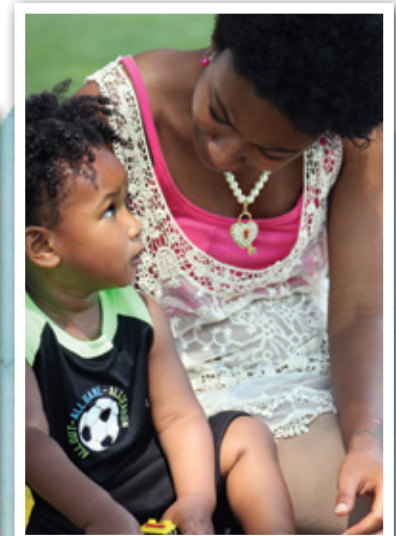
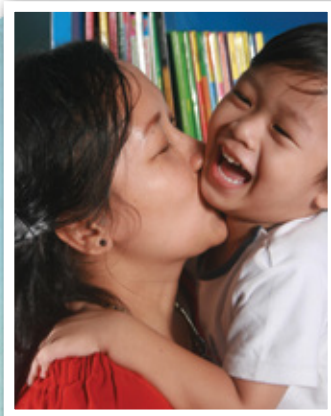




2014 Annual Report

# Going Beyond The Give





# Philanthropy is Transformational

When the Community Foundation for Southwest Washington first defined its mission and drafted its bylaws in 1984 the world looked a whole lot different. In thirty years we have seen the fall of the Eastern Bloc and the rise of the Internet. During this time, the total population of our three county service area has nearly doubled.

Philanthropy has also changed in thirty years. A growing number of nonprofits have forced the sector to more actively demonstrate transparency, measure effectiveness and communicate outcomes. Grantmaking has also moved from a more traditional proposal-based model to become more proactive and engaged in the process. Today, terms like venture philanthropy, strategic philanthropy and impact investing are driving the course of Community Foundations nationwide.

As the charitable sector has matured, so has your Community Foundation. Our team is working hard to make the Foundation a more effective catalyst for change, and our year in review perfectly captures these efforts.

We stepped up to lead a collaborative effort that captured the values and beliefs of our region.

We improved our technology offerings to provide donors with online fund management and grantmaking data. We promoted our region's culture of giving through the first-annual Give More 24! We became more resolute in our discretionary granting focus by providing six \$30,000 anniversary grants to nonprofits addressing the issue of intergenerational poverty locally.

This cause now receives a majority of our discretionary granting. In 2014, that meant providing funds for early learning programs and approving our very first multi-year grant, which will support a housing and education collaborative in the Skyline neighborhood over the next three years. By committing to one cause and directing grant dollars toward strategic, upstream approaches, we hope to create measurable community impact.

All these traits—commitment, collaboration and adaptation—show how your Community Foundation is going beyond the give. We made many advances in our first thirty years, but what lies ahead is even greater. There is always room to improve and that's what we plan to do in the coming years. You can help too. Define what impact means to you and explore how your philanthropy can transform our community.

Jennifer Rhoads, CFP®  
President



# Year in Review



PHOTO BY GRANT MOTT PHOTOGRAPHY



500,000  
VOICES  
Highlights from the 2018 survey of southwest  
Washington residents' values and beliefs



1. Moved the Community Foundation to new offices at 610 Esther Street
2. Launched a redesigned, mobile-responsive website
3. Awarded six \$30,000 Anniversary Grants to interrupt the cycle of poverty
4. Hosted our 30th Anniversary Gala, themed Imagine Tomorrow Today
5. Conducted the 500,000 Voices regional survey of values and beliefs
6. Organized Give More 24!, a day dedicated to local online giving
7. Exceeded David and Patricia Nierenberg's \$500,000 matching grant for the Administrative Endowment



# Celebrating Thirty years 1984-2014



Mary Granger and local leaders establish the Community Foundation

Community Giving Fund is created through gifts from the community

Hands Across America linked the hands of more than five million Americans across the continental United States to raise awareness of hunger and homelessness



