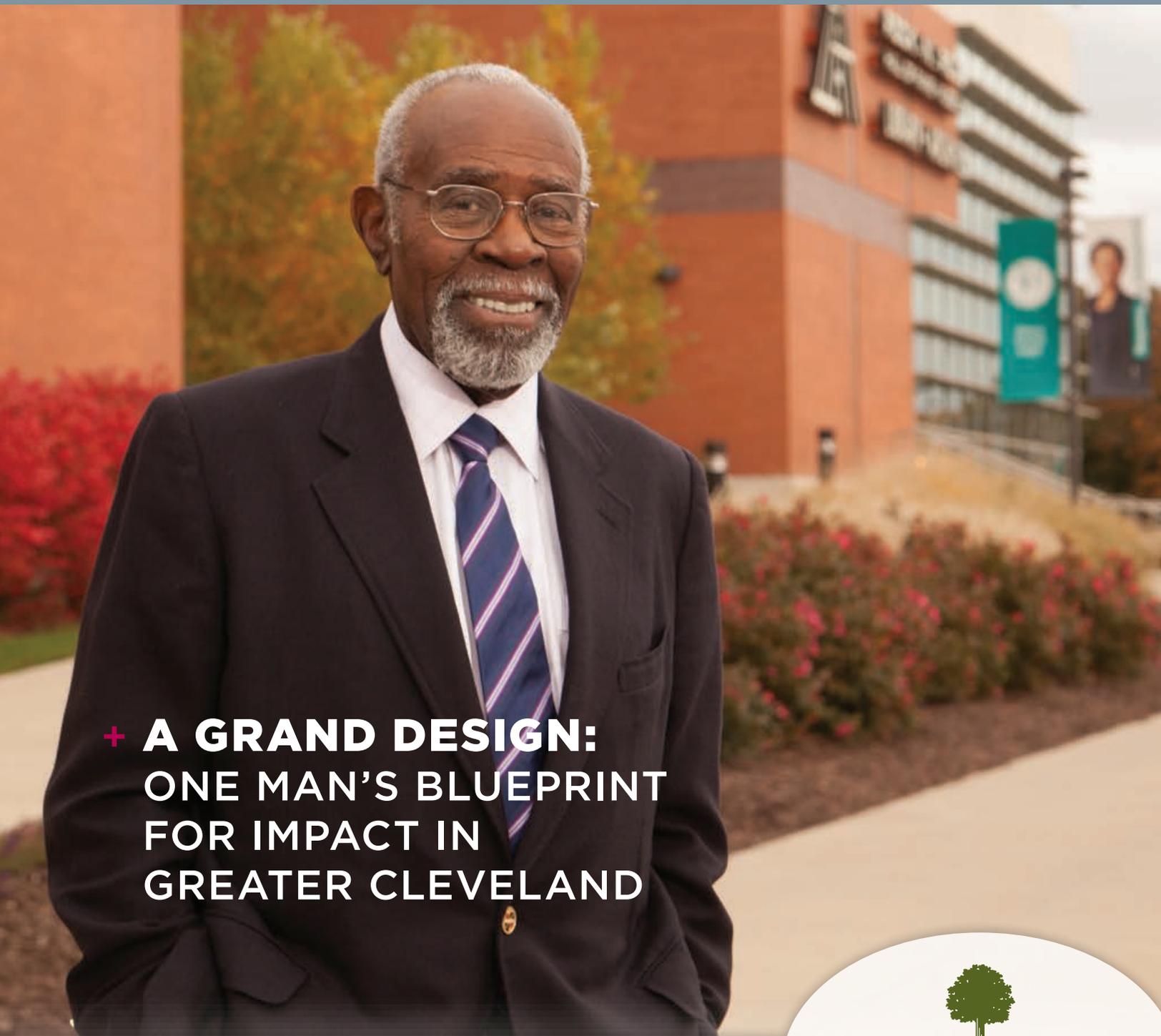


WINTER 2014

GIFT *of* GIVING

NEWS FOR DONORS AND FRIENDS OF THE CLEVELAND FOUNDATION



**+ A GRAND DESIGN:
ONE MAN'S BLUEPRINT
FOR IMPACT IN
GREATER CLEVELAND**

SPECIAL CENTENNIAL ISSUE





Welcome to the special centennial issue of *Gift of Giving*, the magazine for donors and friends of the Cleveland Foundation.



It's official: The Cleveland Foundation has turned 100! And, since we are the world's first community foundation, our 100th anniversary is also the anniversary of the entire field of community philanthropy. Throughout the last century, more than 770 community foundations in the United States have followed in our footsteps, and today, we stand as one of the five largest community foundations in the country in terms of assets.

