

Foundation Matters



Inspiring and Connecting Thoughtful Giving

Foundation Matters shares the latest news about Toledo Community Foundation, and how we achieve our mission of creating philanthropy and making our community a better place for everyone to live and raise a family.

Toledo Community Foundation is a public charitable foundation serving northwest Ohio and southeast Michigan.

For more information about the Foundation, please contact Mike George or Bridget Brell Holt in our Philanthropic Services department, Mike@toledocf.org or Bridget@toledocf.org.

If you have a special inquiry about our grantmaking process, please contact Anneliese Grytafey, Vice President, Strategic Initiatives & Grantmaking, Anneliese@toledocf.org.

You can reach any of our staff at 419.241.5049 or visit our website at www.toledocf.org.

**Toledo
Community
Foundation**



Forty-Five Years and Going Strong

“Anniversaries are a time when you think back to where you’ve been; we think about the first donors and the first leaders who really believed in the possibilities for the future,” said Keith Burwell, President, Toledo Community Foundation. “Our donors have been incredibly generous in their giving. We’ve had solid stewardship over our assets and our grantmaking, and we’ve benefited from thoughtful and sound leadership throughout our 45 years.”

The story of our community foundation began in the late 1920’s when representatives of local banks worked together to complete all of the legal work necessary to form a community foundation. In doing so, these individuals envisioned an organization that would one day steward the charitable wishes of many different citizens and perpetually benefit the Toledo area.

Walter E. Terhune, who then owned the local lumber company of Clarke and Terhune, shared that vision and made provisions for the financing that would one day allow Toledo Community Foundation (which existed only on paper) to become an active, vibrant part of the community. Through a trust created before he died, Mr. Terhune left his lumber fortune to support his daughter—Alice Crosby Terhune—during her lifetime. The trust provided that, upon Alice’s death, a portion of his estate was to go to Toledo Community Foundation.

Alice Crosby Terhune, who lived in Toledo all her life, passed away in the early 1970s. In 1973, \$145,000 from her father’s trust—created 45 years earlier—established the Walter E. Terhune Fund, the first grantmaking endowment of Toledo Community Foundation.

During that first year, \$1,425 in grants were made to support local charitable projects. From this initial gift, your community foundation has grown and flourished to what it is today.



Since 1973, generous donors have created more than 950 funds; today, the current funds have a combined market value of approximately \$291 million. Cumulative grants to support charitable projects over 44 years have totaled more than \$220 million.

**Cumulative grants to support
charitable projects over 44 years
have totalled more than \$220 million.**

We have the privilege every day of partnering with donors to leave a lasting impression for our communities. We work to match donor passion with purpose to achieve positive community impact today, and for generations to come.

The Toledo School for the Arts is just one of the hundreds of organizations that have benefited from our work.

“Funding from TCF has allowed us to stay true to our mission and strengthen it in many ways,” said Dave Gierke, Development Director, Toledo School for the Arts.

Continued on page 3



Message from the President

Dear Friends,

Happy 45th anniversary to all of you. It's you and the donors, families, businesses and friends who came before you who have helped us reach this milestone. Forty-five years as a community foundation is a testament to the value individuals, nonprofits, families and leaders place on philanthropy in northwestern Ohio and southeastern Michigan. It resonates from the small, three-person nonprofit to the larger and established organizations.

We see the footprints of our donors in the journeys and work of many new, young leaders. We see organizations providing food and shelter for the homeless while also training them for vocations that break the cycle of poverty. We see the arts thriving, mental health gaining more equal footing with physical health, and neighborhoods that have literally risen from the ashes.

We are grateful to all of you and the confidence you have placed in our investments, and the programs and strategic planning we support. But our reflection on this past 45 years will be short. We have work to do.

We have just completed strategic planning sessions with our current and former board members, and will soon have a plan that will take us to Year 50—to advance our financial goals and community impact. We are confident that the Foundation will grow, and the more it grows, the bigger the impact it will have on our region. We appreciate all of you and your commitment to creating a better community for generations to come.

