

CommunityMatters

A PUBLICATION OF ROCHESTER AREA COMMUNITY FOUNDATION

Spring 2018



Promoting More Active Youth

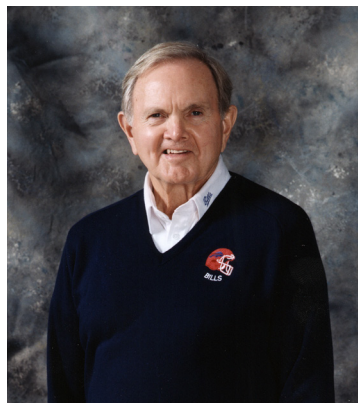
RALPH C. WILSON, JR. FOUNDATION CREATES YOUTH SPORTS FUND TO SUPPORT REGION

The foundation carrying out the wishes of the late founder and owner of the Buffalo Bills is making a long-term investment in the youth of the greater Rochester region.

The Ralph C. Wilson, Jr. Foundation awarded \$5 million to Rochester Area Community Foundation to expand and improve opportunities for local youth sports and recreation programs.

This gift established the **Ralph C. Wilson, Jr. Legacy Fund for Youth Sports**, which will provide annual and ongoing grants to nonprofit organizations or local communities to strengthen the quality, quantity, and accessibility of youth sports programs.

“We are honored to build on Mr. Wilson’s lifelong love of sports by helping our region’s young athletes and those participating in local recreation programs



Why We Got a Grade of C+

Highlights from a commissioned ‘State of Play’ report says we can do more for our region’s children.

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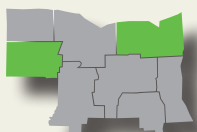
enjoy quality programs in their own communities and learn from knowledgeable, well-trained coaches and adult organizers,” says Jennifer Leonard, president and CEO of the Community Foundation.

“While we continue to seek out opportunities to invest in broader youth sports and recreation programs, this fund will provide an opportunity to test out ideas and programs on a smaller, pilot level,” says David O. Egner, president and CEO of the Ralph C. Wilson, Jr. Foundation.

The Detroit-based Wilson Foundation also provided an additional gift of \$250,000 to allow the Community Foundation to have a substantial first grant round. Eighty-three applications were submitted and grant recipients will be announced in the spring.

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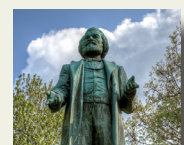
Transportation success in one county helps another
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New funds give donors outlet for charitable giving
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Couple’s wedding supports NextGen Rochester
PAGE 9



Celebrating 200th birthday of Frederick Douglass
PAGE 12

Dear Friend of Community Philanthropy,

We continue to be grateful for the many individuals, families, businesses and nonprofit organizations that choose to partner with us to make the communities across our eight-county region better places to live and work.

Endowment is what sets the Community Foundation apart from other nonprofits. Gifts to endowment become long-term assets for our community and provide an ongoing source of funding to address critical needs today and meet the unknown needs of tomorrow.

In this newsletter you will read about the Ralph C. Wilson, Jr. Foundation endowment fund to support youth sports (see page 1). But many others also believe endowment is the best way to invest in the future of our communities. For example:

- *Nancy Robbins, founding chair and lead fundraiser to get Rochester's first Ronald McDonald House built in 1990, established an endowed donor-advised fund to support women's and children's health and well-being. Nancy and her two daughters collaborate on grant decisions to carry out the family's legacy of giving back to their community.*
- *Richard and Mary Ann Palermo created a Charitable Checking AccountSM in 1993 to facilitate their personal charitable giving. They later transferred some money from that CCA to open an endowed donor-advised fund to focus their philanthropy and with hopes of involving their children later on. Recently, Mary Ann established two more endowed funds — one to support the changing needs of Livingston County and the second to help nonprofits serving residents of the county the family has called home for many years.*
- *Two generations of the Christensen family established an endowed designated fund to support scholarships through the Urban League of Rochester's Black Scholars Program for city residents with financial need.*

These are just three examples of the power of endowed giving, customized by generous people from all walks of life who want to make a real difference. See the list of other new permanent funds recently established at the Foundation (pages 6 and 7).

We hope you enjoy the articles inside this newsletter and get inspired by what others in our region are doing through their work and their charitable giving.



Jennifer Leonard
President and CEO

P.S. Please consider joining us for our 36th An Evening Out At Home on Saturday, May 12. Get details at racf.org/EOAH-info.



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Rochester Area Community Foundation

Inspired by Genesee County

WAYNE TAKES ON TRANSPORTATION ISSUES

Inadequate transportation options for seniors, those without access to cars, and seasonal workers in Wayne County has bothered Laura “Jinny” Loomis for years.

“We’ve been talking about transportation issues here for about 20 years or more. RTS (Regional Transit Service) does come out here and do a couple of loops ... but the geography here works against you,” says Loomis, a former Community Foundation board member and longtime member of the Wayne County Community Endowment Advisory Board.

