

# PULLING TOGETHER

2020 BIENNIAL REPORT



THE  
COMMUNITY  
FOUNDATION

# SOME THINGS CAN'T BE QUARANTINED

Hope. Truth. Neighborliness. Courage. Creativity. *Generosity.*

- Where would we be without the first responders of philanthropy, whose emergency gifts come in all sizes and at all times — even decades in advance?
- How would we express the agony of inequities without art or history?
- How will our community be healthier and happier when we emerge from our shared crises?

Fortune favors foresight. Our neighbors created Rochester Area Community Foundation to prepare for a better — and unknown — future. This year tested us all, but together we are moving forward to reap advantage from adversity.

In these pages, we honor the generous donors who will make it possible, as well as the artists, activists, nonprofit organizations, and countless partners who are helping us build a better, safer, more equitable world for us all.

Thanks for joining us.

*Jennifer*

**Jennifer Leonard**  
President & CEO

*Elizabeth*

**Elizabeth A. Thorley**  
Chair, Board of Directors

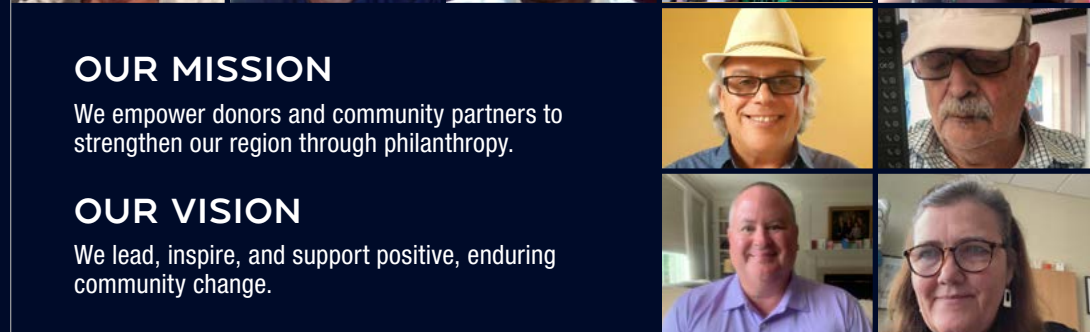


## OUR MISSION

We empower donors and community partners to strengthen our region through philanthropy.

## OUR VISION

We lead, inspire, and support positive, enduring community change.



## STORIES AND MORE

Endowment	4	Grants	10
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We thank the volunteers and staff who provided "webcam selfies" for this page and who always demonstrate the power of pulling together.



# UNCHANGING SUPPORT FOR CHANGING NEEDS

## Emergency Funding, Decades Ahead of Time

The pandemic brought into sharp focus the main reason for Rochester Area Community Foundation's existence — building an endowment for our region's current needs and ensuring that resources are available for unanticipated and evolving needs of the future.

Starting in March, those forecasted future needs became a reality and endowment became the hero.

Because of the foresight of many donors who established endowed funds years and decades ago, the Community Foundation was well positioned to help. Several dozen of these endowed funds provided the capital to urgently address needs that became apparent within days.

The first was food. Together with resources committed by other funders, \$260,000 was provided to Foodlink to make sure more meals could be prepared and distributed efficiently and effectively.

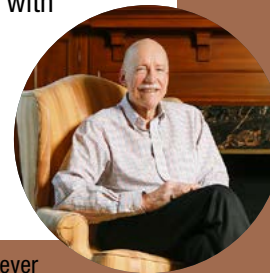
A glaring gap in access to technology was an immediate concern when in-class instruction transitioned to online lessons. An endowed fund opened more than 20 years ago with a focus on technology for the underserved provided a solution. Generous gifts from current fundholders also helped us get internet access and computers into homes of hundreds of students in Rochester and Wayne County.

In a crisis, endowment makes this critical and immediate assistance possible. Read more about the power of endowment and Foundation funds providing timely financial help at [racf.org/ChangingNeeds](https://racf.org/ChangingNeeds).