Sincerely,

Keith Burwell, President



Excellence. Accountability. Impact.™

Working Toward a Common Goal



One of the most significant roles of the Toledo Community Foundation is that of convener, particularly for projects involving numerous entities working to solve a significant issue. The Bloomberg Philanthropies Mayors Challenge, which gives major cities the chance to be named a Champion City and receive up to \$1 million in funding to solve an urban problem and improve quality of life, is a perfect case in point.

The Foundation worked with the City of Toledo, Toledo Public Schools, the Toledo Early College High School, and community leaders including Dan Johnson, Father James Bacik and Tom Brady to create a compelling proposal for the Bloomberg Philanthropies Mayors Challenge. The proposed problem involves the City of Toledo's low college graduate rate of 17.4%, one of the lowest in the state. The college degree attainment gap adversely affects wages, economic growth, public health, and other major attributes of a healthy and robust community.

Area education and civic leaders recognize that a root cause of this problem is the need for better access to early childhood education.

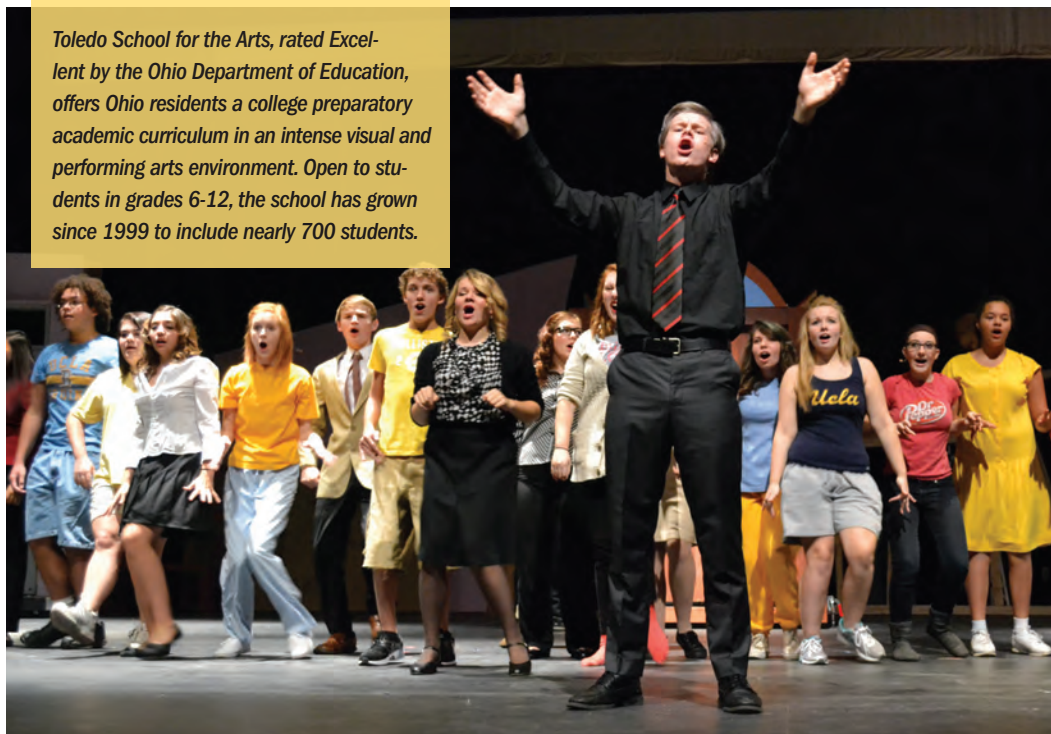
Forty-Five Years and Going Strong *continued*

“TCF’s support has been crucial in growing and improving innovative programs. A couple of grants we have received from the Foundation went to the core of TSA’s existence: integrating arts into academic subject matter. Other grants from TCF helped TSA move a part-time diversity position to a full-time staff position, which has strengthened the diversity within the school and in our work with organizations within the community. A TCF workshop on social enterprise has helped TSA become a leader in social enterprise and workforce development in education. We are being used as a resource for social enterprise by schools around the country.”