Founder Mary Granger leaves her post as Executive Director of the Community Foundation, passing the baton to Nancy Sourek

The Community Foundation awards its first scholarship and cumulative grants top \$1 million as grants are made available to Cowlitz and Skamania Counties

Nelson Mandela freed, leading to South Africa repealing Apartheid laws a year later



The Community Foundation celebrates its 10th anniversary and moves offices to 915 Broadway

Martin Luther King, Jr. Day is designated as a day of service



Propstra Stadium opens and Sculpture Garden is dedicated to Mary Granger

**CUMULATIVE GRANTS SURPASS \$10 MILLION MARK**

1984 1985 1986 1987 1988 1989 1990 1991 1992 1993 1994 1995 1996 1997 1998



Ed and Dollie Lynch give \$100,000 to launch the Administrative Endowment

Live Aid, a benefit concert held in Philadelphia, was watched by 1.9 billion viewers in 150 countries to raise global awareness of famine in Ethiopia

**CHARITABLE ASSETS AT THE COMMUNITY FOUNDATION TOP \$1 MILLION**

Berlin Wall falls and celebration ensues, paving the way for German reunification

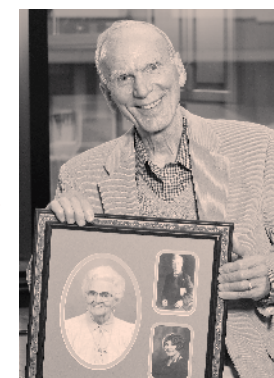


The \$1.15 million Patrick Hough Trust is transferred to the Community Foundation

The number of charitable organizations in the United States surpasses 500,000

Community Foundation assets surpass the \$5 million mark thanks to local philanthropic luminaries like George Propstra and Ed Firstenburg

President Bill Clinton merges two agencies to create what is widely known as AmeriCorps, a program that encourages Americans to serve their communities



First bequest gift from Madalyne Christensen begins a tradition of personal estates entrusted to the Foundation

Million Man March in Washington D.C.

Millennium Project provides \$10,000 grants to enhance 14 cities through public art

189 United Nations member countries commit to achieving eight Millennium Development Goals by 2015



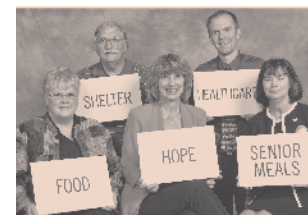
Salmon Run Bell Tower and Glockenspiel completed and dedicated thanks to George Propstra's \$2 million gift to the Community Foundation

Twentieth anniversary celebration welcomes the Counting House at Fort Vancouver and the Travis Hays 21st Century Learning Center



Association of Fundraising Professionals honors the Foundation as Outstanding Philanthropic Foundation and Richard Melching replaces Nancy Hales as president

Provided five \$25,000 Basic Needs grants during the height of the recession to meet increasing community needs



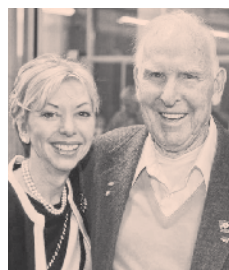
Adopted a strategic focus that directed a majority of discretionary grant dollars toward breaking the cycle of intergenerational poverty

1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013

## TOTAL GRANTS AND CHARITABLE ASSETS SURPASS \$50 MILLION

The Firstenberg Fountains and Jim Parsley Center are completed

\$2.3 billion is donated in the aftermath of the September 11 terror attacks, the largest act of collective giving in America to date for a single event



EW Firstenberg announces a \$3 million gift for an eastside community center from one of his Community Foundation funds

Staff achieves endorsement of National Standards for U.S. Community Foundations



The Women's Movement marks a milestone when Nancy Pelosi becomes the first female Speaker of the House

Community Giving Fund opens competitive grants program and awards \$289,000



Barack Obama is elected the first African-American President of the United States of America

## TOTAL GRANTS TOP \$100 MILLION

The Cowlitz County Community Fund, Youth Philanthropy Program and Professional Advisory Council are established

Bill and Melinda Gates and Warren Buffet establish the Giving Pledge, which encourages affluent individuals to donate the majority of their wealth to charitable causes.