## FROM PASSION TO LEGACY

Don Hall has eclectic interests — stars and constellations, glass, pottery, zinc grave markers, architecture, and hamburgers, to name a few. But it is his love of historic buildings and preservation that will be supported with future grants from an endowed fund he established. Learn more at [racf.org/DonHall](https://racf.org/DonHall).



— Photo by Matt Wittmeyer

Donor and Community Crisis Fund support allowed the Boys & Girls Club of Geneva to serve 70,000 meals in their community during the pandemic. — Photo provided by Boys & Girls Club of Geneva

## A CENTURY OF EVOLVING CHALLENGES

Cold War  
Civil Rights  
Polio

Pesticides  
Sexual Revolution  
Vietnam War

Arms Race  
Multiculturalism  
HIV/AIDS

Terrorism  
Climate Change  
LGBTQ Rights

COVID-19  
Structural Racism  
Misinformation

?

1950s

2050s

# FIRST RESPONDERS

## OF PHILANTHROPY

### Essential Donors Pull Together

When the pandemic forced our state to shut down and schools and businesses to abruptly close, the uncertainty of what would happen next made everyone uneasy.

United Way of Greater Rochester and the Community Foundation mobilized the **Community Crisis Fund** to ensure that nonprofit organizations in our nine-county region could keep providing critical services to neighbors in need. Learn more at [racf.org/Crisis](https://racf.org/Crisis).



Gifts from 900+ individuals and nearly 50 businesses and foundations — from just a few dollars to \$1 million — collectively have made a huge difference in the lives of tens of thousands.



In 4½ months, \$5.1 million was raised from our communities, for our communities. The Crisis Fund moved from immediate, basic needs to a second phase of funding focused on reopening and equity.



Nearly \$3 million in 160-plus grants helped purchase 525,000 pieces of life-saving personal protective equipment, provided food, and allowed workers to remain on the front lines to keep clients well and safe.



In a crisis, neighbors know best what neighbors need. Our affiliates in Wayne and Yates counties launched emergency relief funds to raise money to help those neighbors hurting the most during the pandemic. Read more about their efforts at [racf.org/WayneYates](https://racf.org/WayneYates).

### FROM THE PEWS

Congregations at two local churches — one that tithes and the other that takes up a special Easter collection — decided that the Community Crisis Fund was where their donations could do the most good. Find out which churches reached this same conclusion at [racf.org/Churches](https://racf.org/Churches).



### SUPPORTING AN IMPORTANT NICHE

A ripple effect of the pandemic was increased demand for home-based child care providers. Because these vital service providers were ineligible for many federal and state supports, the Ralph C. Wilson, Jr. Foundation stepped in to help, investing \$384,000 locally to help them reopen or stay open. More on this investment at [racf.org/Providers](https://racf.org/Providers).

### GRANTMAKING OUTSIDE THE BOX

A pandemic prompted the Muriel H. Marshall Fund for the Aging and John F. Wegman Fund to do some innovative grantmaking above and beyond the normal parameters. Learn how these endowed funds responded to the crisis at [racf.org/NewStrategies](https://racf.org/NewStrategies).



### A WORK CHALLENGE

What's a guy from St. Petersburg, Florida, doing making a contribution to the Community Crisis Fund in Rochester? As it turns out, he and 104 work colleagues here did just that because their employer was matching every donation to the Crisis Fund to support our region. More on Manning & Napier and the success of its matching challenge at [racf.org/Match](https://racf.org/Match).

# REDOUBLING OUR COMMITMENT TO RACIAL EQUITY

If we've learned anything from the last several months of protests and calls for racial equity and justice, the time to do something *is* now. For the Community Foundation and our region, it's time to redouble investments in change that eliminate inequities and turn our collective anger and sorrow into action.

**We are committed** to listening closely to residents, neighborhood groups, and community partners to hear their first-hand experiences and assessment of community needs.

**We are committed** to encouraging our community to give in support of innovative solutions to combat systemic racism (*see Racial Equity Growth Fund details at right*). Dedicated funding for racial equity needs to be more of a priority so that we can do more.

**We are committed** to working with community partners to bolster our grantmaking with strategic leadership focused on creating a better, fairer, more integrated, and exciting region for everyone.

