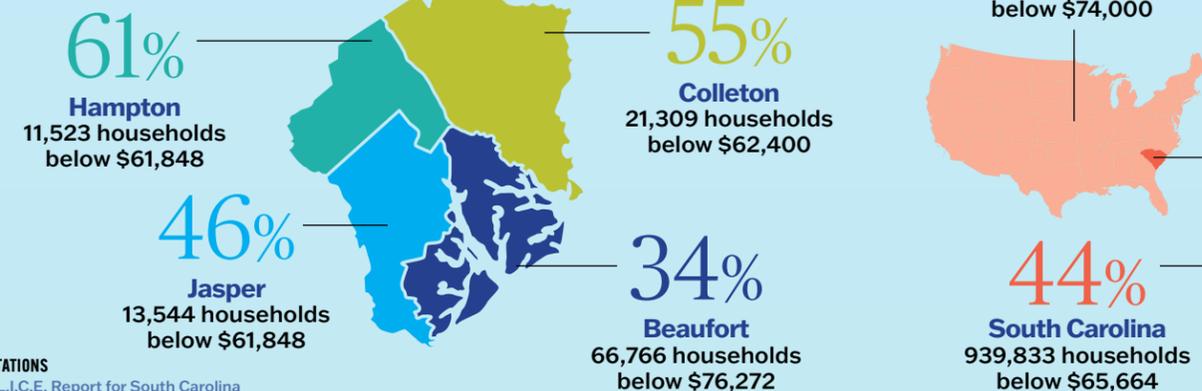
“Each county has leaders. The next step is, across the four counties, we need our leaders to engage in shared decision-making and resource distribution. If there were a regional meeting or commission of all four counties to look at 10-year or 20-year plans to work together, could there be a regional transportation plan... a regional health plan... win-win [plans] for everyone?”

COLLETON COUNTY RESIDENT

Figure 5

A.L.I.C.E. SURVIVAL BUDGET

Family of 4, comprising 2 Adults and 2 Children, with No Childcare Costs



CITATIONS
A.L.I.C.E. Report for South Carolina

Figure 6

LEADERSHIP COMPOSITION, HOUSEHOLDS BELOW A.L.I.C.E. & FEDERAL POVERTY LEVEL

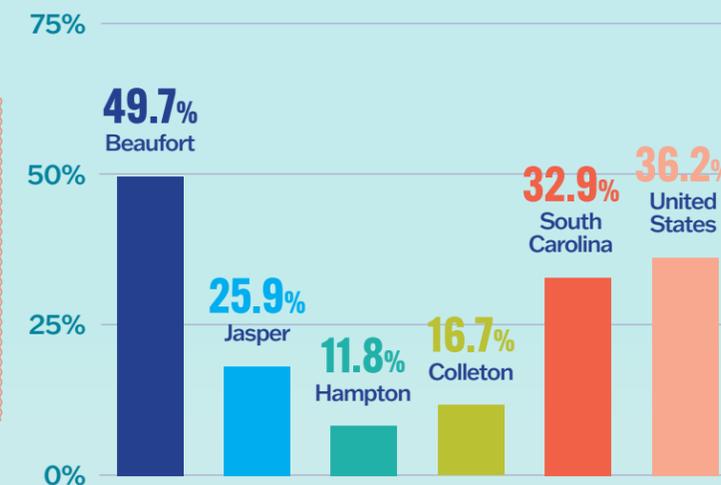
	Beaufort County	Colleton County	Hampton County	Jasper County	South Carolina
Married (with children)	25%	32%	37%	34%	19%
Single Female-Led (with children)	86%	74%	90%	94%	78%
Single Male-Led (with children)	54%	75%	98%	56%	64%

CITATIONS
A.L.I.C.E. Report for South Carolina

Figure 7

BACHELOR'S DEGREE RATE

According to the Education Data Initiative, South Carolina is ranked sixth highest out of 50 states for the average student loan debt amount owed: \$38,770. A total of 757,200 South Carolina residents are student loan borrowers, 48.9% of which are under the age of 35. Statewide, all residents' collective student loan debt totals \$52.2 billion.