Jennifer Rhoads becomes the fourth President of the Community Foundation as charitable assets surpass \$75 million





"As a cause, hunger was just a natural outgrowth of our earlier experiences, and we're not the spectator type. We like to get involved and really understand what's going on."

— Jim Youde



# Gleaning Impact from Experience

## JIM AND JUDITH YOUDE CROSS-POLLINATED THEIR CAREERS WITH A HUNGER FOR COMMUNITY GIVING

This year, a farmer in Boardman, Ore. will work with Walt's Wholesale Meats in Woodland, Wash. to process more than 30,000 pounds of beef into hamburger. All of this, free of charge to feed the hungry.

Agricultural partnerships such as these allow farmers and ranchers across our region to make headway in the fight against hunger. It seems like a natural fit, but not long ago these connections were rare and acres of good crops would often go to waste.

Jim and Judith Youde, retired owners of an agricultural consulting firm, were familiar with stories of wasted food. As they were selling their business, they also found out that Oregon and Washington ranked among the most "food insecure" states in the nation. There was an obvious disconnect. So after years of bringing goods to markets around the world, they decided to address a new challenge—the hunger crisis at home.

Jim began sprouting a plan for an organization that would cultivate public-private agriculture industry partnerships to boost food security in southwest Washington and Oregon. He and Judith also opened the James and Judith Youde Family Advised Fund at the Community Foundation to support their giving to hunger-related causes.

In 2004, Jim teamed up with a pair of longtime connections who shared his vision of creating a network of farmers and processors that would channel agricultural surpluses into the regional food bank network. Combining forces, the group used their networks and expertise to grow a new organization called Farmers Ending Hunger. Last year alone, their efforts delivered nearly 2.5 million more pounds of crops and livestock to hungry families and individuals.

Soon after, the Youdes saw that the Clark County Food Bank was ripe for strategic development. So, Jim joined the board and began reorganizing. Then he and Judith became driving forces behind a \$4.8 million capital campaign that rallied the entire community, including the Community Foundation. As a result, our region now benefits from a state-of-the-art 22,000-square-foot facility that has nearly doubled local food distribution in five years. Along the way, Jim and Judith have also improved the organization's food production partnerships and distribution channels. Their contributions continue today with another expansion effort that aims to grow the food bank's nutrition education classes, a critical factor in addressing the root causes of food insecurity in Clark County.

By committing to a cause, applying their expertise and forging new networks, the Youdes have gone beyond the call for funds. They have helped southwest Washington and Oregon hold the line against hunger, while many other states are reeling from increasing needs and diminishing resources. This impact is greater than the sum of its parts. And it isn't just dollars and cents, or connections and expertise. Catalytic giving is all of the above.







"I think a lot of walls were broken down. We aren't just there to help the students, we're also there to help show the parents how they can help their kids."

— Allison McGranahan



# Prospering Through Preparation

## FOCUSED GRANTS PASS THE TEST BY USING THE BASICS TO EASE LEARNERS INTO SCHOOL

Preparing kids for kindergarten takes a lot more than new outfits and freshly packed lunches. It takes a village according to Susan Fronckowiak. She found this out after her son, Alex, had difficulties excelling in preschool classes offered by the Washougal School District.

Thanks to Alex's early enrollment, teachers spotted his communication barriers and recommended that Susan look into Ready, Set, Kindergarten! This full-day program, funded in part by a Community Foundation grant, helps at-risk students learn classroom expectations so they can enter kindergarten with confidence.

Due to a lack of early learning investments, not all southwest Washington students have this opportunity. As a result, when the bell rings on the first day of kindergarten, the State Board of Education estimates that only 41% of students are adequately prepared. And this is not simply a parenting issue.