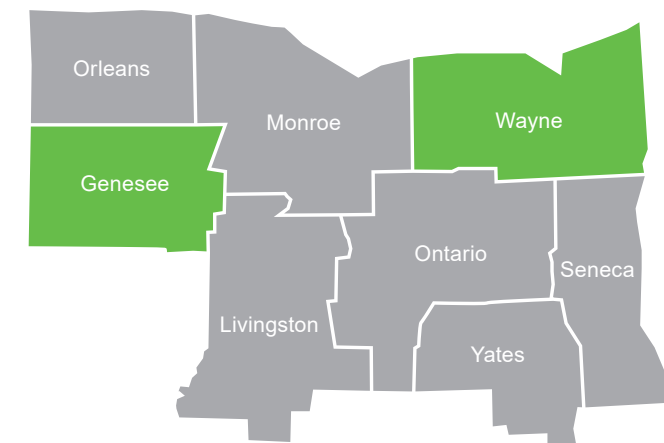
When she heard how her son and grandchildren use the ride-hailing service Uber to get from one place to another, she wondered if the timing was right to develop a solution for Wayne County, which covers 604 square miles.

Loomis approached Pat Campbell, the Foundation’s senior director of community programs and a local expert on aging issues, to talk about this transportation problem and how best to address it.

The two set up a meeting with Penny Shockley, director of the Wayne County Office of Aging and Youth; Pam Whitmore, retired director of the Genesee County Office for the Aging; and Lori Banning from the Community Foundation, who supports grantmaking efforts of the Wayne County Community Endowment and the Bullis Fund.

Whitmore, who led the Genesee County agency for 22

years as it transformed services for older residents, including transportation, shared that it started with a transportation coordination committee that she chaired. Members looked at systems already in place, reviewed duplication of services and identified where gaps existed.



“It opened our eyes to see where there was need for change,” she says.

Then the agency received a gift in 1998 that changed everything. Roxanne Marshall, a school librarian, left \$7 million in her will to create the Muriel H. Marshall Fund for the Aging at the Community Foundation. This permanent endowment generates about \$450,000 annually to support older adults with non-medical, in-home services not funded by any government agency, and transportation for medical appointments and personal errands.

Among the many projects



Shockley



Whitmore

it supports, this fund began subsidizing door-through-door transportation, where a driver can go into a home and assist the person onto a van or bus and escort them to their destination. Once that happened, transportation went from being the No. 1 issue for Genesee County seniors to not even making the top 20.

To address similar issues in Wayne County, the Bullis Fund Advisory Committee approved a two-year grant of \$19,260 to the Office of Aging and Youth to support planning for a coordinated, collaborative, cost-effective, and efficient transportation system. Whitmore was hired as a consultant because of her wealth of experience.

“Our older population, ages 55 and up, needs more assistance than curb-to-curb, and those who are not ambulatory need even more assistance,” says Shockley, who has led Wayne County’s Office of Youth and Aging for 17 years.

Getting people to appointments with specialists or to and from services like dialysis offered outside the county can be very costly for those on a fixed income, Shockley says. Some transportation providers operated by agencies can only transport their clients or those with specific funding, like Medicare or Medicaid.

Solving transportation issues in Wayne County “has been very difficult because we don’t have any large centers like they have in Genesee and Ontario counties, which helps the ride situation from one city to another,” says Paul Rubery, chair of the Bullis

Continued on page 10

Board of Directors Welcomes New Members

Nine new members have joined the Community Foundation's board of directors since April 1, 2017:

Todd Butler, president and CEO of Causewave Community Partners and member of the Foundation's Marketing/Communications Committee.

R. Scott Burdett, vice president of brokerage services for Flaum Management Company, Inc. and co-founder of Flaum Burdett Northeast Management, LLC.

Francis J. Clement, a certified financial planner and wealth management advisor at Northwestern Mutual and co-chair of the Foundation's African American Giving Initiative.

Flor M. Colón, associate general counsel in the Xerox Corp. Office of General Counsel, and chief ethics officer.

Ann H. McMullen, a retired nurse and pediatric nurse practitioner and member of the Yates Community Endowment

Joined in April 2017



Burdett



Clement



Santiago



Valenti

Joined in April 2018



Butler



Colón



McMullen



Siewert



VanDusen

Advisory Board.

Arline L. Bayó Santiago, Esq., senior vice president and general counsel for ESL Federal Credit Union.

Mark R. Siewert, consultant and board member to Cummins-Wagner since it acquired his family's business in 2008.

Dr. William M. Valenti, Trillium Health's senior vice-president of strategic advancement, chief of innovation, and staff

physician and co-founder of Community Health Network.

Lori VanDusen, founder and CEO of LVW Advisors.

David Still took over duties as board chair in April 2017, a two-year term.

We also thanked the following retiring board members for their service: **Judy von Bucher** in 2017; and **John Banks, Phil Burke, José Coronas, Ed Radin, and Heidi Zimmer-Meyer** in 2018.

themselves and their contributions having an impact.

Starting in February, the 21st Century Club members became **Catalysts for Change**. The club and the Catalysts for Change Fund will recognize all donors of \$10,000 or more whose gifts are earmarked for unrestricted endowment.

