



**FOR IMMEDIATE RELEASE**

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**Residents of The Cliffs at Walnut Cove raise record \$330,000 for charity during Weekend of Giving**  
*Annual event has raised more than \$1 million since it began in 2007*

(ARDEN, N.C.) – [The Walnut Cove Members Association](#) (WCMA) raised a record \$330,000 for local charities during their annual Weekend of Giving campaign in June.

WCMA is a 501(c)3 organization comprised of members of The Cliffs at Walnut Cove, one of seven luxury mountain and lake club communities in the Western Carolina mountains that make up [The Cliffs](#). Nearly every penny raised will benefit a variety of charitable organizations across Western North Carolina.

“Our members are passionate about giving back to the larger community,” said David Sawyer, president and managing partner of The Cliffs Clubs. “The Walnut Cove Members Association has had a profound and lasting impact in Asheville and across Western North Carolina through its annual Weekend of Giving that has provided hundreds of grants to local charities during the past 11 years.”

WCMA began the Weekend of Giving in 2007 with a single event — a golf tournament in which local businesses sponsored each hole. The organization’s annual event is now held over five days and this year’s schedule included a gala, luau, croquet and craft beer event, local arts showcase, tennis tournament and golf tournament.

To date, the WCMA has awarded 270 grants totaling nearly \$1 million to local charities, including the Buncombe County Special Olympics, Mission Children’s Hospital, Asheville Humane Society and more. Any of the 225 household members of WCMA actively involved in a local charitable organization that meets WCMA’s guidelines can apply on behalf of the charity for a grant of up to \$10,000.

WCMA’s Weekend of Giving in 2017 raised more than \$173,000. These funds, along with annual membership dues and donations, resulted in 32 grants to a diverse range of non-profit organizations across the region. Several of the funded initiatives and grants included: Providing art tables for pediatric patients at Mission Children’s Hospital, supporting arts and wellness programs for veterans through the Asheville Area Arts Council, upgrading the Avery’s Creek Elementary School library, providing hot meals

to homeless individuals through the Haywood Street Church Asheville Welcome Table and purchasing uniforms and equipment for Special Olympics of Buncombe County athletes.

Similarly, in South Carolina, members of The Cliffs' six South Carolina communities have come together through [Cliffs Residents Outreach](#) (CRO), a 501(c)3 non-profit all-volunteer organization dedicated to enabling Upstate South Carolina children to succeed by focusing on literacy, nutrition and mentoring for kids in Greenville, Pickens and Oconee counties. The CRO raised \$500,000 for Upstate school children in 2017 and donated 18,000 volunteer hours.

Other Cliffs Giving member initiatives have raised money for Safe Harbor, an Upstate South Carolina domestic violence agency; Glassy Mountain Fire Department; and Upstate Warrior Solution, a local veterans aid organization.

For more than 10 years, members of The Cliffs have continuously given back to the local community in various ways through the Walnut Cove Members Association, Cliffs Residents Outreach and other initiatives that comprise Cliffs Giving.

### **About The Cliffs**

The Cliffs is a collection of seven private, luxury residential mountain and lake club communities located in the Carolina Blue Ridge Mountains between two of the nation's top award-winning cities for quality of life – Greenville, South Carolina, and Asheville, North Carolina – and Clemson, South Carolina, home to top-ranked Clemson University. The Cliffs' suite of amenities for members includes seven clubs, seven nationally recognized golf courses, six wellness centers, boating, watersports, marina, beach club, cycling, paddle sports, tennis complexes, equestrian center, hiking trails, wakeboarding, wine clubs, more than a dozen restaurant and private event venues, an organic farm and more than 2,000 year-round programs and social activities to create timeless experiences. Homes at The Cliffs range in price from \$350,000 to \$6 million or more, and homesites start at \$125,000. The Cliffs also offers professional and national club memberships. For more information about The Cliffs, visit [CliffsLiving.com/buzz](http://CliffsLiving.com/buzz). Contact The Cliffs at 864-249-4364 to learn more about real estate, membership or to arrange a visit.

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