Even Susan, a former teacher with a tight-knit family, found that coaching her own child raises challenges. So when she saw Alex blossom over just six weeks, she was in awe. By mid-summer, he was writing his name and excitedly identifying letters. Even more eye-opening was the realization that her son was becoming an independent learner.

Allison McGranahan, a teacher in Alex's class, said programs like Ready, Set, Kindergarten! offer enormous potential for growth and long-term success. Children grow up in an environment of varied experiences and relationships, and science shows that these interactive influences shape the brain. With upwards of 90 percent of brain development occurring before age five, these early years are key to wiring kids for success.

Using letters and numbers, teachers like Allison encourage kids to ask questions, act appropriately and collaborate with classmates. By the end of the program, students develop social and emotional skills, a set of defined roles and relationships, and a newfound willingness to try.

And the learning goes both ways according to Karen Fox, a principal at Mill Plain Elementary in the Evergreen School District—another early learning grantee. Fox says the Jump Start program also introduces parents to what is expected at school. In addition, teachers learn specific student needs. So, instead of starting a new set of relationships on the first day of school, everyone arrives fully prepared to play their part.

However, the Community Foundation is looking far beyond the first day of kindergarten with its early learning grants. Successful communities strive to get things right the first time by collectively investing in future generations through efforts like the Early Learning Impact Fund at the Foundation. These strategies ensure that all children—especially those in poverty—have the opportunity to fully develop their skills, which eventually leads to economic development and responsible citizenship.

Still, most parents are like Susan Fronckowiak; they just want to help their children love school. Thankfully, the Community Foundation is working to determine which programs are most effective at sparking this passion for learning, so the region can benefit from more eager learners like Alex.





