

GIFT *of* GIVING

NEWS FOR DONORS AND FRIENDS OF THE CLEVELAND FOUNDATION



+ CLEVELAND SAID "YES" TO EDUCATION
WHAT HAPPENS NEXT?

INSIDE: *The Intown Club of Cleveland creates permanent charitable fund*





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

It is hard to believe that it's been a year since Cleveland became the fourth Say Yes to Education chapter in the nation. Since that wonderful news, the Say Yes to Education Cleveland program is coming online with robust support services and the first graduating class of scholarship recipients already enrolled in its freshman year of postsecondary study. Thanks to the generous contributions of individuals, corporations and institutions, we are beginning to realize the impact Say Yes will have on our city and generations of its children. Special thanks to those of you who joined us at various events in support of Say Yes.

On the opposite page, we share the story of The Intown Club of Cleveland, which has been a social club for women in our city for more than 90 years. We are honored to serve as charitable stewards of the club as it prepares to enter its second century as a special interest group within The Union Club of Cleveland. Read more about The Intown Club Legacy Fund, which will support arts and education in our community in perpetuity.

A number of exciting events are also on the horizon. Look for details about our African American Philanthropy Summit on April 25 on the back cover, and please save the date for our Annual Meeting on May 5 and Common Ground day of community conversation on June 28.

As always, we thank you for your partnership and steadfast commitment to Greater Cleveland. We stand ready to help you make your greatest charitable impact.

Warm regards,

Kaye Ridolfi, Senior Vice President, Advancement



A Catalytic Vision for the Community and a New Home for the Cleveland Foundation

In June of 2019, the Cleveland Foundation board of directors authorized the creation of a new home in the MidTown neighborhood for the world's first community foundation. The relocation of the Cleveland Foundation's headquarters will help anchor new civic space designed to connect downtown and University Circle and catalyze additional equitable development along the East 66th Street corridor. The vision includes indoor and outdoor community space that will be accessible and open to the public.

For nearly 40 years, the Cleveland Foundation has called Playhouse Square home, partnering with the community to support the redevelopment of the now thriving theater district. The Cleveland Foundation believes the opportunity to relocate



▲ A conceptual rendering of the proposed new home of the Cleveland Foundation at E. 66th Street and Euclid Avenue. (S9 Architecture)

in MidTown will allow the foundation to continue its mission of place-based community development.

"This move empowers the Cleveland Foundation to stay proximate to the residents and neighborhoods in which we are working to serve in partnership with our donors, nonprofit organizations and the community," said Ronn Richard, President and CEO of the Cleveland Foundation. "And with equitable place-making as the driving force behind this move, we believe this new civic space in the heart of MidTown will unite Cleveland into one contiguous city that benefits everyone."

Why I Give: *The Intown Club of Cleveland Legacy Fund*

Why do so many people choose to give through the Cleveland Foundation? The reasons and interests are as unique as the story of the donor. In the last year, **The Intown Club of Cleveland**, a prominent women's organization, transitioned from its longtime headquarters at Playhouse Square to "a club within a club" partnership with The Union Club of Cleveland. In doing so, the members of the Intown Club also established a legacy fund with the Cleveland Foundation designated to support arts and education, two areas of special interest to club members since the organization's founding in 1927. Today, we talk to **Judy Reeves**, Past President 2015-2017, about the legacy fund and what makes the Intown Club - at 250 members strong - a treasured and dynamic asset on Cleveland's social scene.



◀ Judy Reeves
Past Intown
Club President,
2015-2017

What is the mission of the Intown Club?

"To connect through learning." The membership really wants to be informed about what's happening in town, and many choose to become involved with and support the efforts and activities shared with us by our speakers. We have more than 30 lectures a year covering everything from the business and medical worlds to various nonprofit organizations and the arts and culture scene. We've had artists and writers come to share their works. We've learned about the lakefront, the parks and the airport - ever so many diverse subjects.

What developments began to necessitate a strategic change?

The initial stimulus was that our existing lease came due in February 2019, so we knew we were going to be renegotiating terms. Even before we got into negotiations, we were thinking of plan B.