**We are committed** to keeping the realities of disparities in front of local leaders who can influence the trajectory of our statistics.

**Our Board of Directors is committed, too.** On our behalf they signed on to the Greater Rochester Black Agenda Group's declaration identifying racism as a public health crisis — because it literally kills people. The Board also adopted the Rochester-Monroe Anti-Poverty Initiative's guiding principle to "address structural racism" and the Employer Pledge to hire and retain a diverse workforce.

**We are committed** to supporting innovation and collaboration to build racial equity. Will you commit to join us?



## AMPLIFY CRITICAL VOICES

The voices of people of color are often missing in leadership roles.

The Foundation's Racial Equity Growth Fund will specifically address this gap by underwriting mentoring and career development for nonprofit leaders of color and providing seed funding for innovative Black, Indigenous or Persons of Color (BIPOC)-led nonprofits. The fund also will support small businesses wanting to diversify their workforces.

Consider making a donation at [racf.org/EquityFund](https://racf.org/EquityFund).



**Mubarak Bashir**  
Regional Director,  
Greyston's Center for  
Open Hiring



## SUSTAIN THE ARTS

The pandemic has threatened the future of our arts community. Unable to perform, create, showcase, or remain open, organizations innovated quickly to be seen, heard, and appreciated.

The Foundation established the Arts Prevail Fund to help arts groups afford equipment for safe reopening and virtual communications; document and exhibit pandemic- and racial equity-inspired work; and strengthen organizations led by or serving BIPOC community members.

Consider making a contribution at [racf.org/ArtsPrevail](https://racf.org/ArtsPrevail).

Learn about these new funds and more at [racf.org/Equity](https://racf.org/Equity).

## NO-QUESTIONS-ASKED HIRING

If you ever have done any hiring, can you imagine bringing on employees without resumes, formal interviews, or job references? For 38 years, Greyston Bakery in Yonkers has given jobs to people willing to work but without traditional credentials — with great success and an impressive worker retention rate.

With a grant from the Community Foundation, Greyston has brought this approach to Rochester with its first regional Center for Open Hiring. Learn more about how this hiring philosophy works at [racf.org/Greyston](https://racf.org/Greyston).

Equity and vitality drive our competitive grantmaking. From April 1, 2018 to March 31, 2020, the Community Foundation's Board of Directors approved grants in the amounts below, made possible by Forever (unrestricted) and field of interest funds. For information on these grants and more, visit [racf.org/GrantDetails](http://racf.org/GrantDetails).

## CREATING AN EQUITABLE COMMUNITY

**\$4,905,159**



### CLOSING ACHIEVEMENT AND OPPORTUNITY GAPS

**\$3,379,492**

Making a significant and sustainable reduction in academic achievement and opportunity gaps as experienced by many children, with emphasis on children living in the City of Rochester.



### FOSTERING RACIAL AND ETHNIC UNDERSTANDING AND EQUITY

**\$191,500**

Creating community awareness of racial and ethnic inequities and building sustained, community-based collaborative initiatives that remediate and prevent such inequities.



### PARTNERING AGAINST POVERTY

**\$1,334,167**

Creating community awareness and understanding and encouraging collaborative efforts to increase prosperity and reduce the effects of poverty.

## STRENGTHENING REGIONAL VITALITY

**\$2,209,428**



### SUPPORTING ARTS AND CULTURE

**\$535,160**

Encouraging vibrant and diverse arts and cultural offerings and improving the capacity of local arts organizations.



### PRESERVING HISTORICAL ASSETS

**\$437,722**

Preserving our region's rich historical assets and promoting educational efforts that build on these assets.



### PROMOTING SUCCESSFUL AGING

**\$1,236,546**

Fostering successful aging by helping to create more age-friendly communities.