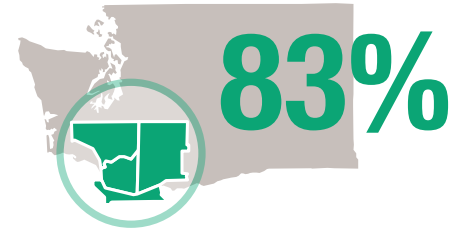
# Annual Granting

Grants Distributed in Dollars

**\$7.83 Million**



Percent of Grants in Service Area



Grants by Cause Area



Basic Needs and  
Healthy Living  
\$3,469,078



Communities and  
Neighborhoods  
\$1,932,325



Education  
\$1,476,777



Scholarships  
\$423,144



Arts & Culture  
\$321,990



Conservation and  
the Environment  
\$207,105

Scholarships Awarded



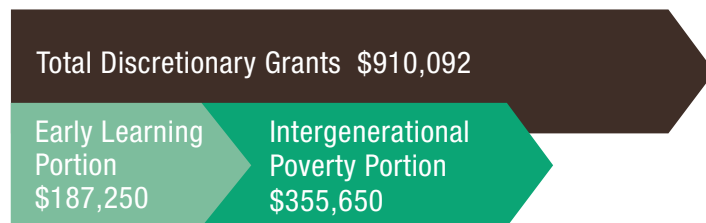
**213**

Number of Grants in 2014



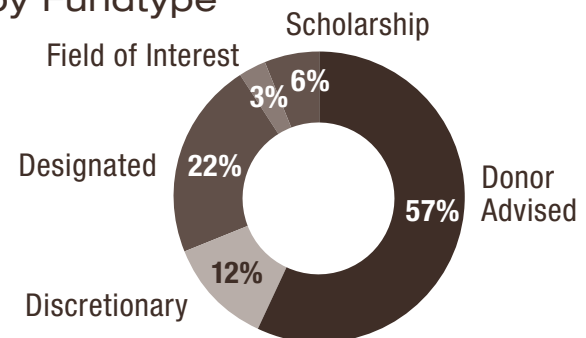
**827**

Discretionary Granting Focus Areas



**60%** of discretionary funding went toward focus areas.

Grants by Fundtype





# Annual Giving

Number of Gifts Received

2,300



New Funds Established

9



Dollars Raised 2014

\$9.78 million

PER DAY  
26K



Largest Gift  
Patricia and  
David Nierenberg  
Family Fund

Smallest Gift  
Monthly Gift to the  
Sgt. John Kyle Daggett  
Memorial Fund



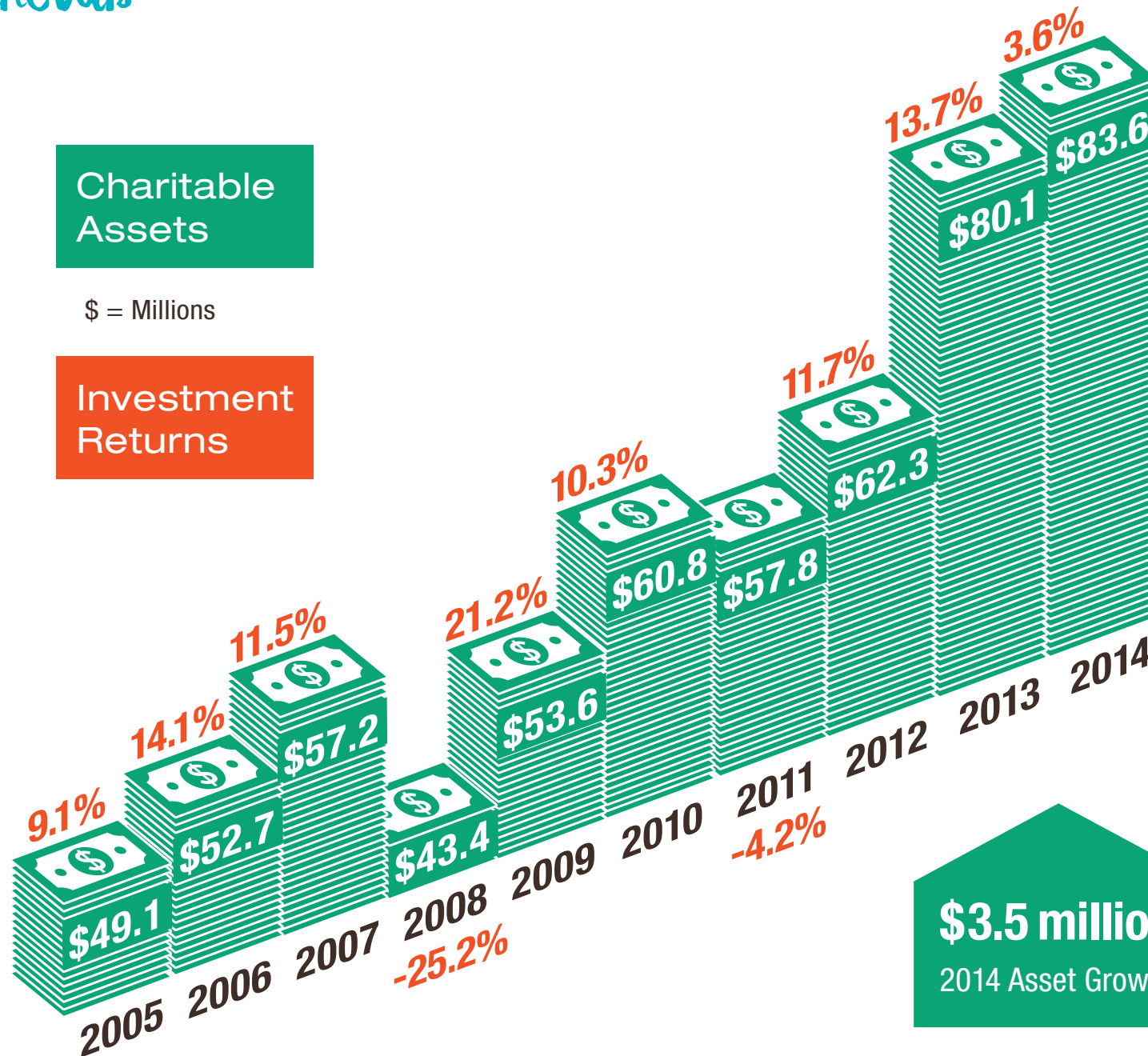


# Financials

## Charitable Assets

\$ = Millions

