

**The Cleveland Foundation  
2008 Annual Meeting  
& Robert D. Gries Lecture**

**Remarks by  
Ronald B. Richard**  
*President and Chief Executive Officer*

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Good afternoon, everyone. I, too, would like to begin by thanking the foundation's incredibly committed board of directors ... our generous donors ... and our exceptional grantees ... for all you do to help us fulfill our mission to the community. And of course, I would like to recognize our wonderful, talented, hard-working and dedicated Cleveland Foundation staff. I am truly blessed to have such fine colleagues ... and Greater Cleveland is blessed to have you as its advocates. So to everyone here, welcome to your Community Foundation's annual meeting and thank you for joining us.

Today, we are especially pleased to reintroduce an award first presented in the late 1990s – the Homer C. Wadsworth Award. At this time, I would like to ask three very special people to join me here on stage: Harriet Wadsworth, daughter of Homer Wadsworth, Earl Pike, executive director of the AIDS Taskforce of Greater Cleveland, and Bob Eckardt, the foundation's Senior VP for Programs and Evaluation and our long-time expert on Public Health issues.

No doubt many of you in the audience knew and remember, Homer C. Wadsworth, the Executive Director of the Cleveland Foundation from 1974-1983. I personally was not lucky enough to have known him but, from the many stories I have heard of Homer from Bob Eckardt – who has been at the foundation for 25 years – and others, it sounds like, if you knew Homer you would certainly remember him. He was a true giant in the field of community foundations nationally. And, his name still comes up at various national community foundation conferences which I attend on a regular basis.

A man of creativity, courage, commitment and innovation, he left a distinctive mark on the communities he served during his lifetime ... and on philanthropy across America. In tribute to him, the foundation recently published a monograph titled *Homer C. Wadsworth: The People's Entrepreneur*, which chronicles his lifelong contributions to the nonprofit and philanthropic communities locally and nationally. Copies are available through our Public Affairs department or this monograph can be viewed on our website.

Prior to his passing in 1994, friends and family of Mr. Wadsworth established the Homer C. Wadsworth Award to identify and honor community entrepreneurs – dynamic, innovative people who shared and reflected the many strong qualities Homer possessed. A number of noted Greater Clevelanders were honored annually through this award in the late 1990s and early 2000s. During that time, the award was given in partnership with the Citizens League at its annual meeting. With the closing of the Citizens League, the award was put on hold for a few years. In recent months, however, our staff, in partnership with members of the Wadsworth family, worked to re-establish it.

Criteria for the award asks that the recipient has been active in the public or non-profit sectors, has provided service in Greater Cleveland, and has demonstrated a number of Homer’s personal characteristics, including:

- Dedication to improving life in our community
- Imagination, insight and compassion
- Courage and integrity
- Independence of spirit
- Unconventional, entrepreneurial and yet pragmatic thinking

We are extremely pleased to now recognize Mr. Earl Pike, the 2008 recipient of the Homer C. Wadsworth Award. Mr. Pike is the executive director of the AIDS Taskforce of Greater Cleveland and has served in that capacity for the last 9 years. More importantly, since 1985 he has been a committed and passionate advocate for people living with, and affected by, HIV/AIDS. When many community leaders refused to recognize the needs of this population in Greater Cleveland, Mr. Pike courageously took a vocal role in speaking up on behalf of those who could not raise their voices. Under Mr. Pike’s leadership, the taskforce has grown to a \$3.8 million agency with 64 staff serving 1,800 people who are HIV positive and 40,000 others at risk of becoming infected.

During Mr. Pike’s tenure, the taskforce successfully completed two mergers and formed five inter-agency partnership agreements that coordinated operations among agencies offering similar services, enabling them to operate with far greater efficiency. And it was primarily through his leadership that the Collaborative for Comprehensive School Health was established. The collaboration helps outline curricula for sex education in grades K through 12 in the Cleveland Metropolitan School District, the first district in Ohio to do so.

It is this combination of his dedication to our community, his passion for the overlooked and underserved, his courage in the face of adversity, and his independence of spirit, that makes Earl Pike such a worthy recipient of this award. I would ask Harriet Wadsworth and Bob Eckardt to do the honor of presenting the 2008 Homer C. Wadsworth Award to Earl Pike.

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In the next several minutes, I'd like to share with you some of the foundation's major activities and accomplishments over the course of the past year. I will also try to give you a clear picture of what key areas the foundation will be focusing on as we move into the fall and next year. And I will conclude with some observations about Cleveland and globalization, before you hear from our keynote speaker, who truly is an expert on global matters.

