#### A vital trendsetter. A unique friend.

Elvira's creative genius turned lifeless fabric into dancing brides and transformed bare windows into stunning home decor.

People were drawn to Elvira for her joyous sense of humor, her love of life, and her compassion toward others.



and will always remember her.

Since 1972, Rochester Area Community Foundation has engaged passionate philanthropists in improving our region, awarding more than \$293 million in grants across our eight-county service area to meet both current and future needs.

More than 1,000 funds and endowments are administered by the Community Foundation. These funds, created by individuals, families, organizations and businesses, benefit the greater Rochester region in a wide variety of impact areas that include the arts, education, social services, civic engagement, and a host of other purposes.

Working with the Community Foundation, local philanthropists can become catalysts for community change and experience the joy of giving



## Scholarship Award

Elvira Caroselli Creative Spirit Scholarship Fund Of Rochester Area Community Foundation



The Heart Behind Your Gift

# Elvira ...

Whimsical

### Compassionate



# Artistic



# INVENTIVE

#### Please accept this scholarship in memory of Elvira Caroselli.

Elvira Josephine Ciaccia Caroselli never had the opportunity to enter high school. She left to help support her family—five siblings and a proud immigrant mother, determined to provide for her family after her husband died at age 41. Elvira worked in the family "grocery store," a one-room display of fruits and vegetables in their home. In time, she found a job in the E.P. Reed Button Factory and turned her salary over to her mother (except for a small amount she was saving to buy a *real* sewing machine).

Even though Elvira never had art lessons or sewing lessons—just a miniature sewing machine her father bought her when she was eight—she made clothes for the family. In no time, she was sewing wedding gowns and draperies for friends and family. Her creativity extended far beyond Rochester. She was asked to make a christening dress for Governor Mario Cuomo's grandchild. The height of her creativity was realized in a drapery rod she invented and then sold to a major American manufacturer (creating hundreds of jobs for American workers along the way). She was 68 years old at the time.

There was magic in Elvira's fingers. But there was magic, too, in the way she viewed the world. Elvira was a human magnet. It is no exaggeration to say people were drawn to her. Because of her compassion, yes. Her genuine concern for others, yes. But also because she somehow found words to make people smile, laugh, giggle and guffaw. In her name, we share this small scholarship in the hope it will enable you to move your creative dreams forward. And, in keeping with Elvira's "Creative Spirit," we hope you take advantage of opportunities our mother never had and let your artistic view of the world enrich others.

To view our other scholarship funds, visit our website at www.racf.org or contact the Scholarship Program:

Rochester Area Community Foundation 500 East Avenue Rochester NY 14607-1912

> Phone: (585) 341-4350 Email: scholarships@racf.org