

# Community Catalyst

SUMMER edition } 2011

*Shaping the future of southwest Washington through philanthropy*



## **Donor Momentum Catapults Granting to New Milestone**

*Donor funds help reach \$100 million in total grants awarded*

We accomplish more when we give together. This idea rang true at the 2011 Annual Luncheon when a blare of party horns and a hearty drum roll greeted the announcement of the Foundation's latest collective milestone—\$100 million in total grants awarded.

The crowd gave kudos to the Foundation, but amidst all the excitement they forgot to stop and pat themselves on the back. Realistically, you're the ones who deserve the credit for this accomplishment, because it's through our community's generosity that we've been able to harness the power of collective giving and direct community dollars toward community needs.

Party whistles were aplenty when the Community Foundation's newest milestone was introduced, and these ladies were happy to pose for a picture. From left to right: Ginhee Gentle, Jaehee Rancourt, Jackie Steiner, Mary Hunter and Kaycee Wiita, Board Vice Chair.

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**CF**  
**THE COMMUNITY  
FOUNDATION**

from page one

Every one of us can have an impact on our community's greatest needs, and by building momentum through this philosophy the Community Foundation has seen the benefits accrue.

Take a look out your window. Individuals like you are using Donor Advised Funds to address personally compelling issues. The Foundation's robust grant programs are applying community knowledge and assets to pressing local needs annually. And thanks to private donor investments, we've helped to facilitate civic projects—like Vancouver's state-of-the-art library—that are opening doors for each and every resident.

Our \$100 million milestone is reflected in these community triumphs, but more importantly in the lives they impact. It's the empowerment that students feel after receiving training at the School of Piano Technology for the Blind; the mutual respect that grows between student participants and elderly residents of the Inter-generational Greenhouse project in Skamania County; and the gratitude of a mother whose family is finally able to sit down for a warm meal.

Collective giving impacts lives and is establishing the foundation of our community.

## 2010: A Record Year

Community Foundation for Southwest Washington

**Granting increased 300 percent in 2010**

**\$10.3 Million granted**

**One of the top three giving years**

*The results show that the Community Foundation for Southwest Washington stood tall during a year where community foundations saw giving decline an estimated 2.1 percent nationally.*

*In fact, 2010 marked the first consecutive-year decline on record, and resulted in one-third of foundations forecasting a reduction in funding for 2011. \**

\* Data from the Council on Foundations

## 2011 Annual Luncheon Sponsors

*Coming Together, Moving Forward*

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and Mark J. Kralj, Principal

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**Thank You for Your Generosity!**



Jay and Diane Zidell have befriended a few hard-working servers who have inspired them to open a scholarship fund for Clark County students who are working to overcome personal and financial hardships.

## Donors Offer Tip of a Lifetime

*Scholarship fund helps improve lives through education*

Jay and Diane Zidell are the type of patrons that restaurant owners refer to as “regulars.” They’re loyal to their favorite eateries. They’ve become vested in relationships with staff members and have shared plenty of dinner table conversations with waiters, waitresses, bus boys and hostesses.

Through these interactions they started to see a concerning theme. Many of their dedicated servers were working hard to overcome personal and financial obstacles they had confronted, which required them to focus on their job and income rather than their personal development.

At the same time, Jay and Diane saw that their servers had a strong determination to better themselves and their circumstances. College education and trade schools came up regularly in conversation, and it was obvious that these hard workers already possessed the diligence, self-reliance and work ethic needed to succeed. But something else was missing.

For years, the Zidells gratefully rewarded their servers, but the couple knew that tips weren’t footing the bill. They wanted these exemplary employees to experience a true helping hand—one that would support them in achieving their educational goals..

For the Zidells, the need for a scholarship fund became overwhelmingly apparent. They wanted to provide a resource for students that have a strong desire for personal growth. Students like their servers, who believe in the power of an enriching education.

This specialized need also presented the perfect reason to give through the Community Foundation, because they knew it would take a high-level of expertise to establish their customized philanthropic goals.

The Jay and Diane Zidell Scholarship Fund now offers Clark County students working their way through hardships a much needed break—no matter which career path they choose or their level of enrollment. All it takes is the desire to advance their life and a willingness to enjoy a bit of role reversal.

# Coming Together, Moving Forward

*The 2011 Annual Luncheon emphasizes impact, momentum and legacies*

**More than 600 people attended the Community Foundation for Southwest Washington's Annual Luncheon. The event also recognized the philanthropic triumphs of the past year, as well as a number of the individuals who have helped make them possible. To see more Annual Luncheon photos and video segments online, visit [bit.ly/highlights2011](http://bit.ly/highlights2011)**



David Nierenberg, Board Chair, speaks candidly about how strong communities have an innate sense of civic duty and always hold the whole in higher regard than any singular part. It's why the Community Foundation helps facilitate landmark civic projects such as the new library, the Clark County Food Bank and Congregation Kol Ami's planned synagogue. Such projects continue to set our community apart.



Mary Granger's family accepts the 2011 Catalyst Award for Philanthropic Innovation on their late mother's behalf after sharing a reminder of her industrious, philanthropic legacy. Granger was renowned for launching an array of transformative civic initiatives and organizations in southwest Washington, including the Community Foundation.



Connie and Lee Kearney are honored as the 2011 Philanthropists of the Year. A trail of generous gifts has followed their journey from Oregon State University to Omaha, Nebraska and back to Vancouver, Washington. Here, the couple graces the stage for a heartfelt and humorous acceptance speech that capped the awards presentation with an exclamation point.