# GRANTMAKING FOR POSITIVE CHANGE

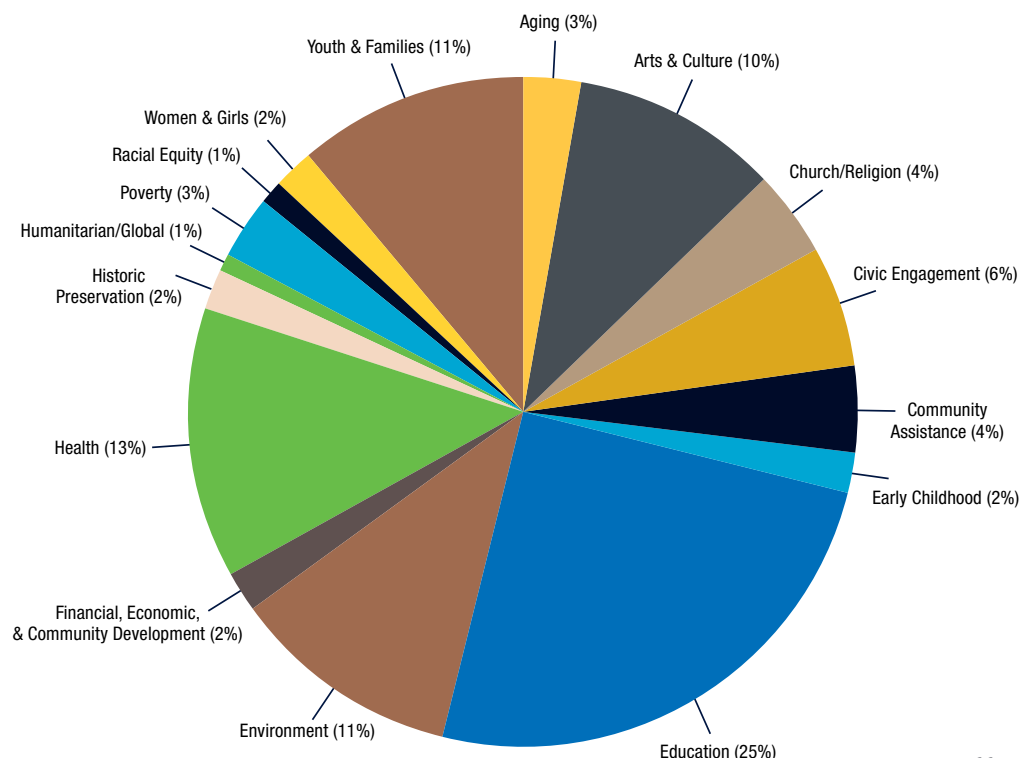
## TOTAL GRANT DISTRIBUTIONS

From April 1, 2018 to March 31, 2020, the Community Foundation awarded 13,564 grants totaling \$71.2 million. The table at right allocates all grants by type of fund, while the pie chart below describes these grants by purpose.

### GRANTS & DISTRIBUTIONS SUMMARY

Source	Amount
Charitable Checking Accounts <sup>SM</sup>	\$10,194,787
Donor Advised & Designated Funds	\$37,822,467
Forever & Field of Interest Funds	\$12,105,759
Gannett Foundation Fund	\$3,699,233
RACF Initiatives	\$2,377,273
Scholarship Funds	\$1,745,549
Tegna (formerly Gannett Co., Inc.)	\$3,263,000

**Total \$71,208,068**



These new funds, established between April 1, 2018 and March 31, 2020, add to the 1,500-plus funds that make a difference in our region and beyond. Join these champions of philanthropy and provide ongoing support to the community now and in the future by creating a fund at the Community Foundation.

Learn more about our funds, including new Charitable Checking Accounts, at [racf.org/FundDetails](http://racf.org/FundDetails).