If you are interested in becoming a member or learning more about the role of endowment in supporting our region, please contact Lauri Van Hise, endowment initiative senior director at 585.341.4408 or lvhise@racf.org.

Catalysts for Change Invest in Future

To celebrate its 25th anniversary in 1997, the Community Foundation established the **21st Century Club** with the goal of raising many individual \$2,100 gifts to build a permanent endowment that could respond creatively to community needs as they arose.

At that time, donors Joe and Nancy Briggs kicked off the fundraising effort with a challenge grant to match contributions, dollar for dollar, up to \$100,000.

With gifts from more than 360 members, the 21st Century Club's fund has grown to its present balance of more than \$1.1 million

and distributed more than \$428,500 in grants to support innovative or cutting-edge programs since 2000.

Because we are well into the 21st Century, Foundation staff thought perhaps the club and fund name needed to better reflect its current — and future — purpose.

An ad hoc committee of members of the Foundation's Marketing/Communications Committee and 21st Century Club donors were led through a brainstorming session by volunteer Dee Alexander. The goal was to determine if the 21st Century Club name was still relevant and reflected how members saw

Celebrating Philanthropy

FOUNDATION MARKS 45TH ANNIVERSARY

Rochester Area Community Foundation celebrated its 45th anniversary at the 2017 Philanthropy Awards and Annual Report to the Community Luncheon in September, which drew a record crowd of more than 650.

Continuing a tradition that started 27 years ago, the Foundation honored local philanthropists who make a difference in our communities with their giving, volunteering, and can-do spirit.

The Philanthropy Award recipients were **Sherman and Anne Farnham** of Fairport, **Mimi Hwang** of Brighton, **Chuck Lundeen and John Williams** of Pittsford, and **Mike Buckley** of Conesus, Livingston County, who received the Foundation's top honor, the Joe U. Posner Founders Award.

The Foundation also recognized **Irene Weinberg**, who represented the family that made the first gifts to the foundation in 1973, the year after it was founded. The Foundation's **Rochester Women's Giving Circle** was lauded for its 10th anniversary and for raising and distributing more than \$1.1 million in grants to help local women and girls.

In a financial report, board treasurer Kim VanGelder announced that the assets the Foundation holds on behalf of the community reached an all-time high of \$444 million — up \$52 million from last year. Nearly two-thirds of those community assets



2017 Philanthropy Award recipients honored in September were Sherman and Ann Farnham, Mimi Hwang, Mike Buckley (Joe U. Posner Founders Award), and Chuck Lundeen and John Williams.



Members of the Rochester Women's Giving Circle include Emily Neece, Jolene Smith, Melinda Andolina, Paula Carter, Shirley King, and Joanne Giuffrida.

Photos by
Erich Camping

— or more than \$286 million — is permanently endowed.

“Endowment is the key to continued and lasting impact for our region — and what sets the Foundation apart from other nonprofits,” said VanGelder. “Endowment gifts provide an ongoing source of funding to address critical needs today and prepare us to meet the unknown needs of tomorrow.”

The Community Foundation set another record with its distribution of more than \$29.6 million in grants and scholarships during the Foundation's fiscal year ending March 31, 2017. VanGelder said this reflects a 40-percent increase in total dollars awarded by the Community Foundation in the past five years.

President and CEO Jennifer Leonard reminded the audience of

Mark Your Calendar September 20, 2018

Philanthropy Awards and
Annual Report to the
Community Luncheon

the Foundation's purpose over its 45-year history: “Think of us as the community's savings account — there in good times and bad, helping the community reinvent itself as times change,” she said.

The growth of assets and grants was bolstered by \$49 million in new gifts to the Foundation from those seeking to make more impact with their charitable dollars and from local nonprofit organizations interested in growing their own endowments.

New Permanent Funds

Donors frequently establish new funds at Rochester Area Community Foundation. The total number of funds we oversee has grown to more than 1,250. We take great pride in knowing that our donors continue to place their trust in us to administer these funds and carry out their charitable wishes. The funds listed below were established between April 1, 2016 and September 15, 2017:

SUPPORTING THE COMMUNITY AT LARGE

(Forever Funds)

Ann and Patrick McCormick Unrestricted Endowment Fund: A local family established this fund to support the community's changing needs.

Richard C. & Mary Anne Palermo Community Impact Fund: A family from Livingston County, NY established this fund to support the changing needs of the community.

Ann B. Swett Community Impact Fund: A donor advised fund of this Pittsford resident and longtime community volunteer converted to an endowed Forever Fund to support critical community needs at her death.

SUPPORTING CAUSES (Field of Interest and Scholarship Funds)

Christensen Family Scholarship Fund: Two generations of a local family created this fund to support scholarships through the Urban League's Black Scholars Program for city of Rochester residents with financial need.

Pat Collins/Judy Lawrence LGBT Scholarship Fund: A couple celebrating 40 years together established this scholarship for LGBT individuals demonstrating a commitment to LGBT advocacy.

The Sarah Collins Fund: An estate gift from this retired Rochester Institute of Technology professor and community organization volunteer established this fund to address the needs of oppressed and marginalized people.