I would like to note that today, at this year's annual meeting, I will approach my comments from a different angle than that of the past two years. For those of you who come every year, you might remember that two years ago I focused on the Cleveland Foundation's role as a leader or innovator. "Leadership" was the theme of our meeting and our guest speaker, Hodding Carter, spoke very eloquently on this topic. Last year, our theme was "impact" and Bill Strickland, the CEO of Manchester Bidwell in Pittsburgh, wowed us with his story of impact in his important work with at risk youth. This year, the theme of our meeting is "partnerships" or how we collaborate with others to accomplish the community's goals. A second theme of today's meeting is globalization but globalization, by definition, requires partnering and so it is very much on topic.

When you think of the Cleveland Foundation, what comes to mind? Most people immediately think of us in our role of giving away money to worthy causes. And grantmaking is a critical part of how we carry out our mission to enhance the lives of Greater Clevelanders. But there is so much more to the foundation.

We'd like to offer you another way to think of us and it is "as the community's key and perhaps indispensable partner". Because vitally important to our mission is our role as collaborator, facilitator, and convener. In short, our role as a partner. We work closely with a wide array of organizations – city, county, state, federal, and now even international, government agencies, nonprofit institutions, businesses, and others – on projects aimed at addressing areas of need or seizing upon opportunities to strengthen Greater Cleveland.

These partnerships have tremendous power. Indeed, we believe this type of collaboration is the only way to combat the city's biggest challenges and to bring about positive change. In a real sense, we have been in partnership with Greater Clevelanders since our establishment as the world's first community foundation in 1914.

Initially, the foundation was endowed by the wealthiest members of our community. Today, people of all income levels partner with us to help fulfill their philanthropic wishes through donor advised funds and other vehicles. And, we'd like to express our appreciation to each of you ... because we never forget that we exist because of the incredible generosity of people like you, who love Cleveland and share a strong desire to help one another through the foundation. You donors are first among our great partners!

We know that we alone cannot solve all of our great city's various problems, even through our extensive responsive grantmaking. So we proactively seek out other organizations also working to effect change in the areas we consider our community's greatest needs. For the past many years, we have focused on 5 specific areas: economic development, education, neighborhood revitalization, human services, and the arts. And we are proud of the partnerships we have developed in each of these vital areas, because they truly are making a positive difference in Cleveland. Consider these examples:

- In the area of economic development, we are working with city, county, and state government leaders and others to shape public policy and advocate for legislation that will positively affect Cleveland. For example, in association with many partners, Richard Stuebi, our BP Senior Fellow for Energy and the Environment, worked to build support for strong advanced energy policies in Ohio. And we were successful, with allies such as the Greater Cleveland Partnership, in advocating for legislation that requires a portion of the state's electricity to come from renewable energy sources, such as wind or solar power. Our wonderful Governor, Ted Strickland, recently signed it into law.
- We were also proud to partner with Case Western Reserve University in the creation of their Great Lakes Institute for Energy Innovation, which will help the university concentrate some of its engineering strengths on advanced energy research. Similarly, we were delighted to help Case and University Hospitals establish the Center for Proteomic Medicine a few years ago which catapulted Case Medical School into the lead position nationally in this important new area of research.
- And we partnered with the Great Lakes Science Center and the Cleveland Indians to install solar energy panels at their facilities, as part of a demonstration project to promote the development of an advanced energy industry here. This after our partnership with the Science Center and others, including local corporations, a few years ago to erect Cleveland's first, but hopefully NOT last, modern wind turbine in front of the Science Center.
- Our Senior Fellow for International Relations, Jorge Delgado, (whom the Plain Dealer in a front page story recently dubbed "Cleveland's ambassador to the world") developed international relationships that led to new business opportunities for Cleveland. These included convincing Germany's IBC Solar, a multi-billion dollar corporation, to establish its U.S. headquarters in Cleveland, and partnering with the nation of Costa Rica to establish its Procomer office in Cleveland.