CITATIONS
Education Data Initiative and Census Reporter



Next Steps

“Low income doesn’t mean low work ethic... The Palmetto Breeze [bus] picks up at 4:00am... comes back after 7:00pm... People shouldn’t have to go so far to work... work so many hours away from their kids... work so hard... live so little... why do only certain people get to rest?”

JASPER COUNTY RESIDENT

“People in each of the four counties think they face unique situations, but they’re actually similar or connected. The situations just get more intense in poorer and rural counties... But it’s in every county’s interest to think regionally.”

BEAUFORT COUNTY RESIDENT

“I don’t want to meet just to meet or talk [about] problems. I want to move into some action. Maybe we are just not there yet, but with a little help we could be. Let’s have a win — trade school, children zero to five, jobs, something.”

COLLETON COUNTY RESIDENT

CCF’s Phases

Over the next quarter century and across the four counties, CCF is pursuing three phases of work with — not only for — our community:

Dreaming (Community Visioning) 2024+

By developing this report for a 25-year and four-county community vision, CCF will begin **identifying and journeying toward our vision**.

Thinking (Community Socializing) 2025+

Through meaningful conversations and idea exchanges, CCF will begin **sharing and socializing** this report with the community and stakeholders. This will help CCF identify and focus on top priorities from the larger vision, understand stakeholders’ interests, create tools and opportunities for stakeholders, build partnerships, make plans, and launch pilots.

Acting (Community Partnering) 2026+

To implement plans with partners, CCF will begin **taking on different roles**. Sometimes, CCF will act as a community quarterback, taking the lead on a project. At other times, as a cheerleader, it will be a supporter and champion of others. Sometimes, as a coach, it will evaluate and help make adjustments for the next game. Always, it will be on the lookout for including more players and leveraging more resources.

CCF’s Commitments

Given the consistent and resounding feedback from the community and data, CCF will make the following commitments:

WHERE

Let’s dream, think, and act regionally (Southern Lowcountry footprint).

CCF understands how many local challenges and opportunities actually require regional solutions, which are greater than the sum of their local parts. Therefore, as a regional foundation, CCF is well-positioned to help develop regional identities, narratives, goals, strategies, and tactics that can move us toward regional solutions.

WHEN

Let’s dream, think, and act generationally (25-year timeline).

CCF believes an effective regional vision requires a long timeline. As a community foundation, CCF is uniquely positioned to patiently invest with long-term capital. This is an essential ingredient for long-term systemic change. Therefore, CCF will develop timelines for socializing, developing, testing, implementing, and evaluating plans.

WHO

Let’s dream, think, and act collaboratively (cross-sector and cross-community mindset).

CCF believes in Stephen Covey’s wisdom: “Change moves at the speed of trust.” Building trust and addressing key vision components are essential for effective regional and generational progress. Therefore, CCF will commit to uniting diverse cross-sector collaborators – philanthropy, nonprofits, government, business, academia, and media.

WHAT

Let’s dream, think, and act creatively (all-asset toolset).

CCF uses five types of “S.M.I.R.F” capital in the philanthropic toolset:

- Social (convenings and events, human resources, etc.)
- Moral (advocacy, servant leadership, etc.)
- Intellectual (commissioned and curated research, thought leadership, etc.)
- Reputation (introductions, brand use, etc.)
- Financial (proactive and responsive grants, mission investing, etc.)

Therefore, CCF will apply its proven track record of growing resources for impactful regional, generational, and collaborative outcomes by creatively matching each priority with the most effective and relevant form(s) of capital.

HOW

Let’s dream, think, and act courageously (with — not only for — our community).

CCF embraces the core value of courage, which is also the culmination of CCF’s first four commitments (above): regional footprint, generational timeline, collaborative mindset, and creative toolset. Therefore, CCF is not only ready to dream and think, but also has the courage to act.

Ask Yourself



Now, imagine it is the year 2050, and your hopes and dreams all came true. What evidence can you share to prove that it came true?



I hope smaller and more rural counties will prepare for the change, not just allow it to happen to them. We must look at regional scale, not just individuals. Rural can be changemakers, not just change receivers... And local culture of ruralness shouldn't completely change. It is what makes us who we are."

HAMPTON COUNTY RESIDENT



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