If negotiations were not satisfactory, where else might we go? The Union Club was just two blocks away with a strong and diverse membership and a tradition of programs that support social, civic and regional activities. Historically, the men who started the Union Club were basically the spouses of the ladies that started us. We reached out to Lawrence McFadden, the general manager, and collaborated on an arrangement whereby we would become a special interest club within their club, and our membership voted to go. As full-fledged members, we are able to participate in all of the Union Club's offerings, and a mutual appreciation has already enriched the partnership.

What motivated your charitable giving?

As the Intown Club dissolves as a charitable institution, it is required to distribute its remaining assets to another charitable institution. Any remaining monies held by the club after all expenses are met will become the corpus of the new charitable fund at the Cleveland Foundation. We wanted our funds to continue to support the club's interests and to do good for the community.



▲ Members of the Intown Club Council pictured in the club's new location at The Union Club of Cleveland, wrapping up and around the staircase, including: Linda Hon, Christine Auginas, Marilyn McDermott, Barbara Driscoll, Betsy Stueber, Judith Brown Bryan, Ginger Van Wagenen, Gillian Weatherhead, Jocelyn Ruf, Dianne Hunt and Ellen Lutjen. Not pictured: Diane DeGrazia and Michele Goldberg.

Why did you choose the Cleveland Foundation as a charitable partner?

Certainly, the reputation of the foundation and its stewardship and financial management are important. We felt very informed about the process of establishing a charitable fund with the foundation and appreciated being able to be involved in designating where the monies would go. Our membership voted that 50% of distributions would fund the arts, and 50% would fund education. Being able to name our fund The Intown Club Legacy Fund was an added bonus so that the club would have a legacy of supporting the community in perpetuity.

What else should others know about the Intown Club?

It's a group of strong women who come with abilities. We have done a lot in the past, and we want to continue to support the city in any way that we can, as evidenced by the new charitable fund. Members really do want to make a difference "in town."

For a schedule of Intown Club activities and information on membership, please visit: www.theunionclub.org.



▲ Ronn Richard, President and CEO of the Cleveland Foundation, announces the results of the landmark Say Yes to Education Cleveland fundraising campaign to a packed gymnasium of students, staff and community leaders at John Marshall High School in January 2019. The Cleveland Foundation committed a \$40 million grant to the program, which has now secured 70% of its \$125 million goal.



▲ Here and on the cover, students react to the news that Say Yes to Education Cleveland holds the promise of tuition-gap-closing scholarships for eligible students after high school.

CLEVELAND SAID “YES” TO EDUCATION WHAT HAPPENS NEXT?

After years of careful planning and collaborative fundraising, Cleveland was announced as the newest Say Yes to Education community-wide chapter just one year ago. Now that the first class of Say Yes to Education Cleveland scholars is halfway through its freshman year of postsecondary study, the new organization has moved quickly to build capacity, develop programming and implement this extraordinary initiative.

What Is Say Yes to Education?

Thanks to Say Yes, eligible Cleveland Metropolitan School District (CMSD) students can now receive tuition-gap-closing scholarships to attend two- and four-year colleges as well

as industry-recognized credential programs. But Say Yes provides much more than scholarships. Say Yes support services – including after-school programming, free legal services and mental health assistance – will be available in CMSD schools from kindergarten through high school, all with the goal of breaking down the barriers that prevent students from succeeding inside and outside of the classroom.

“Say Yes Cleveland is already making a real difference for students and families,” said Diane Downing, Say Yes Cleveland’s Executive Director. “Our team and our partners have worked tirelessly for months so we would be ready to provide postsecondary tuition scholarships to eligible graduates from the class of 2019. At the same time, we’re launching our support services at the first 16 CMSD schools, with family support specialists in each school and services rolling out district-wide by 2023.”

And added assistance from Say Yes Cleveland does not end when the scholarship recipients leave high school. “Say Yes is about creating social capital for our kids and families here in Cleveland that middle- and upper-middle-income families already enjoy,” said Eric Gordon, CMSD CEO.

One way Say Yes Cleveland builds social capital is by connecting each Say Yes Scholar with a mentor through the College Now Mentoring Program. These mentors will support the students throughout their postsecondary experience and serve as a networking resource to help them succeed after earning their degrees.

And the benefits of Say Yes Cleveland extend beyond the students themselves for the betterment of all Northeast Ohio.

