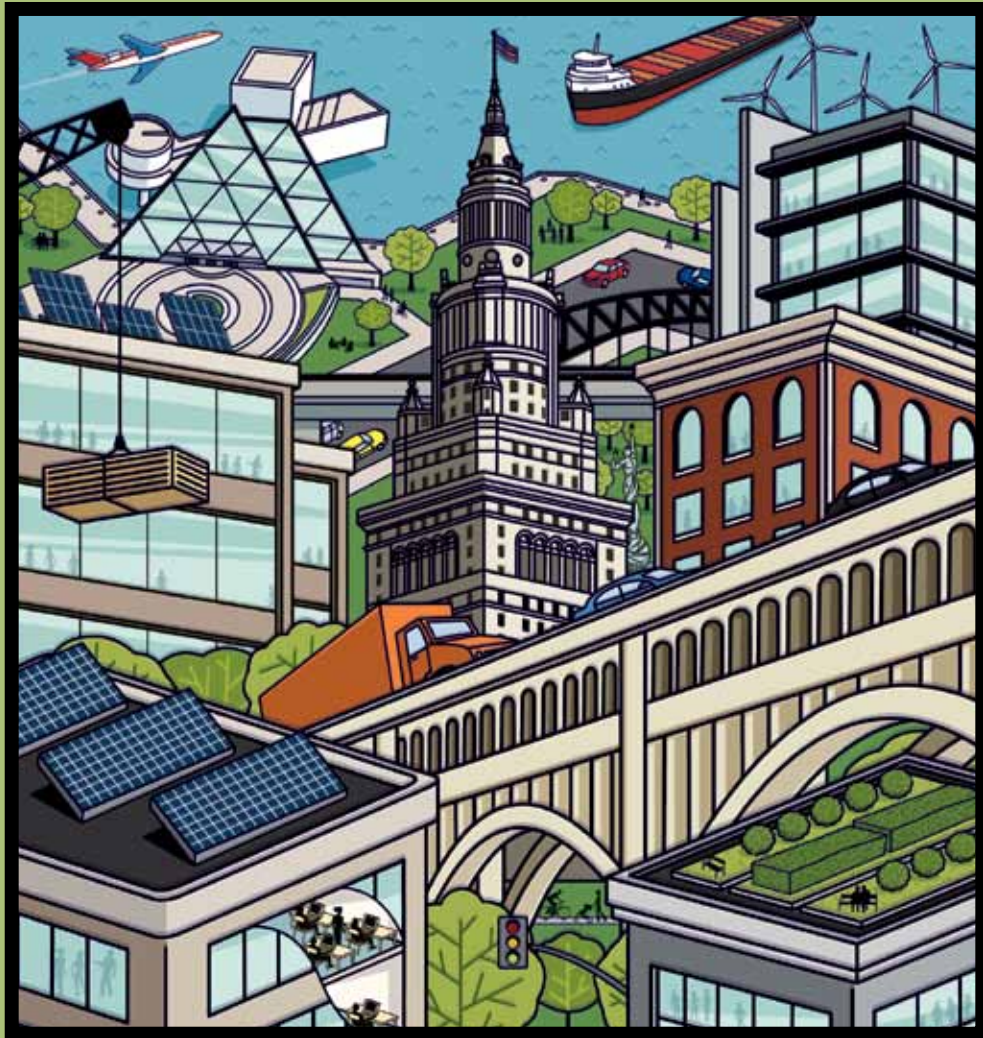


# The Cleveland Foundation



INNOVATION

# FOUND

Innovation is what made Cleveland a great American city in the Industrial Age. And innovation is precisely what will make Cleveland a great American city in the 21st century.

We need a future filled with imagination and brilliance that will ignite the spirit of our people. At the Cleveland Foundation, cultivating innovation is a top priority.

How are we using our financial resources and talented experts to answer the call?

- By helping create 11 new “opportunity schools,” where Cleveland school children are succeeding against imposing odds.
- By helping launch several Evergreen Cooperative companies in local, low-income neighborhoods, offering worker-owners not just employment, but empowerment.
- By leading the charge to establish NewBridge, the Cleveland center for arts and technology, where top-flight instructors use the arts to motivate and inspire youths, and adults learn practical skills for new careers in demand today.

But each success highlights the need to do more. With innovation always at the core of our work, we can revitalize our city and region, together.

## WHO WE ARE

The Cleveland Foundation is the world's first community foundation and a model for community foundations worldwide. We are the people's foundation, established by Greater Clevelanders for Greater Clevelanders.