## Investment Returns




**\$3.5 million**

2014 Asset Growth

# Lifetime Numbers

## Total Funds Established

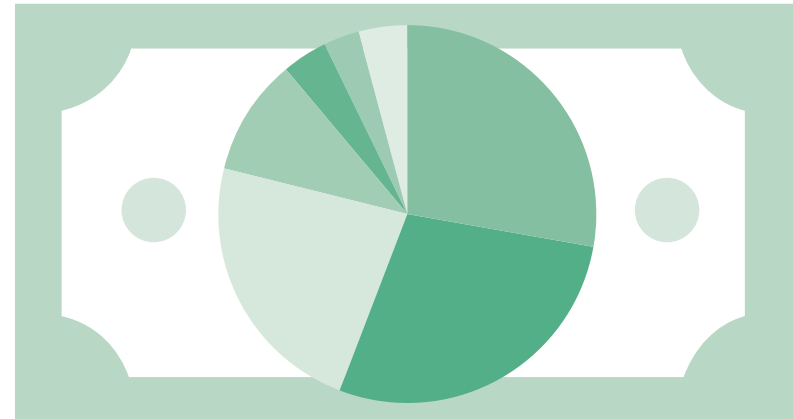
**294**



To review a list of our fundholders and supporters, please visit [www.cfsww.org](http://www.cfsww.org)

## Funds Established by Fundtype

Fundtype	# of Funds	% of Total Assets
Donor Advised Funds	114	29%
Designated Funds	58	27%
Discretionary	32	24%
Scholarship Funds	53	9%
Field of Interest Funds	11	4%
Charitable Trusts	7	3%
Other	19	4%



## Grants Since Inception

**\$139 Million**



## Total Charitable Assets

**\$83.6 Million**



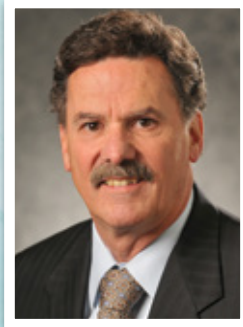
# Our Board



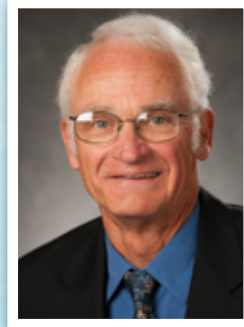
Brett Bryant, Chair



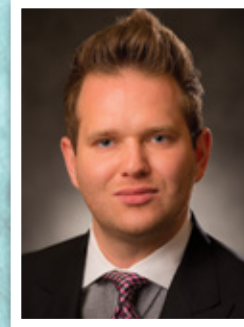
Mark Matthias, Vice Chair



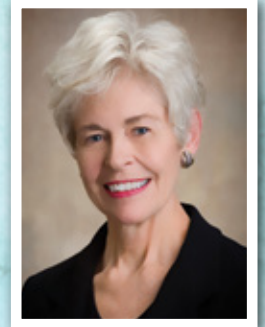
Steve Hansen, Treasurer



Dr. Jim Youde, Secretary



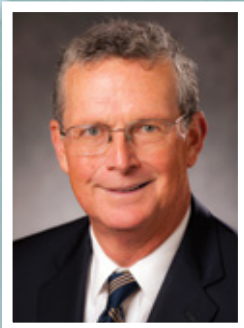
Albert Angelo III



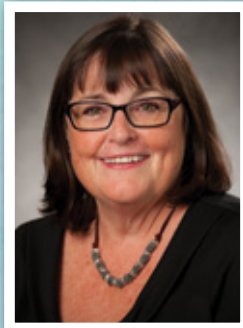
Twyla Barnes, Ed.D.