“TCF has been one of the best advisors and friends we could ask for,” Dave added. “The staff meets with us every time we request advice. We have been able to build multiple endowment opportunities and scholarships under their assistance. As a relatively new nonprofit we have put together practices and plans that should help sustain the school into the future.”

The Toledo Community Foundation’s grant for a volunteer program at Imagination Station not only got the program off the ground, it’s been steadily gaining momentum.

Toledo School for the Arts, rated Excellent by the Ohio Department of Education, offers Ohio residents a college preparatory academic curriculum in an intense visual and performing arts environment. Open to students in grades 6-12, the school has grown since 1999 to include nearly 700 students.



“The Foundation recognized volunteers were essential to the Imagination Station, particularly as a smaller organization,” said Lori Hauser, chief executive officer of Imagination Station. “Every quarter we continue to see great growth in our program.”

“Toledo Community Foundation has really been an outstanding partner,” she said. “Their

team is so engaged and knowledgeable. The reach of their efforts extends far beyond northwest Ohio.”

“We thank those that have given in the past, are giving currently, or might give in the future,” said Keith. “We are looking forward with great optimism to the future.” 🙌

In 2014, 80% of kindergarteners arrived at Toledo Public Schools needing intervention. Giving children an educational boost through programs like Head Start has proven to create a successful foundation for all future learning.

“The most effective approach for solving this issue involves the expertise of several entities” said Anneliese Grytafey, J.D., Toledo Community Foundation vice president, Strategic Initiatives & Grantmaking, who helped organize the collaboration “By bringing everyone to the table, we helped facilitate a collaborative proposal that has a much higher chance for selection.”

Working together, the organizations proposed an innovative funding model that addresses low educational attainment at both ends of the age spectrum—early childhood and college—in a way that does not require new taxes.

The model is driven by expanded access to Toledo Early College, a Toledo Public School that provides students with a two-year degree

by the time they graduate high school. Under this model, cost savings to the State of Ohio at the college level would be applied to support expanded pre-K. By driving increased enrollment at Toledo Early College, both degree attainment and early childhood education would significantly increase.

Thirty-five cities that present compelling proposals will be selected as Champion Cities in early 2018. Champion Cities will each receive a grant of \$100,000 to engage in a six month “testing phase,” which will allow them to test key assumptions about selected challenges and refine their proposed solutions. In October 2018, four cities will be selected to receive \$1 million prizes, with one selected to receive a grand prize of \$5 million, to be used towards the implementation of solutions.

“Toledo Community Foundation welcomes working on collaborations such as these,” said Anneliese. “We bring an unbiased approach to issues and can assist organizations with creating proposals that address the “big picture” rather than individual solutions. We know that funders are much more likely to support these types of cooperative efforts.” 🙌

Clyde Sluhan's life story could have been very different. As a young boy growing up at the Lutheran Orphans Home in Toledo, where he lived until he was 18 and emancipated (aged-out) from the foster system, life was not always easy. But although he didn't have parental guidance, Clyde had many mentors in his life, including the seniors who lived in the adjacent "Old Folks" home who shared with him lessons of a can-do work ethic. Florence Rees, his high school English teacher, taught him not to settle for anything less in life than what he truly wanted, while college professors and business leaders later took him under their wing.

"Some might say that Clyde thrived at The Lutheran Orphans Home and that its environment formed him into the remarkable family man and entrepreneur that he became," said Sara Baer, one of Clyde's grandchildren. "The many skills he learned in the daily chores done around the Home—carpentry, gardening, and a strong work ethic—stayed with him throughout his life."

Clyde's hard work, perseverance and a love for chemistry led him and his wife, Marian, to create the Master Chemical Corporation in Perrysburg, where he steered the business to incredible growth and was a pioneer in coolant technology.