We plan to celebrate our anniversary in several ways. For example, we're launching the Centennial Society to honor a special group of donors who have made significant contributions to philanthropy in our community. We will be reaching out to our donors soon, so stay tuned! We're also looking forward to our annual meeting on June 11, which promises to be the signature event of the year as our guests are immersed in the sights and sounds of our shared 100-year history.

We open this centennial issue with reflections on the legacy of our founder, Frederick Harris Goff, in an article by Ronn Richard, our president and CEO. The piece features observations from Frederick Harris Goff Award winners who have made noteworthy contributions to Greater Cleveland. The article is a perfect segue to our cover story on Robert P. Madison, a trailblazing figure in architecture, a prominent Cleveland businessman, and a philanthropic partner of the Cleveland Foundation. Bob's academic career, his professional excellence, and his philanthropy exemplify our tenet of "turning passion into purpose."

Our donors are the heart and soul of the Cleveland Foundation. You are the reason we have reached our 100th birthday. Your commitment and leadership have helped, and will continue to help, move our great city forward. We hope you will actively join us in the centennial celebrations taking place throughout 2014. As always, the Advancement team thanks you for choosing the Cleveland Foundation as your philanthropic partner, and we stand ready to serve you.

Warm regards,

Kaye Ridolfi, Senior Vice President, Advancement



Introducing the Cleveland Foundation Centennial Society

To commemorate its first century of history and to honor the philanthropic leaders who have contributed to the shared legacy of impact in our community, the Cleveland Foundation is pleased to announce the inception of a prestigious new donor recognition society. The Centennial Society will celebrate a distinguished group of donors who have given or committed \$1 million or more through the Cleveland Foundation.

For more information about the Centennial Society, please call 877-554-5054.

Why You Give: *The Origins of Generosity*

BY RONALD B. RICHARD, CLEVELAND FOUNDATION PRESIDENT AND CHIEF EXECUTIVE OFFICER

Ever since Frederick Harris Goff established the world's first community trust in Cleveland 100 years ago, donors have been the linchpin, ensuring that the Cleveland Foundation thrives to support our great region and its core city.

Your giving has made its mark. Under the stewardship of citizen directors, the Cleveland Foundation's assets have grown over time like a community savings account, through generous gifts and earned interest. Together, we are the stewards of \$2 billion in assets, placing us among the nation's largest community foundations.

We celebrated the foundation's partnership with you on October 8 at the Frederick H. Goff and Legacy Societies Leadership Reception. That event served as a gratifying reminder that the spirit of our founder is alive and well in the hearts of all our donors, including past recipients of the Philanthropic Leadership and the Philanthropic Service and Special Recognition awards.

Prime examples are **Robert J. and Cynthia J. Schneider**, recipients of the Frederick H. Goff Philanthropic Leadership Award in 2013.

"Investing in the community is an investment in our future and in our children's children's future, so we feel it's important to leave a legacy," Bob said. *"The stronger the community is, the better everything is for everyone."*

Together through the decades, we have helped create and sustain such regional gems as the Cleveland Metroparks; Case Western Reserve University and Cuyahoga Community College; PlayhouseSquare; the Anisfield-Wolf

Book Awards; North Coast Harbor and other lakefront amenities; and many childhood education programs. With your support, our community has tackled such urgent issues as public education reform, economic transformation, neighborhood and housing revitalization, youth development, arts advancement, and the renaissance of Greater University Circle.

The Cleveland Foundation has played a leading role in convening organizations with similar interests for the long-term betterment of the community. Just ask **Arlene Holden**, a 2007 Frederick H. Goff Philanthropic Leadership Award honoree with her late husband, **Arthur**.

"I feel a great deal of satisfaction in seeing things change," Arlene said. *"These things haven't just happened in the city. It's taken some coordination. It's taken people thinking about what can be done to help the city they live in. One person can't do it all, but we can all do our part."*

For some, the Cleveland Foundation is the vehicle to turn their passion for a special cause into purpose. **James and Katherine Pender** are a perfect example. The Penders, who received the Frederick H. Goff Philanthropic Service Award in 2001, pursue a mission to support children with special needs and their families. They do so through a fund they created memorializing their son, Michael, who lived with severe disabilities sustained in a boating accident and passed away in 1991 at age 19.

"The fund has helped our family in the healing process," Jim said. *"Through the fund, we have the opportunity to support causes that Michael was interested in and those that will help other families."*



Ronn Richard, Cleveland Foundation President and Chief Executive Officer

Many of our donors cite the collaboration with the Cleveland Foundation staff as one of the most important parts of their journey. Among them is **Billie Howland Steffee**, who was honored with the Frederick H. Goff Philanthropic Leadership Award in 2011.