“In 2020, 65% of all jobs and careers will require some form of postsecondary education,” said Monyka Price, Chief of Education, City of Cleveland. “Postsecondary education attainment is

also a revitalization tool. If we increase just 1% of postsecondary attainment rates in our region, it will add about \$2.5 billion to our region annually.”

What Has the Cleveland Foundation Committed to the Program?

Say Yes Cleveland’s fundraising success thus far is the result of an unprecedented commitment from partners across different sectors to work together and pledge their resources to the future of Cleveland’s children. The promise of Say Yes Cleveland to the city and its residents is evident in the historic contributions many have made to the scholarship fund, several of which are the largest single gifts ever made by these organizations and individuals.

The Cleveland Foundation has awarded \$40 million to the Say Yes Cleveland scholarship fund. This contribution, one of the largest discretionary grants ever made by a community foundation, is also a record-breaking milestone for the Cleveland Foundation. It represents four times the amount of the previous largest single grant (\$10 million) in the foundation’s history and builds on more than a century of working with community partners to ensure Cleveland’s children have equitable access to quality schools and the support services they need to thrive.

“Say Yes to Education is an unprecedented investment in the potential of our youngest residents,” said Ronn Richard, President and CEO of the Cleveland Foundation. “This multi-generational undertaking has inspired many in the community, including our foundation, to make historic contributions to this game-changing effort because we believe in the transformative power of a quality education. For the next 25 years, Cleveland students will have the chance to realize their greatest dreams, shattering barriers that stand in their way to achieving personal success while also propelling our community to extraordinary heights. The people of Cleveland are our greatest asset. We encourage others to join us in saying ‘yes’ to our students because our shared future depends on the commitments we make today.”

What’s the Status of the Community Campaign?

Say Yes Cleveland has already raised more than 70% of the funds needed to provide tuition scholarships to eligible students for the next quarter-century, and thanks to the generosity of the Greater Cleveland community, the scholarship fund is on-track to meet its fundraising goal of \$125 million within the next few years.

The community continues to “say yes” to the promise and potential of our youngest residents. If you would like to help, please make a donation to Say Yes to Education online via: www.ClevelandFoundation.org/SayYes ■

Students celebrate the Say Yes to Education Cleveland announcement during the event at John Marshall High School last year.



SAY YES CLEVELAND BY THE NUMBERS

POSTSECONDARY ENROLLMENT & SCHOLARSHIPS

- 🎓 Of the 2,161 CMSD students who graduated in 2019, 961 graduates, or 44%, enrolled at a postsecondary institution to pursue a four-year degree, two-year degree or an industry-recognized credential. This represents a 4% increase over the prior year.
- 🎓 720 Say Yes Cleveland scholarship recipients have been reported as enrolled by a Say Yes eligible postsecondary institution (90% of these students are enrolled with an Ohio public institution).
- 🎓 More than 1,400 mentors have been recruited to support Say Yes Scholars, and the number continues to grow.

SUPPORT SERVICES

- 🎓 16 CMSD schools, 10 pre-K-8 and six high schools, were chosen to receive Say Yes support services as a cohort beginning in the 2019-2020 academic year. These services include afterschool programming, legal services and mental health services. Support services will continue to be phased in across all CMSD and partnering charter schools over the next four years.
- 🎓 Each Say Yes school has a new Say Yes Family Support Specialist responsible for connecting students and families with needed services.

Scene & Heard

Cleveland Foundation donors and special guests enjoyed a number of exciting events this summer.



▲ Dancers and drummers from the Lake Erie Native American Council perform at St. John's Episcopal Church in honor of Anisfield-Wolf Book Awards fiction winner Tommy Orange. The Sept. 27 Cleveland Book Week event also featured a reading from the author, whose novel tells the story of 12 Native American characters who converge at a fictional powwow at the Oakland Coliseum.

CLExperience



▲ In June, donors, corporate partners and financial advisors attend CLExperience to hear directly from Cleveland Foundation staff about ways to get involved in our community's areas of greatest need.

Women of Note Legacy Award



▲ Margot James Copeland (center), recently retired Chair and CEO of the KeyBank Foundation, receives the Cleveland Foundation Women of Note Legacy Award from India Pierce Lee, Cleveland Foundation Senior Vice President of Program, and Elizabeth McIntyre, Publisher and Editor of *Crain's Cleveland Business*, during the Crain's Women of Note ceremony July 17.