**and awards ceremony  
these successes**



Local students comprise the Youth Philanthropy Program, which is designed to provide juniors and seniors in high school the opportunity to learn more about their community's needs and the many different ways they can address those needs. This next generation of philanthropic leaders identifies challenges facing their peers, reviews grant applications and recommends effective programs that will impact local youths.

Board Member Rick Wollenberg catches up with Marykay Morelli, Community Relations Director at Community Home Health and Hospice, and Gian Paul Morelli, Executive Director at the Columbia Theatre, prior to the opening remarks. Through grants from the Cowlitz County Community Fund, these organizations have been able to better serve the growing needs of their region.



Mark Kralj, Principal of Ferguson Wellman Capital Management, applauds the accomplishments of this community and calls on attendees to continue carrying the torch of philanthropy that was lit by their predecessors—America's "Greatest Generation."



Max Kamp, 2011 Friend of the Foundation, receives his award from President Richard Melching for dedicating time and resources to the advancement of philanthropy in Cowlitz County through his roles as a financial advisor and community leader.



Left  
Made up of respected community members, the Cowlitz County Community Fund Grant Committee delves into extensive grant applications before interviewing each potential recipient. From left to right: Dr. Suzanne Cusick, Rick Wollenberg, Max Kamp and Dr. Don Fuesler.

Right  
Donor services officers, Shirley Gross (left) and Anne Digenis, research all grant recommendations.

## Get Peace of Mind When You Give

*Giving is right, but how to give isn't as inherent . . . or easy*

In a time of economic uncertainty, the last thing you need when giving to charity is more of the same.

Warren Buffet has said many times that, "Making money is far easier than giving it away effectively." While the first part is glaringly true for Mr. Buffet, the latter is a caveat for anyone interested in giving.

Recent media reports only make the pitfalls of philanthropic giving more apparent. It seems scandal is just as present of an issue in the nonprofit sector as it is anywhere else. While we all know that the majority of charities serve a commendable purpose, we can't give blindly and expect to accomplish the change we want to see.

Unfortunately, many of the charitable rating systems in place today are still flawed in protecting donors. These tools are often based on inadequate application processes, insufficient tax information or user-generated reviews. So, what are donors to do?

The Community Foundation understands this quandary and is committed to easing donors' minds through informed giving. We hold detailed knowledge of the nonprofit landscape in southwest Washington. Ultimately, this ensures that your grants support charities with a track record of success in addressing local needs, which also means each grant is more impactful.

A vote of confidence from the Community Foundation requires extensive due diligence. We require transparency, because our donors require it of us.

By applying extensive research to grant recommendations our committees and staff members assure that your grants go to qualified nonprofit organizations in sound standing. This legwork involves assessing an organization's tax-exempt status, board and staff leadership, services and programming and fiscal health. The final step includes following up with the organization to ensure it is upholding donor intentions.

These are the metrics that matter when it comes to making a difference, and they take time. As a facilitator in the granting process we provide the prudent management and expertise necessary for impactful granting.

It's what happens when well-intentioned donors connect with effective causes, and that connection is our passion.

## Charity Ledger

*Taking a page from the Community Foundation's register of notable developments within southwest Washington's generous, philanthropic community.*

Congratulations to Ed Lynch, and his late wife Dollie, who will receive the prestigious Vollum Award for Lifetime Philanthropic Achievement from the Association of Fundraising Professionals. The Community Foundation nominated the Lynches for the award, which recognizes individuals who have fully committed themselves to bettering their community through tireless charitable efforts.

The award, given only when deemed appropriate, will be presented at the Portland Hilton Hotel on November 15.



Recently retired WSU Vancouver Chancellor, H. A. "Hal" Dengerink, accepted his honor as Clark County's 2011 First Citizen at the Hilton Vancouver Washington on June 1.

The event brought past First Citizens together, including Royce Pollard who presented Dengerink with the award.

Dengerink noted that our community is all about doing things together and humbly proceeded to credit his family, friends and colleagues for his accolade.

## Charity Ledger

cont.

A group of former Children's Trust Auxiliary members gathered at The Grant House on March 2 to celebrate Term Nylund's life with a light luncheon and champagne toast. The event, A Toast to Term, was organized by the Community Foundation to recognize Term's generous bequest gift that increased the Children's Trust Endowment Fund sixfold.



The Community Foundation's Youth Philanthropy Program finished its second year of granting with a certificate presentation dinner. This year's participants granted a total of \$20,750 to local nonprofits that directly impact their peers, while also learning the intricacies of grantmaking and community needs.

Through their engagement in this proactive program, these students help to foster a sustainable legacy of philanthropy for generations to come.



### The Community Foundation for Southwest Washington

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## Community Catalyst

*We connect people's passions and resources to community needs. Our newsletter name captures our vision to inspire even stronger partnerships and growth in charitable giving. Our thanks to First Independent for supporting our vision financially and with contributed design services that have yielded our fresh new look.*

### The Community Foundation Staff

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**Sarah Nevue**, Vice President of Development  
**Mary Pringle**, CPA, Chief Financial Officer  
**Anne Digenis**, Donor Services and Grants Officer  
**Shirley Gross**, Donor and Nonprofit Services Officer  
**Judy Lundeen**, Development Associate  
**Maury Harris**, Marketing and Communications Officer  
**Pam Cabanatuan**, Accountant  
**Delores Gasper**, Executive Assistant  
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### Join The Conversation:



*Established in 1984, the Community Foundation is a nonprofit, tax-exempt public foundation which collects, administers and distributes philanthropic funds for the benefit of charitable causes.*



*Confirmed in Compliance with National Standards for U.S. Community Foundations*