"We could not function very well without our team," Billie said. *"They are so professional and know all aspects of the projects they present. I have complete faith in their research, and their reports are so thorough, we seldom have questions. I really depend upon them."*

The Cleveland Foundation provides advice on distributions and helps ensure that your philanthropy will be impactful through generations. We pledge to you that your dollars will go to fill a critical need or to seize upon a transformative opportunity for the community. Through you, we are privileged to carry on Frederick H. Goff's legacy a century after our founding. ■

On the cover: Robert P. Madison at the Tommy LiPuma Center for Creative Arts, a building his firm designed on the campus of Cuyahoga Community College.

A Grand Design: One Man's Blueprint for Impact in Greater Cleveland

As the first African-American to register an architectural firm in the state of Ohio, turning passion into purpose is familiar ground for Robert P. Madison. After 60 years of career success, this Cleveland Foundation donor still recognizes those who came before him and remembers to give back.

"We can show by our acts that we believe in the future of Cleveland," Bob said. "We can put down the roots that are necessary and dedicate the resources that can make the place better for others."

For his generosity, Bob will be among the first individuals inducted into the

Cleveland Foundation's prestigious Centennial Society, an honorary group recognized for significant contributions in philanthropy.

In Bob's experience, architecture, much like philanthropy, has the power to propel a community to new heights.

"Architecture is the profession that has historically provided prestige to society," he noted, citing world-renowned structures from the Roman and Egyptian empires through the Renaissance. "It has the ability to complement a better lifestyle and a better community."

Born in 1923 in Cleveland, Bob jokes he is just nine years younger than the foundation itself. After graduating from East Technical High School in 1940, he briefly studied architecture at Howard University before leaving to serve in World War II. Wounded in action, he was awarded the Purple Heart, three combat

ribbons, and the combat infantry badge. He then earned a bachelor's degree in architecture from Western Reserve University in 1948—the first African-American student to graduate from the School of Architecture. He went on to earn a Master of Architecture in 1952 from the Harvard University Graduate School of Design, where he studied under Bauhaus founder Walter Gropius. The following year, Bob went abroad as a Fulbright Scholar to the Paris École des Beaux-Arts.

Despite these achievements, when Bob returned to the United States, the color of his skin barred him from securing job interviews and bank loans. With perseverance and the support of his late wife, Leatrice, who took a teaching job to generate seed capital, he started Robert P. Madison International, Inc. in 1954. Today, the internationally respected company ranks among the largest minority-owned architectural



▲ Quicken Loans Arena

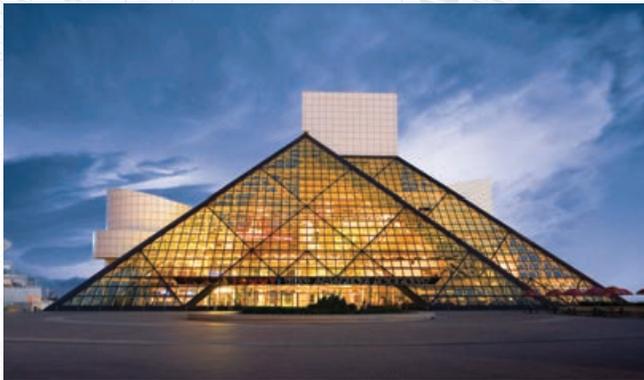


▲ Stations on the RTA HealthLine



▲ Great Lakes Science Center

+ The imprint of Robert P. Madison International, Inc. in Cleveland



▲ The Rock and Roll Hall of Fame and Museum



▲ FirstEnergy Stadium, Home of the Cleveland Browns

firms in the United States. The firm has participated in a number of iconic Cleveland projects, including the Rock and Roll Hall of Fame and Museum, Quicken Loans Arena, FirstEnergy Stadium, the Great Lakes Science Center, the Tommy LiPuma Center for Creative Arts at Cuyahoga Community College, the Cleveland State University Science & Research Center, the Frank J. Lausche State Office Building, and the Cleveland Public Library Louis Stokes Wing. As a result of his significant achievements, Bob was advanced to the College of Fellows of The American Institute of Architects (AIA) and honored with the AIA Whitney M. Young Jr. Award and the AIA Ohio Gold Medal Award.

Bob asserts that the design of a community should be inspired by service to its citizens, and his philanthropy functions in much the same way. He and Leatrice created the Robert P. Madison

Scholarship Fund at the Cleveland Foundation to unite Bob's passions by helping African-American students fund their education in architecture.