Joyce DeHaan Memorial Fund: In honor of a beloved wife and internationally known business-social psychologist who cared about the community and the world around her.

Do It 4 Ur Kidz Fund: A former St. John Fisher College professor, who greatly admired the hard work and challenges of single parent students, created this scholarship to support their higher education endeavors.

Martha and Marguerite Eakin Children's Fund: A life insurance gift created this fund in memory of these sisters to support children.

Dr. Norman and Laura "Jinny" Loomis Fund: A longtime member of the Wayne County Community Endowment Advisory Committee and former Foundation board member established this fund with her husband to support educational activities for underserved youth in Wayne County.

Deanne Molinari Fund: This fund was established by a Rochester native to support our youth in combatting issues of poverty, limited education, health needs, and violence.

James R. Moran Scholarship Fund: A retired teacher and LGBTQ advocate established this fund to better the LGBTQ community and inspire other donors and future leaders.

Nautilus Scholarship Fund: A group of local architects, construction managers, and educators created this scholarship to provide opportunities for the next generation of professionals.

Richard C. & Mary Anne Palermo Fund for Livingston County: A Livonia family created this fund to support nonprofit organizations serving people in rural Livingston County.

Elizabeth and Eric Rennert Family Fund for Women and Girls: The fund was established by a Pittsford couple to support programs that help women and girls achieve economic self-sufficiency.

Richards Fund: A Foundation board member and former Rochester mayor established this fund to support public education in the city.

Melba Gray Hicks Smith Fund: To provide support to organizations that incorporate animals in their programs, with a preference for no-kill shelters.

The Snowball's Chance Fund: A Rochester resident created this fund to support organizations that have a demonstrated positive impact but do not have a large endowment or a leader earning a six-figure salary.

The Ralph C. Wilson, Jr. Legacy Fund for Youth Sports: The foundation created from the estate of the Buffalo Bills founder/owner established this fund to provide more and better sports opportunities to youth in greater Rochester.

SUPPORTING CHARITIES (Designated-, Organization-, and Donor Advised Funds)

ABC Basset Hound Rescue Fund: This organization endowment fund supports the fostering and adoption of Basset Hounds in Buffalo and Rochester.

Action for a Better Community Endowment: Supports this agency that promotes and provides opportunities for low-income individuals and families.

Tom and Carolyn Argust Fund: A Rochester couple established this designated fund to support changing needs in Yates County and in the Rochester area.

Banks Family Charitable Fund: A Foundation board member and his wife established this fund to support education, with particular emphasis on early childhood.

The Antoinette Brown Blackwell Society Scholarship, Dorothy Rosalie DeGreef Donaldson Fund: This organization fund was established in memory of Dorothy Rosalie DeGreef Donaldson to provide scholarships in recognition of Blackwell, the first woman to be ordained a minister in the United States.

Nettie Bullis and Abram Bullis Scholarship Fund: Continues support for two annual awards for select graduating seniors from the Palmyra-Macedon Central School District. The Nettie Bullis Award is for a female graduate with financial need who plans to attend a four-year college. The Abram Bullis Award goes to a male graduate with financial need who is pursuing a bachelor's degree in engineering or science.

Cady Frey Family Fund: An early childhood advocate and her husband created this fund to support community causes and issues important to their family.

Carstensen Memorial Fund: A professor and his wife established this fund to support the study of biomedical acoustics at University of Rochester in memory of that field's pioneer who taught there.

Congregation Beth David Fund: Created to support operations of this temple in Brighton.

Cross Currents Minority Rowing Fund: Provides support to nonprofit rowing clubs to engage minority rowers in the sport.

Dambrowski/Donahue Community Enrichment Fund: A Churchville couple established this fund to benefit organizations supporting our community's most vulnerable.

The Herman and Marlene Duerr Fund: Proceeds from a pooled life income fund established this endowment fund to provide ongoing support to the Seneca Park Zoo Society and Humane Society of Greater Rochester's Lollypop Farm.

Et Manu Et Corde Fund: A Pittsford resident and former Foundation board member created this

fund to extend his charitable giving and to honor his family by using the motto from the family crest as its name, which means "both with hand and heart."

FCAGR Fund: Supports the Funeral Consumers Alliance of Greater Rochester.

Friends of SOTA Fund: Provides general support for Rochester's School of the Arts.

Gamma Iota Boule Foundation Fund: Established to support the organization's leadership development, advancement of education, economic development, and awareness of healthy living in the African American community.

Jean Henderson Ginkel Fund: A Canandaigua doctor created this fund to primarily support the assisted living facility that took great care of his late wife.

Gouvernet Legacy Fund: A Rochester resident and patron of the arts established this fund to provide ongoing support to several arts-related organizations.

HCR Cares General Fund: Provides ongoing support to this home health care agency that serves 23 New York counties.

Ingraham-Shotwell Fund: A resident of Mendon established this fund in memory of and affection for a relative who lived a sterling life and made a difference.

Joseph G. and Pat Murray Kelly Fund for Theological Education: The professor emeritus of religious studies at Nazareth College and his wife established this fund to support organizations that enhance deeper understanding of religions and religious beliefs and explore the contribution that theological thinking and insight make in our world.