### Forever Funds

Ann Connors Adler Fund  
George and Vee Angle Community Impact Fund  
Beverly T. Bowen Fund  
Tony H. and Gill R. Dechario Fund  
Virginia V. Howard Fund  
Wolcott J. and Patricia K. Humphrey Fund  
Nancy M. Huppert Fund  
Alfred C. and Audrey F. Lawson  
Sherman F. Levey Community Impact Fund  
Ernestine W. Murray Community Impact Fund  
Drs. Krishan and Jaimala Thanik Fund  
Thomas and Beverley B. Tulloch Fund  
Elizabeth Van Horn Community Impact Fund  
Ted and Joanne VanZandt Fund

### Field of Interest Funds

Chester and Dorris Carlson Charitable Fund  
Ralph G. Cator Fund  
Children in the Environment  
Donald S. Hall Fund  
Tavia Harpending Memorial Fund  
Korol Family Fund  
Mission-Related Investing Fund  
Vincent and Marjorie Olney Fund  
James and Mary Palmer Fund for Children and Youth  
Rochester's Child George Angle Memorial Fund  
Western New York and Finger Lakes Land Bank Fund

### Scholarship Fund

Nautilus Scholarship Fund

### RACF Initiatives

Livable Community Fund

### Designated Funds

David L. Beato Memorial Scholarship Fund  
Brenneman Family Fund  
Mike Buckley Fund  
Cracker Box Palace Fund  
The DDGC Endowment Fund  
Feed the Mind and Body Fund  
George and Mary Ellen Giroux Scholarship Fund  
JP and Mell Gleason Charitable Endowment Fund  
Claire Leonard Designated Scholarship Fund  
Master Gardener Education Fund  
The Marilyn A. Menegus Fund  
Monast Healthy Pet Fund  
Margaret Griffith Olsson Award for Palmyra-Macedon Central School District  
William C. and Elizabeth W. Powell Family Literacy Fund  
Rochester Guild for Special Children Centennial Fund  
Brendan Christopher Ryan Fund for Music and Performing Arts  
William Harvey Simmons Endowment Fund  
WXXI Public Broadcasting Council Fund

### Organization Endowments

The Frank Andolino Fund for PathStone  
Children's Institute Impact Fund  
Crossroads House Endowment Fund  
Dundee Area Historical Society  
The Friends of Ganondagan Fund  
The Friends of Mount Hope Cemetery  
• Clifford Davie Fund  
• Irving Mann Fund  
Landmark Society of WNY Staff Development Fund  
MadCap; A Choral Endowment Fund

# GIVING TOGETHER FOR IMPACT

Milly's Pantry Decades Fund

Notre Dame Learning Center Fund

Stephen D. Rogoff Scholarship Fund

Seneca Falls Education Foundation:

- Paul and Irene Ashley Memorial Fund
- Anthony & Jane Ferrara Memorial Award
- General Scholarship Fund for Academics
- General Scholarship Fund for Athletics
- General Scholarship Fund for Citizenship
- General Scholarship Fund for Health Related Field
- Heather Lohr Memorial Scholarship
- Martha A. Mertz Memorial Fund
- Frank Paradise Memorial Award
- Curtis Quinn Jr. Memorial Award
- Dana and Marion Rolfe Fund
- Stuart Smith Memorial Fund
- Peter and Catherine Quilhot Trautman Fund

Serenity House of Victor Fund

Wadsworth Library Children's Building Fund

### Advised Funds

Thomas Adler Charitable Fund

David W. and L. Ruth Bornt-Smith Charitable Fund

The Brummett Family Charitable Fund

R. Scott and Christina Burdett Family Fund

Wendell Castle Tribute Fund

Celebrate Family Philanthropy Fund

COVID-19 Live ROC

Community Crisis Fund

David Giordano Memorial Fund

June and Warren Glaser Fund

Goeckel and Greene Family Charitable Fund

Lian S. Gravelle Memorial Fund

Anthony L. Gugino and Earlene C. Siebold Fund

Hart Family Fund

Helping Our Neighbors Fund

Hess Family Charitable Fund

Mimi Hwang Family Fund

The Kidera Fund for Civic Development and the Arts

Joel Kunkler Memorial Fund

Dane Leclair AlphaHeart Fund

Love, Lorenzo Memorial Fund

Chuck Lundeen Memorial Fund

Monroe County Complete Count Commission Fund of RACF

Pryor 50th Anniversary Invest in Rochester Fund

John K. Purcell Family Fund

Jerry and Janice Rachfal Charitable Fund

Elizabeth and Eric Rennert Family Fund

Louise and Bob Slaughter Fund

Spindler Family Fund

The Tara Fund

Owen Thomas Legacy Fund

Michael J. Valentine Charitable Fund

Gerald and Norma Vanderstynne Fund

Thomas F. and Ann M. Ward Fund

Wayne County Community Schools Fund

Wynne-Strauss Fund for Racial and Social Justice

Drs. Yang Zhao and Gary Smith Fund

Rochester Refugee Resettlement Services' employees began making face masks to donate and sell.  
—Photo by Ben Braun