## HOW WE BEGAN

A century ago, Cleveland teemed with inventors, engineers, and industrialists whose exciting new ideas made the city a mecca of innovation. Amid that hurly-burly of drafting tables and smokestacks, a starched-collared banker conceived one of Cleveland's finest and most enduring inventions: the community foundation.

Frederick Harris Goff hatched the idea of pooling the charitable gifts of Cleveland's philanthropists, living and deceased, into one great and permanent endowment for the betterment of the city. Community leaders would then forever distribute the investment earnings to fund "such charitable purposes as will best make for the mental, moral, and physical improvement of the inhabitants of Cleveland."

From that revolutionary idea, the Cleveland Foundation was born January 2, 1914. Like so much coming out of Cleveland in that golden age, the Cleveland Foundation drew acclaim and imitation the world over. It still does.

More than 1,000 community foundations dot the globe now, inspiring the *Chronicle of Philanthropy* to hail the creation of the Cleveland Foundation as one of the 10 seminal events that shaped the nonprofit world in the 20th century.

## WHAT WE CAN ACHIEVE TOGETHER

The Cleveland Foundation helps caring individuals – people like you – to make our community a better place. Over 96 years, we've distributed some \$1.4 billion in grants to good causes.

Our experts can help you put your charitable dollars to work where they're needed most: in our community's schools, museums, parks, neighborhoods, theaters, research laboratories, health-care institutions, social-service centers, and more. With our impact augmenting yours, you'll see the powerful results everywhere throughout Greater Cleveland.

## HOW YOU CAN HELP

You don't need to be Bill Gates or Warren Buffett to give generously. You don't need to be a billionaire to change the world. As Buffett himself points out, millions of other Americans give in ways just as impressive and meaningful as his. You can be among them.

You can give back to Greater Cleveland by giving *through* the Cleveland Foundation in several ways:

- Make a gift, large or small, to support an important community need. You can contribute any amount – and even donate online with a credit card – to existing funds that support causes that range from meeting basic human needs, to guiding youth, to developing advanced energy.
- Create your own charitable fund at the foundation. The process is simple, and our staff will help you meet your philanthropic goals.
- Plan now to leave a legacy gift upon your death. You can make a provision for a future gift through a will, trust, retirement plan, IRA, or life-insurance policy. We can show you how. We'll ensure your gift benefits worthy causes according to your wishes and, if you choose, in perpetuity.

While you might not have the time to stay abreast of community needs, trends in philanthropy, or changes to the legal landscape, we do. We share that valuable information with you.

You work hard for your money, and you don't want to squander it on a charitable gift that makes little impact. So trust us to help. We've been Cleveland's philanthropic leader for almost 97 years now, and we will be here forever.

Your legacy can be, too.

For more information, visit [www.ClevelandFoundation.org](http://www.ClevelandFoundation.org). You can reach our Gift Planning and Donor Relations team by calling 216.861.3810 or e-mailing [GiftPlan@CleveFdn.org](mailto:GiftPlan@CleveFdn.org).

### MISSION

To enhance the lives of all residents of Greater Cleveland, now and for generations to come, by building community endowment, addressing needs through grantmaking, and providing leadership on key community issues.

### FOR 2009

Assets at year-end: \$1.8 billion  
Total return on endowment investments: 21.95%  
Number of grants: 2,786  
Value of grants: \$79 million  
New gifts received: \$36.3 million

### PHILANTHROPY

We exist because of the extraordinary generosity and vision of our donors. The foundation comprises more than 1,300 separate funds established by individuals, families, organizations, and corporations. We are the stewards of donor dollars, protecting and growing assets and ensuring that the wishes of our donors are carried out. Our board and our investment advisors guide a diversified investment strategy.

### GRANTMAKING

Backed by the strength of a \$1.8 billion endowment, we are Ohio's largest grantmaking organization. The foundation awards grants to nonprofit organizations that benefit Greater Cleveland's citizens, meet important community needs, and test new ideas. We award about 3,000 grants each year, ranging from a few hundred dollars to several million dollars. Our board directs some two-thirds of our discretionary dollars to our community's greatest needs in economic transformation, public-education reform, youth development, neighborhood revitalization, and arts advancement.

### LEADERSHIP AND PARTNERSHIP

We magnify our impact in the community by working in partnership with many local and national organizations, serving as a convener as well as a grantmaker.

# ATION

# CLEVELAND FOUNDATION



# 365 DAYS OF INNOVATION

## JANUARY 2011

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## JULY 2011

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## DECEMBER 2011

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