

FALL/WINTER 2014

# GIFT *of* GIVING

NEWS FOR DONORS AND FRIENDS OF THE CLEVELAND FOUNDATION



+ A CELEBRATION  
TO REMEMBER:  
THE COMMUNITY  
COMMEMORATES OUR  
100<sup>TH</sup> ANNIVERSARY

**INSIDE:** Teresa Metcalf Beasley, Jenniffer Deckard  
and Bernie Moreno join Board of Directors

  
CLEVELAND  
*Foundation*



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

We are thrilled so many members of the Cleveland Foundation family were able to join us in celebrating our exciting centennial year as the world's first community foundation – and what a year it has been!

A hallmark of our centennial was doing what we do best – channeling the passions of generous donors into thoughtful and purposeful grantmaking that meets the needs of our residents, enhances the community, and inspires the hearts and minds of Greater Clevelanders. Amid significant excitement, we facilitated a monthly series of public gifts that showcased our history of community support and encouraged Clevelanders to take full advantage of their great city. More than 130,000 residents from across Northeast Ohio and the state participated in these monthly gifts and expressed heartfelt thanks to the Cleveland Foundation for opening the doors to many of our most valued cultural institutions.

Our centennial was also marked by two additional centennial legacy grants extended midyear by our board of directors. The first grant, announced in July, was an \$8 million lead gift to LAND Studio to support the transformation of Public Square, including naming the south plaza of the new space “Cleveland Foundation Centennial Plaza.” This was followed by a \$5 million grant announced in August to The Trust for Public Land that will allow for completion of the “Cleveland Foundation Centennial Trail: Lake Link,” improving public access to Lake Erie.

The pinnacle of our year was the Cleveland Foundation Centennial Meeting presented by KeyBank in June. The meeting featured the Robert D. Gries Lecture by Gen. Colin L. Powell, USA (Ret.) and a spectacular reception showcasing 100 years of Cleveland Foundation history with live performances, culinary surprises and an immersive timeline showcasing a century of turning passion into purpose. A record 1,200 donors, grantees and members of our community were present to mark this milestone and enjoy an inspiring and memorable evening that will echo through our history for another 100 years.

The foundation looks forward to sustaining this broad-based momentum as we turn the calendar to 2015 and continue our purposeful work as one of Cleveland's proudest anchor institutions. Our centennial and our next 100 years are possible only because of the gift of your giving. 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



## Magnifying Impact Through Appreciated Securities

As we enter the giving season and countdown to 2015, donations of appreciated securities like stocks or mutual funds are attractive giving vehicles for many of our donors. Giving a security that has risen in value is a savvy way to avoid capital gains tax and contribute the full fair market value of the security to your philanthropic fund. The process also allows you to make a tax deduction at the value of the security at the time of transfer. If you are planning an end-of-year gift, both donors and the community gain more when appreciated securities are donated directly rather than converted to cash gifts. Remember, to realize these advantages and earn a 2014 tax deduction, your donation must be complete by Dec. 31, and you need to have owned the security for more than a year.

# Why We Give:

## *The Gay Games LGBT Legacy Fund*



Why do so many organizations as well as individual donors choose to give through the Cleveland Foundation?

The reasons for giving are as unique as the passions and interests of the giver. That's why each issue of Gift of Giving features a discussion on a philanthropic area of interest. This time, we feature Gay Games 9 presented by the Cleveland Foundation and welcome its **Executive Director, Tom Nobbe**, to answer questions about the new Gay Games LGBT Legacy Fund.

### *Why did Gay Games 9 choose the Cleveland Foundation as its philanthropic partner?*

The Cleveland Foundation had stepped up to be the first presenting sponsor in the Gay Games' 32-year history, which showed its commitment to building a more inclusive society. We also knew that the Cleveland Foundation had experts in donor relations and a grantmaking team that could match our intent with organizations that embody the spirit of the Games. Through the fund, we wanted to ensure that the legacy and impact of the Games extend long after the Closing Ceremony.

### *Tell us about the type of fund Gay Games 9 has established with the Cleveland Foundation.*

As a catalyst for long-lasting, positive change in both the lesbian, gay, bisexual and transgender (LGBT) community and the allied community, Gay Games 9 proudly provided the seed money for a field-of-interest fund. We hope that athletes and supporters who had a positive, affirming experience at the Games in August will contribute to Greater Cleveland's LGBT community for years to come.

### *What will be the focus of the fund?*

The Gay Games LGBT Legacy Fund of the Cleveland Foundation will help extend the environment of inclusion



Gay Games 9 Opening Ceremony

PHOTO CREDIT: MATT CORDISH

and diversity created as a result of the hard work these past four years to build a welcoming community for thousands of LGBT athletes, allies and supporters who came to our region for this significant global event. As it grows, the fund will maintain a grantmaking focus on community organizations, programs and services that positively impact and support LGBT individuals.