"Clyde was always grateful to the many people who helped him along the way, and it was his personal mission to leave things better than he found them," said Sara. In honor of his commitment to philanthropy, and the couple's quiet, often behind-the-scenes good work, his children and grandchildren created the Clyde and Marian Sluhan Memorial Fund at the Toledo Community Foundation.

Supporting children in the foster system seemed a perfect way to honor their grandparents.

"Through our relationship with Adopt America Network, it is our hope to assist kids growing up in the foster care system in Lucas County," said Sara. "We want to support these special young people and defray some of the expenses faced during emancipation transition to independence and personal success."

A Place to Call Home

With the help of Adopt America, Kirstina Roberts is now the proud mom of these amazing northwest Ohio kids.



Recently the Clyde and Marian Sluhan Memorial Fund gifted Adopt America Network with \$25,000.

Adopt America Network finds permanent adoptive homes for children in foster care through a national network of public and private agencies and adoptive families. In 2017, Adopt America Network recruited 26 new adoptive families, completed 67 home studies and placed 84 children in permanent homes. AAN is currently providing specialized family recruitment efforts for 83 children from northwest Ohio counties. The number of children in foster care has risen 11% in the last five years,

and 28% of those children are victims of the opioid epidemic.

"In the spring of 2017, we met with Wendy Spoerl, president of Adopt America Network in Toledo," said Sara. "We discussed the specific challenges faced by young adults in the foster care system that were in the emancipation process."

Emancipated young adults, who have not been adopted before becoming 18, often face challenges in finding housing, jobs and completing educational goals.

"We were able to specify three areas of greatest need," said Sara. As a result, they decided to earmark our gift to support 2018 programs for emancipated youth—\$10,000 for education and training, \$5,000 for drivers' training, and \$10,000 for food, clothing and housing costs."

"The funding from the Clyde and Marian Sluhan Memorial Fund is a tremendous way to address the needs of the young adults who must begin a new life out of the foster system," said Wendy. "When these young people age out of the system they often face challenges

"Faith-based communities have services with engaged audiences every week or weekend. With the amount of churches and places of worship in northwest Ohio there are ample opportunities to have the display viewed resulting in more opportunities to find permanent homes for children."

"Our goal is to find an adoptive family for every child in foster care," said Wendy. "We're tenacious. It is not okay to us when a child has another birthday in foster care. Helping a child find a permanent home not only

"Our goal is to find an adoptive family for every child in foster care... Helping a child find a permanent home not only benefits that child, it also benefits the community."

— Wendy Spoerl, Adopt America Network

most young adults are not dealing with, like homelessness, medical and mental health issues, and isolation."

In addition to the \$25,000 gift from the Clyde and Marian Sluhan Memorial Fund, Adopt America Network recently received \$25,000 in funding from Toledo Community Foundation's Community Funds for the Northwest Ohio Heart Gallery. The Heart Gallery is a travelling display of photos of some of the 211 children who are in the foster care system in northwest Ohio and are waiting for an adoptive home.

"The Heart Gallery is a creative approach that has been successful in other cities across the nation," said Wendy. Currently, there are only a few Heart Galleries in Ohio, and until now there were none in northwest Ohio.

"We have partnered with Open Homes, an all-volunteer nonprofit organization, and local county Public Children Services Agencies to feature our waiting list of children."


"We take the Heart Gallery to places where people and families are," explained Wendy.

benefits that child, it also benefits the community and the county."

To support its efforts, Adopt America Network has received \$230,000 in funding through Toledo Community Foundation over the past 10 years.

"We have a really good rapport and working relationship with the Foundation," said Wendy. "They know me and they understand how Adopt America Network works."

"We can turn to Toledo Community Foundation for their expertise in collaborative opportunities," said Wendy. "They offer advice and guidance with funding opportunities. There have been numerous donor advised and other funds through the Foundation that have provided funding for us over the years."