Kenlou Foundation Fund: The children of Kenneth and Lucille Williams transferred their private family foundation, named for their parents, to establish this fund to continue their charitable giving.

Sheila Konar Fund for Alzheimer's Services: Proceeds from the sale of the family home established this fund to support programs and services provided by five local organizations to individuals and families living with Alzheimer's.

Jack D. Koval Memorial Scholarship Fund: Established by a New York City investment firm to honor a Rochester-area native who worked as an analyst. A merit and needs-based scholarship will be awarded to a Gates Chili senior who embodies Jack's love of life and interest in majoring in math or finance.

Chris and Steve Maas Fund: A former Brighton schools librarian created this fund to support the arts and efforts to create an equitable community.

Melissa Matson Community Fund: The fund was established by a local musician/artist to

support education, the arts, and social equity.

William G. McGowan Charitable Fund: A gift from a national charitable foundation created this fund to help manage its grantmaking in the Rochester area.

James R. Moran Endowment for Rochester Gay Men's Chorus: An LGBTQ advocate and patron of the Rochester Gay Men's Chorus established this fund to provide ongoing support for the choral arts group.

Charlotte F. Mowris Medical Scholarship Fund: A charitable remainder annuity trust from the Mowris family to the Monroe County Medical Society created this designated fund to provide full-tuition scholarships.

B. H. Nguyen Fund: A woman established this fund to support nonprofit educational and scientific organizations that advance the public understanding of psychology.

William C. and Elizabeth W. Powell Family Fund: A gift of stock established this fund to support Third Presbyterian Church's programs for the hungry and homeless.

Daniel and Nancy Robbins Family Fund: A Pittsford family's gift of stock established this fund to help women and children lead healthy and successful lives.

Pace Family Fund: This fund was established by an Irondequoit resident to support the arts and preserve historical assets around Rochester.

Palymra King's Daughter – Congdon Fund: A trust created by the late Charles Congdon, longtime resident of Palmyra, established this fund when it was transferred from a local bank.

William and Mary Priest Fund: A bequest from this Geneseo, Livingston County couple created this fund to support St. Joseph's House of Hospitality, Bishop Sheen Housing Foundation, and School of the Holy Childhood.

Richard and Laurie Riedman Charitable Fund: A Community Foundation board member and his wife established this fund to support their wide-ranging charitable giving.

Rochester Women's Giving Circle Charitable Investor Fund: This fund was established for planned gifts and other contributions from Giving Circle members, friends, and others.

Andrea Ciliotta Rubery, PhD and Paul T. Rubery, MD Fund: A Honeoye Falls couple used a gift of stock to establish this endowed fund to support the arts and preserve historical assets in the greater Rochester region.

St. Margaret Mary Church Fund: A pooled life income fund was used to create a fund to support this Irondequoit church.

St. Paul's Child Care Center Fund: Established by the nonprofit child care center to support its operations.

Schaefer-Haag LGBTQ Advocacy Fund:

A Rochester couple established this fund in honor of their marriage and to support the LGBTQ community of Greater Rochester.

Dan and Doreen Spoor Fund: A Fairport family established this fund to support efforts that help create a more equitable community.

Martin & Suzanne Suter Fund for Boy Scouts: A terminated charitable gift annuity created this fund to provide endowment support to the Otetiana Council, Inc. Boy Scouts of America.

Martin L. Suter and Suzanne S. Suter Family Fund: A bequest from a Pittsford couple created this fund to support small organizations providing services in health, aging, education, and other areas of interest.

Martin & Suzanne Suter Fund for Rochester Rotary Sunshine Camp: A terminated charitable gift annuity created this fund to provide endowed support to Rochester Rotary Charitable Trusts.

Ujima Scholarship: A former Rochester Housing Authority resident established this fund to provide scholarships to Rochester City School District students living in public housing.

Susan R. van der Stricht Fund for the Environment: A Rochester native created this endowment fund to support environmental conservation efforts.

MEMORIAL FUNDS

Kathleen Weldon Connor Memorial Fund: Established in honor of this Rochester resident to invest in civic engagement activities.

The JACK Foundation Fund: The family of Jack James Heiligman established this fund in memory of their beloved 3-year-old to support the construction of dinosaur parks.

Lynny Manus Memorial Fund: Honors a longtime Community Foundation employee.

The Marilyn A. Menegus Fund: The fund was established in memory of a pioneering woman in the field of clinical microbiology.

Owen Thomas Memorial Fund: Friends of Owen's family established this fund to honor the 2017 Brighton High School graduate.

Rev. Vernice Warfield Memorial Fund: Family and friends established this fund to honor the legacy of a minister, foster mother, and community activist.

Also created during this time were 14 Charitable Checking AccountsSM and 12 other funds whose founders requested anonymity.

If you are interested in creating a fund to support your community or a cause that is close to your heart, contact Lauren Frank, VP, Philanthropic Engagement, at 585.341.4360 or lfrank@racf.org.