### *Why is this important?*

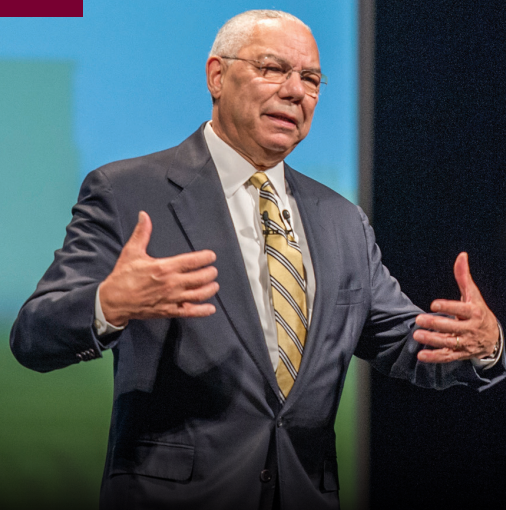
The legacy fund helps the Games become more than a single event or transaction in our region's history. The Games represent the intersection of the entire community coming together in support of the LGBT population, and the fund helps extend the goodwill and the focus on intentional inclusion from our corporate and nonprofit partners in Cleveland and Akron.

### *How can individuals and corporations make contributions to the fund?*

Donations to the fund are accepted online via [www.clevelandfoundation.org/GayGames](http://www.clevelandfoundation.org/GayGames). ■

### **100 Years a Champion**

✚ Throughout its 100-year history, the Cleveland Foundation has maintained a strong commitment to social justice through grantmaking, advocacy and convening roles that have served a diverse population with changing needs. In addition to serving as presenting sponsor of Gay Games 9, the Cleveland Foundation has committed to the LGBT community with support for the LGBT Community Center of Greater Cleveland, the Equality Ohio Education Fund, Cleveland Neighborhood Progress' efforts to create welcoming neighborhoods and the Economic Growth Foundation's partnership with Plexus Chamber of Commerce to build an infrastructure of LGBT businesses and allies.



# A Once-in-a-Century Celebration

▲ Robert D. Gries Keynote Lecturer Gen. Colin L. Powell, USA (Ret.) praises the Cleveland Foundation for its enduring commitment to its donors and to the vision of its founder, Frederick Harris Goff, as well as its record of leadership in addressing tough issues.

**The Cleveland Foundation touched the community in many inspiring ways during its centennial celebration as the world's first community foundation. High points included a landmark centennial meeting, monthly community gifts, centennial legacy grants and engaging donor events. Throughout this historic year, the message was clear: We would never have reached our 100th birthday without the endless support and generosity of Clevelanders.**



▲ The Cleveland Foundation's third centennial legacy grant is announced during a July 15 news conference: an \$8 million commitment to the renovation of Public Square, including a new "Cleveland Foundation Centennial Plaza." The project is scheduled to come to fruition by spring 2016.



▲ Cleveland Mayor Frank G. Jackson addresses the crowd Aug. 19 during an announcement of the Cleveland Foundation's fourth centennial legacy grant, a gift of \$5 million, which will allow the community to complete a trail connecting pedestrian and bike traffic to Lake Erie. The "Cleveland Foundation Centennial Trail: Lake Link" will connect with the Ohio & Erie Canal Towpath at the southern end of Scranton Peninsula and traverse a transformed 1.3-mile abandoned railroad right-of-way through the West Bank of the Flats, terminating at Wendy Park on Whiskey Island.

## SETTING THE STAGE FOR OUR NEXT CENTURY

The Cleveland Foundation further commemorated its centennial with a series of legacy grants, commencing in September 2012 with the announcement of \$10 million to support Case Western Reserve University's new medical education and research building. In 2013, the foundation advanced the grant series by announcing plans to commit \$10 million to create a local Encore program, part of a national movement to utilize the time and talents of Americans aged 50-plus for the betterment of their communities. This year, the legacy grant series culminated with two exciting grant announcements.



## COMMEMORATING 100 YEARS OF PURPOSE

A record audience of more than 1,200 guests gathered June 11 at Playhouse Square for the **Cleveland Foundation Centennial Meeting** presented by KeyBank, an event unlike any other in the foundation's history.

▲ A group of talented Cleveland dancers and musicians sets the tone for the centennial meeting with an emotive rendition of "Somewhere Over the Rainbow," led by local jazz legend Evelyn Wright.

## ADVANCING CLEVELAND'S CIVIC DIALOGUE

Throughout the centennial year, the foundation convened the community for important programs and conversations that reflected on its proud history and supported the momentum of Greater Cleveland.