"The funding we receive is crucial to the future of children in foster care in northwest Ohio," she said. "It would be wonderful to have many more stories like that of Clyde Sluhan." 

Foster Care and Adoption By the Numbers

Number of children in foster care

437,465 United States

13,683 Ohio

1,285 NW Ohio

Number of children who cannot return home

191,364 United States

3,421 Ohio

314 NW Ohio

Number of children who aged-out in 2016

56,507 United States

895 Ohio

62 NW Ohio

Number of children awaiting adoption

117,794 United States

2,421 Ohio

174 NW Ohio

Lucas County 2017 records show:

- 1,000 children in foster care
- 59% of new cases involved parents using drugs
- 30% of the new cases were due to opiate addiction
- 300 licensed foster homes (the need is for twice that many)

Call Lucas County Children Services at 419.213.3336 to explore becoming a foster parent.

To learn more about how you can help a child waiting in foster care, call Adopt America Network at 419.726.5100 or visit www.adoptamericanetwork.org.

The Ohio and Northwest Ohio statistics are from the PCSAO Factbook, 13th Edition (2017)

Foundation Dollars at Work

Chrysalis Program Reaches Out to Pregnant Moms

With a \$200,000 grant from Toledo Community Foundation, Harbor Behavioral Health/ProMedica Foundation will expand its Chrysalis Program, a residential treatment and transitional care facility for pregnant women with addiction. Chrysalis helps address a significant gap in local health care. The program gives mothers and their babies a stable living environment, medical care and therapy. It also connects the women with resources such as housing, employment and benefits to help them achieve ongoing health and recovery. Harbor Behavioral Health/ProMedica Foundation is one of ten nonprofits that received grants totaling \$385,344 from Toledo Community Foundation's Community Funds.

Other grants were awarded to:

- **Adopt America Network** – \$25,000
Support the Heart Gallery of Northwest Ohio, a program designed to increase the number of adoptive families in northwest Ohio.
- **Black Swamp Conservancy** – \$50,000
Support the Sustainable Farmland Preservation Program, which aims to preserve farmland and promote small scale agriculture.
- **Cherry Street Mission Ministries** – \$20,000
Support vocational training and housing services for homeless young adults.
- **Council of Michigan Foundations, Inc.** – \$5,000
Support the Great Lakes Funders Collaboration.

The Center of Hope received funding for job-skills training programs from the Stranahan Supporting Organization.

- **Foundation Center – Cleveland** – \$3,500
Support programming for nonprofits in northwest Ohio.
- **National Wildlife Federation-Great Lakes Regional Center** – \$50,000
Support the Sacred Grounds program, which engages the faith community in neighborhood conservation activities.
- **Read for Literacy, Inc.** – \$10,000
Expand the Teen Writing and Claire's Day Author and Illustrator visitation programs.
- **The Sisters of St. Francis** – was awarded \$18,344 through the Community Funds Accelerator grant program to evaluate the organization's environmental sustainability initiatives.
- **Toledo Opera Association** – was awarded \$3,500 through the Community Funds Accelerator grant program to evaluate the Opera Is a Story program.

Grants from the Foundation's unrestricted funds (aka Community Funds) are considered two times annually, and are awarded only to nonprofit, charitable organizations.

Anderson Foundation Supports Programs Aligned with Aspire

Mom's House knows how important it is to guide at-risk single parents through the process of achieving their education goals and to become effective parents. They also know how crucial early childhood education is. A \$25,000 grant from the Anderson Foundation will help Mom's House continue to provide its 5-Star Step Up to Quality Initiative childcare center to young moms working to graduate from high school, technical school and college. The childcare center provides educated, loving and dedicated childcare staff and low child-to-teacher ratios.