"My concern is helping a person who wants to study architecture, but may not have the money to attend a university, to enter this field if he or she chooses," he said. "Being selected is also a benefit to students' egos: They can see that someone believes in them."

Bob has consistently supported a better future for Greater Cleveland. In 2009, he and Leatrice received the Frederick Harris Goff Philanthropic Service Award, named for the foundation's founder.

"If you are going to do something, you might as well identify with the best, and there is no question that the Cleveland Foundation has the history of providing proper resources and

encouragement to do what is right," Bob said. "President and CEO Ronn Richard has the scope of understanding of what's happening in the community, and the board of directors is able to interpret the needs, desires, and possibilities of the community."

In 2014, as the Cleveland Foundation celebrates its centennial as a conduit for the generosity of many individuals, families, and organizations, Bob exudes compassion.

"As human beings, the biggest thing we have to offer is our humanity," he said. "Success in a profession is one thing, but when you couple that success with the ability to be helpful to others, it becomes far more meaningful." ■

Photos courtesy of: the Cleveland Browns, The Rock and Roll Hall of Fame and Museum, Quicken Loans Arena, Greater Cleveland RTA, and Great Lakes Science Center.



Seen & Heard

Generous donors, from 1914 to the present, have given of themselves to help improve the city and region that we all cherish so greatly, Cleveland Foundation President and CEO Ronald B. Richard told a crowd of more than 150 at the Frederick Harris Goff and Legacy Societies Leadership Reception on October 8 at the Ritz-Carlton, Cleveland.

In addition to the Goff reception, many prominent Cleveland Foundation donors and friends made appearances at fall events, including Donor Conversations on August 28, at the new Ernst & Young Tower and Aloft Cleveland Downtown hotel in the upscale Flats East Bank development.



▲ From left are former Frederick Harris Goff Award honorees Lea and Malvin Bank, Margie and John Wheeler, Sally Griswold, and Robert P. Madison.



▲ John and Tana Carney enjoy the Frederick Harris Goff Awards reception.



◀ Robert and Cynthia Schneider hold the Frederick Harris Goff Philanthropic Leadership Award, presented by Ronn Richard.



▲ Mary Jane Davis Hartwell and her son, Sam Hartwell, attend the recent Donor Conversations event. The topic was waterfront revitalization.



▲ Dr. Carl Doershuk and his wife, Marian, at Donor Conversations.

Save the Date

The 2014 African-American Philanthropy Summit

Presented by



MEDICAL MUTUAL®

“Inspiring 100 Acts of African-American Philanthropy”

Featuring keynote speaker **Henry Louis Gates, Jr.**
Anisfield-Wolf jury chair & Alphonse Fletcher University Professor at Harvard University

Moderated by **Russ Mitchell, Lead Anchor, WKYC Channel 3**

April 26 from 8 a.m. to 1 p.m.

Corporate College East
4400 Richmond Road
Warrensville Heights, Ohio 44128

To register, visit:
[www.clevelandfoundation.org/
AfricanAmericanPhilanthropy](http://www.clevelandfoundation.org/AfricanAmericanPhilanthropy) or
call 216-615-7199

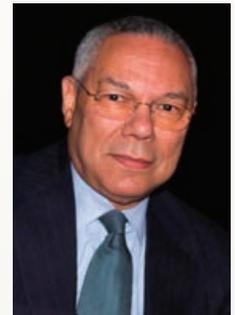
Organized by the Cleveland Foundation African-American Philanthropy Committee

The Cleveland Foundation Centennial Meeting

Presented by



Immerse yourself in the sights and sounds of the Cleveland Foundation’s 100-year history at this community celebration of giving and impact.



Featuring the Robert D. Gries Lecture: “**Change—Leading and Managing**” by **General Colin L. Powell, USA (Ret.), Secretary of State (2001-2005)**

Includes a captivating program followed by a progressive timeline of foundation history with live performances and refreshments.

June 11 at 6 p.m.
Palace Theatre, PlayhouseSquare

.....
Ticket information will be forthcoming.

Stay Connected



The First and the Best: *Online*

The milestone events and individuals that helped shape the Cleveland Foundation's first 100 years now have enduring life in the digital age. To mark its centennial, the Cleveland Foundation recently launched a robust Web history and timeline bringing its current written history up to date and showcasing philanthropy's progressive impact on Greater Cleveland. The site brings the foundation's vast historical archives to life via rich multimedia content, an interactive timeline, and legacy donor biographies, making the Cleveland Foundation model accessible to the world.

The virtual history, complete with top achievements, key grants, and leadership profiles, is available at: www.ClevelandFoundation.org/100



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Judy M. Salm