▲ Dr. Henry Louis Gates Jr. of Harvard University delivers the keynote address, moderated by Russ Mitchell, lead anchor at WKYC-TV Channel 3, during the biennial Cleveland Foundation African-American Philanthropy Summit presented by Medical Mutual April 26 at Corporate College East. Photo credit: Georgio Sabino III.



▲ On May 13, the foundation proudly hosted "The Second Century of Community Philanthropy: Conversations on Innovation and Impact" presented by Huntington National Bank. The event featured a conversation on the first 100 years of the foundation with historian John Grabowski of Case Western Reserve University (right) and Robert Eckardt, Executive Vice President of the Cleveland Foundation (center), moderated by John Campanelli, publisher of Crain's Cleveland Business.



▲ President and CEO Ronn Richard moderates a discussion with Olympic diver Greg Louganis at The City Club of Cleveland on "The Power of Embracing Difference." The special program helped kick off Gay Games 9 presented by the Cleveland Foundation Aug. 9-16. Photo credit: Donn Nottage.



▲ The Anisfield-Wolf Book Awards swept literary enthusiasts off their feet Sept. 11 as three inspiring authors read from and spoke of their books, which explore racism and the diversity of human cultures. From left to right are poet Adrian Matejka with his wife, Stacey Lynn Brown; novelist Anthony Marra; and journalist Ari Shavit. Lifetime Achievement Award winners Sir Wilson Harris and George Lamming gave eloquent videotaped readings and remarks before the audience of 1,000.

# A Return on Generosity

BY GINGER F. MLAKAR, SENIOR COUNSEL AND DIRECTOR OF DONOR RELATIONS

Many Clevelanders have discovered the gift that keeps on giving through donor advised funds at the Cleveland Foundation. Frequently, our donors are able to give away more to charity through the funds than they invest while also maintaining a balance for future areas of philanthropic intent.

"It's one of the greatest joys that many of our donors experience," said Michelle Fritz, Donor Relations and Communications Officer. "They are able to become a lifelong philanthropist as their fund grows in perpetuity through careful financial management by the foundation."

A donor advised fund is an alternative to establishing a private foundation or making a singular, one-time contribution to a cause. At the Cleveland Foundation, donor advised funds can be established with as little as a \$10,000 gift. The donor can then recommend grants to any qualified nonprofit organization in the country based on causes he or she cares about.

"Everyone has their own journey, life experiences and interests," said Donor Relations Officer Paul Putman. "The foundation helps our donors in making decisions about which organizations to support by aligning individual passions with the needs of the community."

For some donors, the decision to allocate funds is a family affair based on dockets, proposals and voting, just like a mini board of directors. For some corporate donors, grantmaking is an employee activity based on staff fundraising and volunteerism throughout the year.

"We can help our donors decide if they should make an impact through a high volume of gifts to many organizations or a few large gifts to a smaller number of organizations," said Donor Relations Officer Judy Salm. "We have an intimate knowledge of the nonprofit landscape in Cleveland, so we can advise on whether they should focus their giving strategy on a nonprofit organization's operating needs or on areas like capacity building, capital campaigns and special projects."

Contributions to a donor advised fund are tax deductible and may include a variety of assets. Donors are able to name their fund's successors to allow for involvement across generations.

To learn more, call a member of our Donor Relations team at 877-554-5054.

## DONOR ADVISED FUND CASE STUDY

Total donor contributions:

**\$1.57 million**

Total grants to nonprofits:

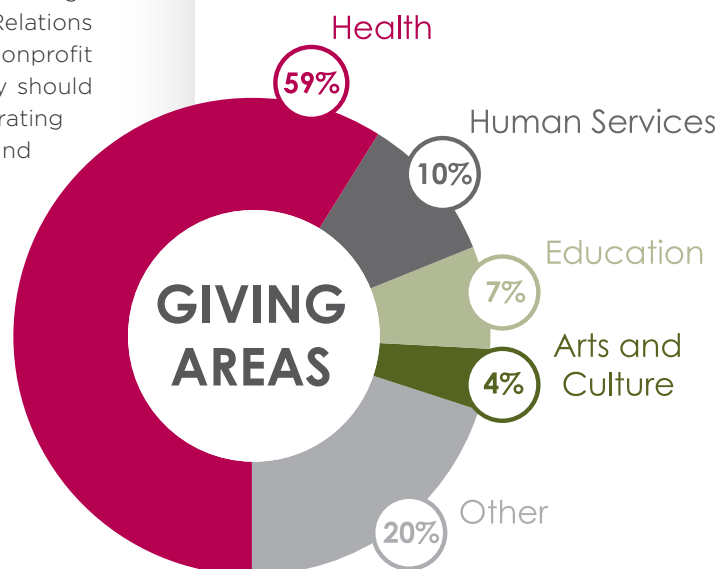
**\$1.71 million**

Fund balance today:

**\$230,000**

Nonprofits impacted:

**178**



The Cleveland Foundation is pleased to announce the appointment of three new members to its board of directors:

*Teresa Metcalf Beasley, Partner at Calfee, Halter & Griswold LLP;  
Jenniffer D. Deckard, President, CEO and Director of Fairmount Santrol;  
and Bernie Moreno, President of The Collection Auto Group.*

The appointments are for once-renewable five-year terms. The new board members replace retiring members Charles Bolton, Sandra Pianalto and Frank Sullivan, whom the foundation thanks for their service.

## New Faces *on the* Cleveland Foundation Board



**Teresa Metcalf Beasley** has worked to improve communities through both her legal practice and her civic involvement. Beasley joined Calfee, Halter & Griswold in 2011 as a member of the Public Law and Finance, Real Estate Development and Finance, and Government Relations practice groups. She was named a partner this year and also co-chairs the firm's Diversity & Inclusion Committee. In addition, Beasley serves as Director of Law for the city of Warrensville Heights.

In 2011, Beasley was named a YWCA Woman of Professional Excellence, and this year, she was honored among Crain's Cleveland Business' "Women of Note." Beasley serves as a board member of Laurel School for Girls and Cleveland Botanical Garden and from 2005 to 2011 chaired the Cleveland Foundation African-American Philanthropy Summit. Beasley earned her law degree from Cleveland State University.



**Jenniffer Deckard** is a longtime leader in the Cleveland business community and a dedicated philanthropist in the region. Deckard has served as President, Chief Executive Officer and Director of Fairmount Santrol since 2013. Previously, Deckard served as President from January 2011 until May 2013, Vice President of Finance and Chief Financial Officer from 1999 until 2011, Corporate Controller from 1996 to 1999 and Accounting Manager from 1994 until 1996. In 2008, Crain's Cleveland Business named Deckard "CFO of the Year" for large, privately held businesses in Greater Cleveland.

Deckard is a board member of Greater Cleveland Partnership, the Chardon Healing Fund and First Tee of Cleveland. Last year, she and her husband, Daryl, received the Cleveland Foundation's Frederick Harris Goff Philanthropic Service Award. The couple was also named Geauga County Foster Parents of the Year. She earned her Master of Business Administration from Case Western Reserve University in 2004.



**Bernie Moreno** bought his first car dealership, Mercedes Benz of North Olmsted, in 2005. Over the past nine years, Moreno has expanded his business, which now includes 31 dealerships throughout Northeast Ohio, Cincinnati and Northern Kentucky.

Moreno launched his career in the automotive industry after earning his Master of Business Administration from the University of Michigan. He has received many honors for his entrepreneurial leadership, including the Midwest Region Entrepreneur of the Year Award from Ernst & Young in 2011 and the Time Magazine/Ally Financial Dealer of the Year Award for the Greater Northeast Ohio Region.

Moreno serves as Vice Chair of both the Cleveland State University board of trustees and the Cuyahoga Community College Foundation and serves on the boards of Greater Cleveland Partnership, Ohio Business Roundtable and the Young Presidents Organization.

## Stay Connected

### Enduring Trust: The Cleveland Foundation Documentary

In this, our centennial year, we at the Cleveland Foundation opened our archives to WVIZ ideastream, our local PBS affiliate, for a production that explores the origins, development and future of the world's first community foundation.

"Enduring Trust: The History and Aspirations of the Cleveland Foundation," aired on local television in October, coinciding with the Council on Foundations' fall conference for community foundations, which brought some 1,400



delegates from 25 nations to Cleveland. The production is now available on-demand via [www.ideastream.org/programs/enduring-trust](http://www.ideastream.org/programs/enduring-trust). The 30-minute documentary features interviews with President and CEO Ronn Richard, Executive Vice President Robert Eckardt and former President Steve Minter (1984-2003), along with perspectives from historian Eleanor Woodward Sacks and centennial consultant Mary Louise Hahn.

If you are looking for even more foundation history, our centennial website includes decade-by-decade descriptions of our accomplishments and civic milestones, all powered by a century of generous donors. Browse it via [www.ClevelandFoundation.org/100](http://www.ClevelandFoundation.org/100).



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## TURNING PASSION INTO PURPOSE

To learn more about giving through the Cleveland Foundation, please call 877-554-5054.



Terri B. Eason



Ann H. Fairhurst



Michelle M. Fritz



Kevin J. Lenhard



Ginger F. Mlakar



Cindy H. Naegele



Paul G. Putman



Kaye M. Ridolfi



Judy M. Salm