Historic Synagogue to Become an Arts Center

B'nei Israel Ahavas Achim, located at 692 Joseph Avenue in Rochester, was built in 1926 and served as a synagogue to

neighborhood residents and beyond for decades. But it sat unused and in disrepair for many years.

The Joseph Avenue Arts and Culture Alliance, with input from the Community

Design Center of Rochester and the Joseph Avenue Business Association, developed a plan for this main thoroughfare in northeast Rochester.

That plan included

preserving the historic synagogue and turning it into a modern, 300-seat center for performing and visual arts, along with space for educational programs.

The alliance took official

ownership of the property in summer 2016. The building is on the National Register of Historical Places and received landmark designation from the city. Its early 20th Century

Romanesque Revival design is the most intact example of such architecture left in Rochester.

A 2017 historical preservation grant of \$11,600 from the **Lloyd**

Klos Historical Fund was used to weatherize the building to prevent further deterioration, shore up the roof, and repair windows.

2017's An Evening Out At Home

“Let’s Brew a Brighter Future,” the theme for the 2017 *An Evening Out At Home*, signified two things — our efforts to make the region a better place for everyone and the location of the post-dinner reception at a new craft brewery in the city’s Neighborhood of the Arts.

Planning for the 35th year of this fundraiser and “friendraiser” on May 20 was led by event co-chairs Emily Neece and Alan Ziegler, along with a committed and creative group of volunteers.

The evening began with 30 dinners in a variety of homes and special locations that included Corn Hill Navigation’s *Sam Patch* boat on the Erie Canal, the historic Sonnenberg Gardens and Mansion in Canandaigua, and the Genesee Valley Club.

After dinner, 300-plus guests gathered at Three Heads Brewing on Atlantic Avenue for the reception featuring locally made desserts, Three Heads craft beer, wine donated by Constellation Brands, and dancing to the music of Shine.

The gala raised \$49,000 to support the Foundation’s work to make our communities more equitable and vital.



After dinner at the home of Barb Lucke and Michael Fallon (in back), a limousine delivered Orlando Ortiz, Denishea Ortiz, and Lois Posner to the reception.



Mike Schwabl and Lauren Dixon are joined by Lori VanDusen and Ron Boillat on the dance floor at Three Heads Brewing, the reception site in the city’s Neighborhood of the Arts.

Photos by Kate Melton

Three Cheers for 2017 Key Sponsors

Presenting Sponsor: Sutherland Global Services
Catalyst Sponsor and **Dance the Night Away Sponsor:** Two Point Capital Management
Lead Sponsor: Bank of America Merrill Lynch
Media Sponsor: WOKR-TV, Channel 8

This event would not be possible without our sponsors. If you would like to sponsor An Evening Out At Home in future years, contact Lauren Frank at lfrank@racf.org or 585.341.4360.



George Scharr, at left, and Matt Augustine share a drink before dinner at the home of Jack McGowan and Kathy Muscato.

Join Us May 12, 2018

An Evening Out At Home dinners will be followed by a dessert reception at Rundel Library’s historic Hacker Hall.

Get more details at racf.org/EOAH-Info.

Wedding Gifts Supported NextGen Rochester

As Nate Bank and Mariel Musshafen were planning their wedding, both decided they weren’t going to spend hours setting up a traditional gift registry or planning an extravagant honeymoon.

“We feel it is important to give back, and this was an opportunity to give more than we ordinarily can,” said Nate, an attorney with Kodak Alaris.

The couple chose two charities close to their hearts and invited wedding guests to make a contribution to NextGen Rochester, the Foundation’s giving circle for young professionals, or to K9 Orphans, a local dog rescue organization.

Nate has been a member of NextGen since 2009. He

discovered the giving circle through a Facebook event invitation for the annual meeting where potential grantees made their case for support. Being in



his second year of law school at the University at Buffalo, he appreciated the manageable \$100 annual membership fee. He introduced Mariel to the group when they started dating.

NextGen “created the opportunity for us to make a real impact in our community,” said Mariel, a nurse at Strong Memorial Hospital.

Their giving back also extended to her bridal shower. For every gift that Mariel opened, she picked a card from a box, and on each card was a dollar amount with either NextGen or K9 Orphans written on it. Her mom’s gift was contributing to the nonprofits in the total amounts that resulted.

The Banks’ wedding contributions totaled \$2,500 for NextGen and a matching amount for K9 Orphans.

“We were able to create a whole giving sensation with our wedding,” said Mariel.

INTRODUCING NEW STAFF

Nine employees have joined the Community Foundation staff in the past year.

In the Community Programs department, **Simeon Banister** was hired as senior director, equity, and recently promoted to interim vice president. **Nikia Andrews** and **Yahaira Laboy** were hired as program administrators.

The Advancement department was renamed Philanthropic Engagement and reorganized. **Joseph Barcia** was hired as philanthropic planning administrator; **Jonathan Hoose**



Andrews



Banister



Barcia



Clements



Fose



Hoose



Laboy



Shamp



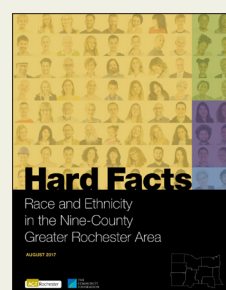
Williams

as philanthropic advisor, serving the eastern counties; and **Kayleigh Shamp** as philanthropic services administrator.