The \$25,000 grant is one of four grants totaling \$76,016 that the Anderson Foundation recently awarded to area nonprofits. In 2017, the Anderson Foundation partnered with Toledo Community Foundation to release a special funding opportunity to area nonprofit organizations providing services that are aligned with the goals of Aspire. Grants were also awarded to:

- **Baby University** – \$15,000
Deliver an enrichment program that offers education and support to parents of infants and toddlers residing in Toledo's Old South End.
- **Partners in Education** – \$11,016
Support a project developed in partnership with Family House shelter to improve parental understanding of early learning milestones and access to educational resources.

Read for Literacy expanded its Teen Writing program thanks to a grant from Toledo Community Foundation unrestricted funds.



■ **YMCA and JCC of Greater Toledo** – \$25,000

Support a continuous improvement project designed to enrich the organization's capacity to deliver high quality early childhood education.

Stranahan Supporting Organization Promotes Job Readiness Training

The Center of Hope Family Services, Inc., which works to improve the life outcomes of adults, children and families in urban settings, recently received a \$29,200 grant from the Stranahan Supporting Organization of Toledo Community Foundation. They will use the funding to support job readiness training and supportive services for low-income families. The Center of Hope Family Services offers a program called ENGAGE which gives Lucas County parents a chance to grow and develop through parenting and life-skills training to become successful providers and role models. Through ENGAGE, parents receive career, work ethic, and job-seeking training along with access to job placement services and referrals to GED preparation and other Lucas County resources.

The grant to the Center of Hope Family Services was one of ten grants totaling \$297,937 the Stranahan Supporting Organization awarded to the following organizations and initiatives:

Call Us Before Submitting

Toledo Community Foundation staff is happy to meet with you and is available to answer any questions you may have regarding the grant application process. We encourage you to call us **before** submitting a proposal. You may reach us at 419.241.5049.

■ **Arts Commission of Greater Toledo** – \$27,000

Support creative placemaking activities in the Old West End Neighborhood Initiatives community.

■ **Aspire** – \$22,500

Support the general operations of Aspire, a data-driven, collective impact strategy to advance the success of Lucas County children from cradle to career.

■ **Beach House, Inc., dba Leading Families Home** – \$27,000

Support emergency shelter and supportive housing services for homeless families.

■ **Diabetes Youth Services** – \$22,500

Support programming for children with diabetes.



The Toledo Football Academy received support for a soccer program for children with disabilities through the Toledo Walleye Hockey Club's Wishing Well Fund.

- **Green and Healthy Homes Initiative** – \$46,033
Support coordination and facilitation of a community-wide initiative to improve the health and well-being of low-income children and their families by creating efficiencies in the delivery of housing interventions.
- **Kidney Foundation of Northwest Ohio** – \$27,000
Support the Promise Program, which provides emergency assistance to kidney patients.
- **Polly Fox Academy** – \$23,670
Support student service programming for pregnant and parenting teens.
- **Toledo-Lucas County CareNet** – \$27,000
Support care coordination services for low-income recipients of CareNet healthcare services.
- **TutorSmart of Greater Toledo** – \$46,034
Support start-up expenses of a new community-wide initiative to improve afterschool and out of school academic tutoring.

Wishing Well Fund Promotes Fitness


It can be challenging, especially for children, to stay active during colder months. The Toledo Walleye Hockey Club's Wishing Well Fund makes it a little easier by funding area nonprofit organizations that promote a variety of fitness and wellness activities for children during cold weather months.

In this last cycle, the Toledo Walleye Hockey Club's Wishing Well Fund awarded \$26,300 in grants to:

- **After-School All-Stars Ohio** – \$5,000
Support sports programming serving students at three Toledo elementary schools.
- **Black Swamp Ice Frogs, Inc.** – \$10,000
Support a hockey team that serves youth with disabilities.
- **Boys & Girls Club of Lenawee** – \$2,500
Support winter sports and nutritional programming.
- **Toledo Cultural Arts Center at the Valentine Theatre** – \$800
Support professional instruction for 30 dance students from northwest Ohio.
- **Toledo Football Academy** – \$8,000
Support a soccer program for children with disabilities. 