- In fact, I would like to pause here for just a moment to recognize some very special guests in the audience today. We have Señora Monica Araya, President of Costa Rica's Camara de Exportadores (Association of Export Promotion), Señor Miguel Miranda, a board member of the Association, and Señora Marta Blanco, President of the Costa Rican National English Plan – all key partners for the foundation and Cleveland. Let's all express our appreciation to them for their alliance with our city and their attendance here today! In September, 12 Costa Rican corporate CEOs will visit Cleveland to look at warehouse sites and to search for a sales force as they intend to make Cleveland their headquarters for distribution in the Midwest.
- We are actively working with business leaders and organizations, including the City of Cleveland, the Greater Cleveland Partnership, Team NEO, and the Cleveland-Cuyahoga County Port Authority, to expand efforts to attract other international companies and to create jobs.
- With regard to neighborhood revitalization, the dynamic duo, India Pierce Lee, our Program Director for Neighborhoods and Housing, and Lillian Kuri, our Program Director for Special Projects, are spearheading an unprecedented local coalition to realize the tremendous potential of Greater University Circle, extending its borders beyond our city's cultural epicenter and into the half-dozen surrounding urban neighborhoods. And through a financial assistance program of forgivable loans to new homeowners, this partnership is on the way to making these neighborhoods a highly desirable place to live.
- In education, so vitally important to the future of our community, Helen Williams, our Program Director for Education, has been collaborating with the Cleveland Metropolitan School District, the Cleveland Teachers' Union, and other local foundation partners on the creation of 6 new high-performing schools. And on the horizon are two more new academies that will focus on science, technology, engineering, and mathematics – or STEM schools, as we call them.
- In human services Lisa Bottoms, our Program Director for Human Services has been building a partnership with myriad community organizations to connect our children and youth to the services they need to help them learn and thrive. Many of you know the Invest in Children program that we helped pioneer many years ago, and its success in connecting babies, toddlers and preschoolers with much needed health and learning services. Those youngsters need to get off to a healthy start in life and Invest in Children does just that but they need to be supported through adolescence as well. Our soon-to-be-launched youth development initiative will connect youth in our community to the

wholesome activities and support they need to prepare for a healthy adulthood.

- We are also convening city, county, and state organizations to develop ways to help prisoners who are re-entering our community, with the goal of helping them become productive citizens. One way we are doing this is by hiring former prisoners to help in what we call housing deconstruction. We all know what it means to construct houses. But deconstruction is just the opposite: where old, abandoned homes in blighted areas – instead of being bulldozed – are carefully taken apart, or deconstructed, piece by piece, and the salvaged bricks, wood and metal and pipes and usable materials are recycled. This provides former prisoners secure, entry-level jobs and a stepping stone to a more stable future.
- And we have established an effective network of resources to teach business skills and income-generating skills to help sustain and grow faith-based, arts, and other small nonprofit organizations through Project Access and other programs.
- In the arts, Kathleen Cerveney, our Program Director for Arts and Culture, has collaborated with both local and state arts organizations to keep the arts front and center in Ohio. Locally we have collaborated with the George Gund Foundation to fund and advise an arts education plan for the Cleveland schools. Nationally, the Ford Foundation and the Arts Education Partnership, a bi-partisan think tank, have included Cleveland in their efforts on this issue.
- Another arts initiative, now in its second year, is our SmART in the City program, supported by the international financial corporation UBS Wealth Management. Hundreds of fifth- and sixth-grade students from Cleveland schools spend the summer learning to dance, act, paint, write plays, play an instrument, and more, with guidance from more than 50 experienced teaching artists.
- Over the past year, we've shaped an exciting global culture initiative called Creative Fusion, a program that will work with Cleveland area nonprofits to bring accomplished world artists to Cleveland for extended residencies. Through this initiative, we can further support Cleveland's emergence as a global city. And keeping with our international efforts, we are part of a contingent of Clevelanders participating in a year-long exchange program with Turkey, sponsored by the U.S. State Department. The program is focused on training Turkish artists and educators in the techniques used by U.S. arts organizations to work with at-risk youth. Representatives from Young Audiences, Cleveland Public Theatre, and

the Cleveland Metropolitan School District are also part of this important program.

Our entire staff at the foundation is energized and excited about the progress these many partnerships are making to address serious challenges in Greater Cleveland.

Many in our community already look to us as the community's "go-to partner." But as we look to the years ahead, we can promise an ongoing commitment to being something more – what I like to call the community's "think tank and do tank."

We believe the way to make a significant contribution to Greater Cleveland's progress is by bringing organizations together and supporting efforts to stimulate new thinking and spur positive action. In the coming year, you will see us place even more emphasis on programs for our community's underserved youth.

We will be launching our new communitywide Youth Development Initiative to give children ages 6 to 18 and their families access to a wide range of enrichment services, new experiences, and wholesome activities.

We also will focus even more on efforts that foster economic inclusion and wealth creation in our neighborhoods. For example, we are collaborating with Greater University Circle leaders to create jobs and build wealth in the neighborhoods. We envision a robust network of environmentally sustainable businesses employing local residents who will own an equity stake in the enterprise. The first such business, the Evergreen Cooperative Laundry, will launch in early 2009 and provide high-quality, industrial-scale laundry services to University Circle's leading healthcare institutions.