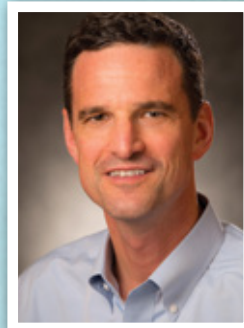
Jody Campbell



Mark Dodson



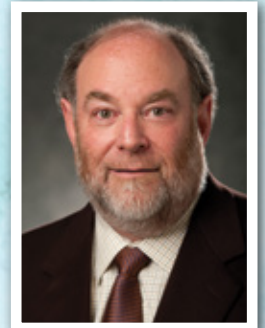
Marty Forsmann



Scott Keeney



Vaughn Lein



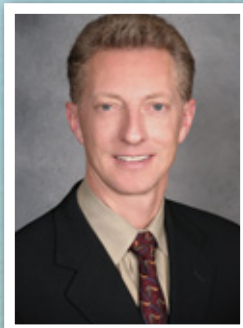
David Nierenberg



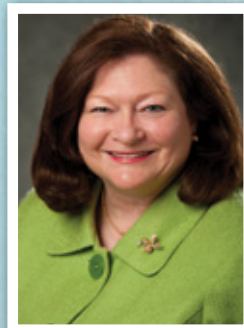
Terry Prill



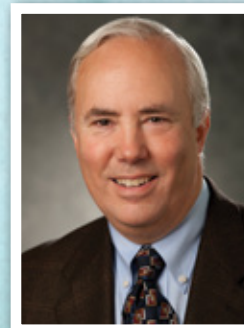
Dr. David Ruiz



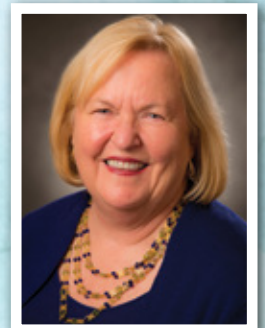
Scott South



Kaycee Wiita



Richard Wollenberg



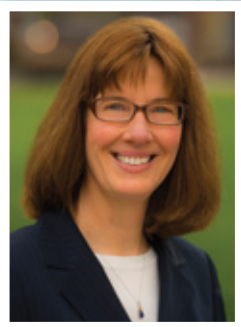
Dr. Candace Young



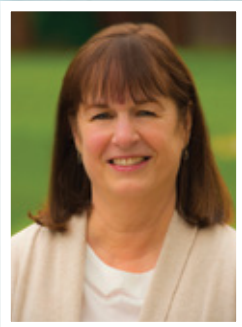
# Our Team



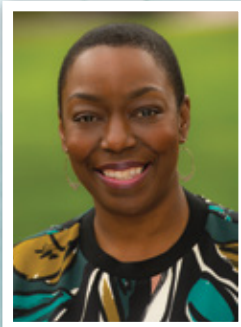
Jennifer Rhoads, CFP®  
President



Mary Pringle, CPA, CGMA  
Vice President and  
Chief Financial Officer



Anne Digenis  
Senior Philanthropic Advisor



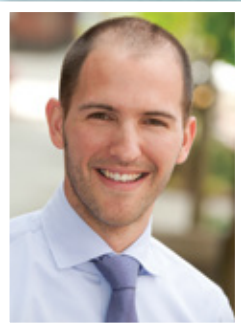
Shona Carter, MBA  
Program Officer



Pam Cabanatuan  
Controller



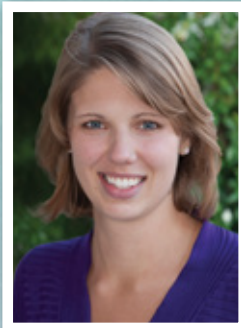
Judy Lundeen  
Donor and Community  
Relations Manager



Maury Harris  
Marketing and  
Communications Specialist



Huyen Truong  
Program Coordinator



Ellora La Shier  
Program and  
Scholarship Associate





**COMMUNITY  
FOUNDATION**  
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WASHINGTON

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