Upcoming Grant Deadlines

April 15, 2018: Andersons Fund Supporting Organization (supports requests related to capital projects).

For more information about various grant opportunities and to view guidelines, go to www.toledocf.org and click on Grants. 

Now is the Perfect Time

You think about giving back. About leaving a legacy or making an impact now. And then you wonder, “But where do I start?” The most logical place to start is with experts who spend every day helping make those decisions easy. That’s what the Toledo Community Foundation is here for—to offer the expertise and knowledge to create the most effective and meaningful vehicle that fits your interests and life. Here’s how it works:

We take care of almost all the details; your role is to simply share your thoughts and interests. We will help define your charitable goals and identify areas of philanthropic interest.

Then we help you choose the most effective vehicle for your charitable giving. We will explain the differences and benefits of an individual or family donor advised fund, field of interest fund, or corporate foundation.

We do all the technical work—we provide expertise in grantmaking, charitable estate planning, due diligence, fiscal management and legal requirements.

Here are some of the most popular giving vehicles donors choose:

A bequest in your will is a simple way to leave a lasting legacy.

A life insurance policy can be changed to designate the Foundation as the owner and/or beneficiary of a policy.


Retirement fund accounts. You can give all or part of these assets to the Foundation, both during your lifetime and/or at your death.

Donor Strategies in the New Tax Law

The new tax structures may hold some good news for you. Creating a Donor Advised Fund at Toledo Community Foundation may provide the tax benefits you desire, but we offer far more opportunities to you than that!

By creating a Donor Advised Fund at Toledo Community Foundation, you will experience these benefits:

- 45 years of experience in creating philanthropy and supporting nonprofit organizations from A-Z at our donors’ recommendation
- Your money is invested and managed locally
- Knowledgeable staff with expertise in all local nonprofit areas including arts and culture, economic opportunities, education, environment and conservation, health and human services, among others.


Call Mike George or Bridget Brell Holt today to open a fund at the Foundation. We are just a phone call away. 419.241.5049. 

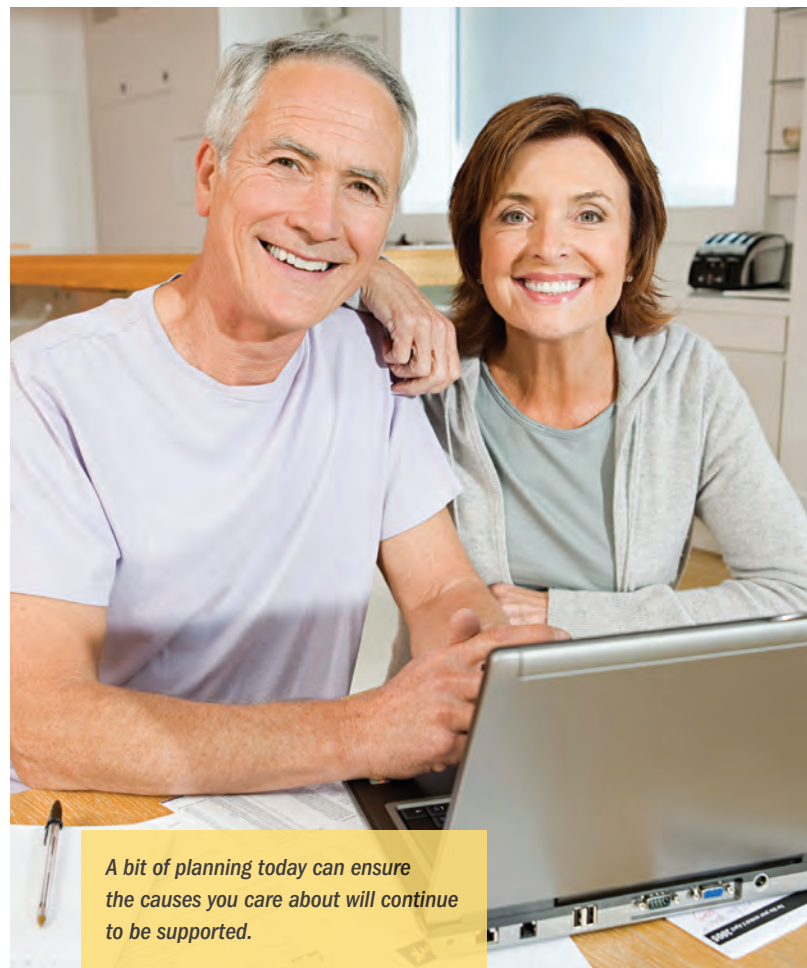
Real estate (land, primary residences, vacation homes or farm land, for example) can be donated to the Foundation and deducted at full fair market value, up to 30 percent of one’s adjusted gross income. The Foundation sells the real estate and the net proceeds capitalize a new fund or are added to an existing fund. Similarly, tangible personal property can be donated to the Foundation, which is also then sold.