Every fall, the Community Foundation recognizes outstanding donors at our Philanthropy Awards and Annual Report to the Community Luncheon. See a full list of honorees at [racf.org/Awards](https://racf.org/Awards).



#### 2018 Philanthropy Award Recipients

Marion and Randy Henderson, Kathy Nixon, and the Bud and Peggy Frame family

—Photo by Ria Tafani

# PARTNERS IN PHILANTHROPY



#### 2019 Philanthropy Award Recipients

Harold Samloff, Clayton H. Osborne, and Laura "Jinny" Loomis and Norman Loomis, MD

—Photo by Caleb Parker

## THE POWER OF COLLECTIVE GIVING

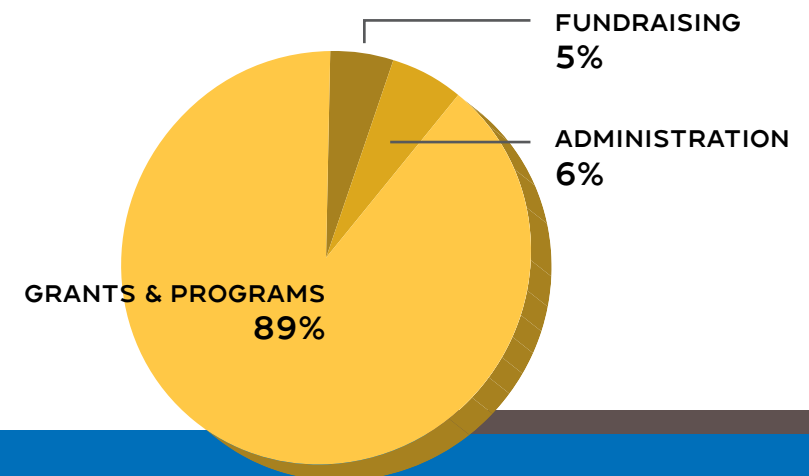
The 300-plus members of our five giving circles have surpassed another milestone. Together they have invested more than \$2.1 million in the essential work of nonprofits in our region. Learn more at [racf.org/GivingCircles](https://racf.org/GivingCircles) and consider joining one that fits your passions.



## STEADFAST GENEROSITY

From April 1, 2018 to March 31, 2020, generous individuals, families, organizations, and businesses gave contributions totaling \$57.3 million. We thank them for their vision, commitment, and continued support. See our full donor lists at [racf.org/Philanthropists](https://racf.org/Philanthropists).

### OUR EXPENSES (2018-20)



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Our heartfelt thanks to members who have retired from the board during the past two years:

Ann M. McCormick; Rev. Marvin A. McMickle, PhD; David A. Still; Hector Ureña Jr.; Mary A. Worboys-Turner

Learn more about our volunteer leadership at [racf.org/Volunteers](http://racf.org/Volunteers). Staff information is at [racf.org/Staff](http://racf.org/Staff).

— Photo by Jim Patton

Rochester Area Community Foundation is a tax-exempt nonprofit organization recognized under section 501(c)(3) of the Internal Revenue Code. This report describes the programs and activities supported by your contributions. You may view the most recently filed financial reports for the Foundation and its affiliates at: [racf.org/Financials](http://racf.org/Financials); [Guidestar.org](http://Guidestar.org); and by request to the Charities Bureau Registry, New York State Attorney General at [Charitiesnys.com](http://Charitiesnys.com), 212.416.8401, or Department of Law, Charities Bureau, 28 Liberty Street, New York, NY 10005.



THE  
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FOUNDATION

500 East Ave. • Rochester, NY 14607 • 585.271.4100