The Finance department added **Sue Clements** as senior accounting

associate; **Kelly Fose** as finance manager; and **Ronisha Williams** as office and building assistant.

To find out more about our staff and who can help you, visit racf.org/Staff.



‘Hard Facts’ Shows Trends in Race Data

The Community Foundation and ACT Rochester released a report in August 2017 that documents how the

status of African Americans and Latinos in the region significantly lags behind their counterparts in New York State and nationwide.

Hard Facts: Race and Ethnicity in the Nine-County

Greater Rochester Area examines the substantial gaps in educational and economic outcomes among persons of different racial and ethnic backgrounds, based on data from the

U.S. Census American Community Survey and the New York State Department of Education student assessments for 2016.

The report shows that the gaps are wide and

individuals and families are affected throughout their lives and for generations.

According to the report, researched and written by Ed Doherty (author of three previous reports on

poverty), if local African American and Latino poverty rates mirrored the rates of these same groups in New York State as a whole, our region’s poverty rate would be considerably lower.

For the city of Rochester, the poverty rate would be nearly 7 percentage points lower. Instead of its current rank as the 4th poorest city in the nation, Rochester would rank about 17th.

Continued from Page 1

For more than a year, a Youth Sports Task Force for the Rochester Region provided input on local priorities and needs related to youth sports and low-income youth participation in sports programs. This group, comprised of more than three dozen representatives from organizations involved in youth play and sports in Livingston, Monroe, Ontario, Seneca, Wayne, and Yates counties, also helped national researchers who conducted interviews and collected data for a regional report on play (*See related story on page 11*).

Youth sports is defined as formal teams that are part of out-

Continued from Page 3

Fund Advisory Committee. Addressing the transportation problems also could impact the county's significant poverty, which is roughly 12 percent. Being able to get a ride to work could help people find better jobs that match their skills and possibly "lift themselves out of poverty," Rubery says.

The first six months of 2017 focused on updating data from existing transportation resources in Wayne County. A survey was sent out, and focus groups of older adults and caregivers were held to get input and clarify issues and opportunities regarding access to transportation. Wherever she went, Shockley talked to people needing transportation, and she received letters that told of personal challenges:

"I do fairly well working

of-school-time programs (before and after school, expanded learning, and summer enrichment); sports and recreation within local school districts; general recreational activities; and organized community programs that offer sports for youth up to age 18 as part of their overall offerings.

To continue promoting more active youth, the Wilson Foundation recently announced plans to invest \$5 million in the Buffalo-Rochester region to create innovative play places and skate parks. The "Built to Play" initiative is being done in conjunction with the Tony Hawk Foundation (skate parks) and KaBOOM!, a national nonprofit

out alternative ways to do everyday tasks and am able to live comfortably in my home. Unfortunately, the transportation problem has me stumped."

"I am in an electric wheelchair. ... I do not drive and have many friends and neighbors here in the same situation. Hoping you can help all in need."

She also participated in the RTS "Regional Service Efficiency Study" to determine barriers, inefficiencies and opportunities to provide transportation services and brainstorm potential ideas to improve the current system.

A small pilot transportation project was launched in January in collaboration with the Wayne County Action Program (CAP). "We agreed to start small and build off a successful program," says Shockley.

Wayne CAP's RSVP Volunteer

dedicated to giving all kids great, safe places to play. In our region, Genesee, Orleans, and Monroe counties will be eligible to apply.

The youth sports fund is the second endowment established at the Community Foundation by the Wilson Foundation. The Ralph C. Wilson, Jr. Legacy Fund for Smart Strategy was created with a \$500,000 gift and earmarked for expert research, evaluation, intelligence gathering, and assessment of best practices for community improvement.

These and other reports can be found at racf.org/Reports.

For more on the partnership with the Ralph C. Wilson, Jr. Foundation, visit racf.org/Wilson.

Transportation Program recruits volunteers 55 years and older to provide door-through-door transportation for older adults and pays them a per-mile stipend. For this two-year pilot project, the Wayne County Office for Aging and Youth will hire an AmeriCorps volunteer to provide 20 hours per week to recruit additional drivers and coordinate the rides. Wayne CAP will provide criminal and driving record checks for prospective volunteer drivers.

Whitmore donated her consultant stipend (\$14,560) to this project, which Shockley says will be used to pay the volunteer coordinator and increase the RSVP drivers' per-mile rate from 26 cents to 53 cents. Shockley also is looking for local agencies with wheelchair-accessible vans to participate in this venture.

"This is an experiment. I hope it works," says Rubery.

Region Gets C+ in Youth Sports

'STATE OF PLAY' REPORT ANALYZES ACCESS, QUALITY, PARTICIPATION

Rochester Area Community Foundation and the Ralph C. Wilson, Jr. Foundation have released a report that examines access, quality, and participation in youth sports in Livingston, Monroe, Ontario, Seneca, Wayne, and Yates counties.