Anisfield-Wolf Book Awards & Cleveland Book Week



◀ Congratulations to 2019 Anisfield-Wolf Book Awards winners Tommy Orange, "There There," fiction; Sonia Sanchez, lifetime achievement; Andrew Delbanco, "The War Before the War," nonfiction; and Tracy K. Smith, "Wade in the Water," poetry. Highlights from the Sept. 26 ceremony are available on the Cleveland Foundation's YouTube channel.

Cleveland Foundation Annual Meeting



▲ Paul Clark, Immediate Past Regional President of PNC Bank, accepts the 2019 Homer C. Wadsworth Award.



▲ Bill Nye "The Science Guy" delivers the Robert D. Gries Keynote Lecture in conversation with Shanelle Smith, Ohio State Director for The Trust for Public Land.



▲ The cast of Karamu House's "Aida" performs during the Cleveland Foundation Annual Meeting presented by KeyBank on May 7. That night, the foundation announced a \$2 million grant for Karamu House to fund the third phase of its renovation campaign as well as theater, arts education and community programming.

Board Update

Sally Gries elected Chairperson of the Cleveland Foundation Board of Directors, Kathleen Ferry and the Rev. Dr. Robin Hedgeman appointed as new board members



◀ Sally Gries

A board member since 2012, Sally Gries has been elected chairperson of the Cleveland Foundation board, following in the footsteps of retired board chair the Rev. Dr. Stephen Rowan. Gries is founder and non-executive chairperson of Gries Financial Partners, the first female-owned money management and financial planning firm in Ohio. She is also a founder and chairperson of

Fieldstone Associates, a real estate investment advisory firm, and is on the advisory board of Citymark Capital. Gries has served on many boards in Northeast Ohio, including Holden Forests & Gardens, Hawken School and Case Western Reserve University, and is a member of the National Advisory Board of the National Museum of Women in the Arts.



▲ Kathleen Ferry

A North Olmsted native, Kathleen Ferry brings more than 30 years of corporate finance and business operations experience to the board of the Cleveland Foundation. Ferry is a principal with FocusCFO and was appointed to the Cleveland Foundation board by Patricia A. Gaughan, Chief Judge of the United States District Court for the Northern District of Ohio. She is also a member of the Board of Regents at St. Ignatius High School, having previously served on the boards of the Jesuit Retreat House and Magnificat High School.



▲ The Rev. Dr. Robin Hedgeman

The Rev. Dr. Robin Hedgeman is the Senior Pastor at Bethany Christian Church and was appointed to the Cleveland Foundation board by the Cleveland Foundation Bank Trustees Committee. In her role as Senior Pastor, the Rev. Dr. Hedgeman has focused her congregation on a community-centered approach, including the development of a summer enrichment program for youth. She is an adjunct professor for the National Youth Sports Program at Case Western Reserve University, a member of Alpha Kappa Alpha Sorority Inc. and serves as a mentor for the John Adams High School Adopt-A-School Program.

Gries, Ferry and the Rev. Dr. Hedgeman join other current Cleveland Foundation board members Carrie Carpenter, Inajo Davis Chappell, Jennifer D. Deckard, Dr. Hiroyuki Fujita, Robert A. Glick, Constance Hill-Johnson, Bernie Moreno, Michael B. Petras Jr., Beth Oldenburg Rankin, Ronald A. Ratner, Daniel P. Walsh and Ernest L. Wilkerson Jr.

Save the Date!



AFRICAN AMERICAN PHILANTHROPY SUMMIT

April 25, 2020, *from*
8 a.m. - 1:30 p.m.

InterContinental Cleveland

Hosted by the African
American Philanthropy
Committee of the Cleveland
Foundation

2020 Vision: Disrupting the Cultural Landscape Through
Philanthropy *Strategic Giving as a Compass for
Transformational Change*

Online registration opens soon via
www.ClevelandFoundation.org/AAPC

CLEVELAND FOUNDATION ANNUAL MEETING

Presented by **KeyBank** 

May 5, 2020, *at* 4 p.m.

The Agora in MidTown

Tickets available in spring 2020

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