Similarly, we are doing feasibility studies on a composting business and a solar energy business.

I spoke earlier of last year's annual meeting speaker, Bill Strickland, who heads the Manchester Bidwell Corporation and its dynamic training center for youth and adults. Well, we are working hard to bring that same program to Cleveland. Youth and adults alike will be served by quality training and programming at what we will call the new Cleveland Center for Arts and Technology, and although final details are still being nailed down, I can tell you this.

The center, supported by our foundation and the Manchester Bidwell Corporation, will offer adult training in medical and office technologies that support local high-growth industries. It also will expose youth to learning through the arts in areas such as photography and digital arts. And, I am pleased to report, the Cleveland Clinic, University Hospitals, and the Cleveland Metropolitan School District have all expressed interest in partnering with the center. And that is very good news.

You can also expect to see us lead a more aggressive push for Cleveland's globalization efforts across all areas of the foundation's work, from business attraction, to educational standards, to arts and cultural exchanges. And it is in the area of globalization that I'd like to focus the remainder of my remarks.

Imagine, if you would, a new, two-word description for our city. Not "Cleveland, Ohio." But "Global Cleveland," a term our Cleveland Council on World Affairs likes to use.

*Global Cleveland*, where our children can experience the joy of conversing in two or three languages – such as Chinese, Arabic, Spanish, and French – and spend a year abroad as part of their schooling.

*Global Cleveland*, where a significant number of foreign companies – from Europe, Africa, Asia, and Central and South America – are headquartered or have operations here.

*Global Cleveland*, where cultural and arts organizations are abuzz with international exhibits and artist and artisan exchanges.

*Global Cleveland*, where international visitors welcome the opportunity to come here to experience our many top-notch attractions, and benefit from our world-class health care.

*Global Cleveland*, where students from around the world come to learn at our exceptional educational institutions, just like the marvelous students who performed for us earlier.

*Global Cleveland*, where our downtown is a thriving multicultural center and our neighborhoods are vibrant places that derive strength from diversity.

"Global Cleveland." Two words ... but a whole new mindset as to what we will be achieve again someday.

Is this vision within our reach? Absolutely. Do we have a long way to go? Yes, we do.

And how can we get there? The only way to realize this vision of Cleveland as a global center is through a comprehensive, communitywide approach. We need the buy-in and participation of all key community sectors. And above all, we need rigorous follow-through and execution.

We can become Global Cleveland and win big – if we reverse what keeps us from being a strong, international city. We can become Global Cleveland by achieving the educational excellence necessary to develop and retain a highly educated, diverse, and skilled workforce. We can become Global Cleveland by providing the appropriate support for our young and older citizens to help break the cycle of poverty and despair.



We can become Global Cleveland by creating new jobs and wealth that will boost our economy for the long term. We can become Global Cleveland. And we will.

Four important components for globalization already are taking shape. Those components are building awareness ... forging partnerships ... focusing on public policy ... and reaching out.

In terms of building awareness, community leaders are rapidly understanding that becoming a global player is crucial to our future. They are showing the resolve to embrace what it will take for Cleveland to change. Our Mayor, for example, traveled to Costa Rica and France in recent months and will visit Germany on an important business trip with foundation staff this fall. And we have already seen an upswing in the number of effective partnerships taking place to bring about the internationalization of our city. Organizations, such as our Port Authority, our Council on World Affairs Council, Cuyahoga Community College, etc. are on the job!

The third area of focus is public policy. We must not overlook this critical area of activity. Without enlightened public policy, we can only chip away at problems with one-off programs here and there. Good public policy, including not only foreign policy and trade policy, but also education, energy, immigration, and environmental policy is essential for our successful globalization efforts.

And the fourth and final component of becoming Global Cleveland is reaching out, well beyond our own borders. I firmly believe that we can't revitalize Cleveland from Cleveland. We can't just hope that change will move in the right direction and that global businesses and highly educated foreign nationals will be drawn to us. We must go out into the world and make the case globally for Cleveland and Northeast Ohio. And when we spark international interest, we must be able to move quickly to put deals together and turn these opportunities into realities. Cleveland's litany of amenities, surfeit of resources, and ideal location is more impressive in the world view than we realize. Let's make the most of these assets.

In closing, at the Cleveland Foundation, we take pride in what we have accomplished, but we know there is much still to do ... and we cannot do it alone. We actively seek opportunities to work in tandem with others, creating vibrant and successful partnerships. We know that Cleveland has its problems ... but we also know that Cleveland has solutions. We love Cleveland, Ohio ... and we will love Global Cleveland even more. We'll get there together. Thank you.