The 40-page *State of Play: Greater Rochester & The Finger Lakes* report was researched and compiled by the Aspen Institute's Sports & Society Program.

"Research shows active children do better in life," says Tom Farrey, executive director of Aspen's Sports & Society Program. "They're healthier, more often go on to college, and as they move into adulthood are more likely to raise active kids."

Highlights of the *State of Play* include these findings:

Not enough kids are active at a healthy level. While 81 percent of parents believe it's important to have children regularly involved in sports, only 12 percent of youth in our region are physically active one hour a day, the level recommended by the Centers for Disease Control and Prevention.

It's about more than sports. A Johns Hopkins University analysis projects that if stakeholders in the region can get and keep just



David O. Egner, president and CEO of the Ralph C. Wilson, Jr. Foundation, spoke to 60 attendees at the June press conference introducing the *State of Play* report.

25 percent of youth active daily, 6,989 fewer youth would be overweight and obese, saving the region more than \$243 million in direct medical costs and workplace productivity losses.

Where have the neighborhood games gone? Children are participating in fewer sports and activities near their homes. Casual/pick-up play has become far less common, with more youth primarily playing in organized team settings.

Many bright spots, but we can do better. Youth sport providers and others gave an overall grade of C+ in how well our region gets kids active through sports, according to an online survey.

"Our vision is to have a Greater Rochester community in which all children, regardless of ZIP code or ability, have the opportunity to be active through sports," says David O. Egner, president and CEO of the

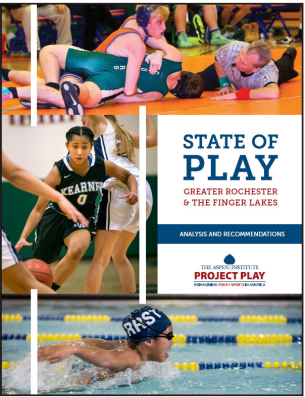
Ralph C. Wilson, Jr. Foundation.

More than 1,000 local adults and youth informed the *State of Play* report through interviews, roundtables, focus groups and surveys.

"*State of Play* is a playbook that will drive community conversation and action around how we can collectively and effectively address youth sports for years to come," says Jennifer Leonard, president and CEO of the Community Foundation.

While the *State of Play* report will help to inform youth sports grantmaking strategies, the broader hope is that the region's communities will begin to engage in this conversation and collectively rally around our youth.

Read or download *The State of Play* at racf.org/StateofPlay.



Women's Giving Circle Surpasses \$1 Million in Giving Since 2008

Founded in 2007 and awarding grants since 2008, Rochester Women's Giving Circle has raised and

awarded more than \$1.1 million in local grants during that time.

This community of philanthropic women combines their financial strength to support area

women and girls on their journey to economic independence. The group has more than 150 members.

If you are interested in joining, visit therwgc.org.

Board, Staff Demographics Sought From Grantees

Competitive grant applicants are now being asked to provide demographics of their

boards and staff.

"Gathering this data will allow applicants to reflect on their commitment to promoting equity and diversity within their own organizations," says Simeon

Banister, interim vice president of Community Programs.

This information will not be used to determine grant awards. It will provide a snapshot of the diversity

within organizations that have applied for and/or received grants from the Foundation. United Way of Greater Rochester similarly collects information on supported groups.

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A copy of our latest biennial report (2016) may be obtained upon request from the New York State Attorney General's Charities Bureau, Attn: FOIL Officer, 120 Broadway, New York, NY 10271, or from the Community Foundation. It is also available online at racf.org/Reports.

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Celebrating Frederick Douglass

Frederick Douglass lived and undertook his most important work in Rochester, and 2018 marks the 200th anniversary of his birth.

The Community Foundation is supporting the collaboration of Rochester Community TV (RCTV) and Rochester Contemporary Art Center (RoCo) to present “Re-Energizing the Legacy of Frederick Douglass” to mobilize arts, cultural, and educational organizations to elevate awareness and pride in this historical figure.

A \$32,500 grant approved by the Foundation’s board of directors

helped to leverage \$75,000 in funding from New York State. This project includes:

- Creation and placement of at least 15 life-size statues of Douglass locally this spring;
- A website, walking/driving tour map, biographical information, timeline, and excerpts of his speeches;
- An educational curriculum for schools; and
- Talks by Kenneth B. Morris Jr., a great-great-great grandson of Douglass, in early April.

“This project has really taken off and turned into something exceptional,” says Carvin Eison, a local filmmaker and RCTV’s general manager.

Until the new website is completed, get details at cityofrochester.gov/frederickdouglass200.



A Cup of Coffee is Helping Women in Need

When you stop in at our office and are asked if you want a cup of coffee, please say “Yes.”

Last year, we started to

get our coffee supply from Coffee Connections. This local nonprofit organization helps women in recovery from drug addiction, trauma, and homelessness by providing them with essential skills for

employment and education while supporting long-term sustainable recovery.

We work with donors and community partners to create an equitable community, and that

includes helping those who need it most.

We were buying coffee anyway and this is a great way to assist women who are struggling, as well as our local economy.