A Charitable Remainder Trust allows you (or other named beneficiaries) to receive lifetime income. Upon your death the remaining principal creates a fund at the Foundation. You receive an immediate charitable deduction for a portion of the gift and avoid capital gains tax.

A Charitable Lead Trust creates income for the Foundation for a specified period, after which the remaining principal is distributed to named beneficiaries. Gift and estate taxes are reduced with this type of gift.

Transfer of a private foundation offers many advantages, including lower overhead, staff to assist with your charitable goals, and a higher tax deduction for any future gift, to name only a few.

Make 2018 the perfect year to begin your legacy. Contact Mike George or Bridget Brell Holt in our Philanthropic Services Department at 419.241.5049, or email Mike@toledocf.org or Bridget@toledocf.org. 



A bit of planning today can ensure the causes you care about will continue to be supported.

The Center

for nonprofit resources



Heather L. Bradley
Director
The Center for Nonprofit Resources



Toni Shoola
Associate Director
The Center for Nonprofit Resources



The Center convened nonprofit professionals in its first Mastermind group to focus on #GivingTuesday.

Center Introduces Mastermind Series

In 2017, The Center for Nonprofit Resources piloted an innovative approach to provide technical assistance by convening nonprofit professionals who were independently addressing a specific opportunity (or challenge). While these groups, known as Mastermind groups, have been used successfully in the corporate and entrepreneurial communities, it was a fresh approach for our nonprofit professionals. The focus of the 2017 series was #GivingTuesdayNWO, and it received rave reviews from participants.

The benefits of participating in a Mastermind group include:

- Tap into the collective wisdom of the community for specific knowledge and new perspectives
- Get ideas, resources and processes to help your organization increase effectiveness
- Form connections with incredible people to create support, energy and momentum
- Create an accountability structure to support your organization's goals

In 2018, we are extending this opportunity to nonprofit board members to tap into support from your peers in our community and The Center. Our next

series is the Nonprofit Board Mastermind, to help you and your organization deepen your impact.

All sessions will be held at The Toledo Club in downtown Toledo.


Executive Director Performance Management
Tuesday, April 24, 2018, 7:30-9:00 am

Board Self-Assessment
Tuesday, July 24, 2018, 7:30-9:00 am

Strategic Planning
Tuesday, October 16, 2018, 7:30-9:00 am

Additional benefits include templates and checklists to address key issues at the Board level, and access to a Closed Group on LinkedIn to stay connected between the in-person sessions.

There is no fee to participate and you can register at www.c4npr.org. If you have questions you can contact Heather Bradley at 419.241.9513 or Heather@c4npr.org.

For additional information about The Center and to learn more about the 2018 Professional Development workshop offerings, visit www.c4npr.org. 

Impact of #GivingTuesday Continues to Grow

With targeted marketing through emails, Facebook, and Instagram videos and posts, the local nonprofit organization Food for Thought built up awareness for 2017 #GivingTuesday. The effort relies primarily on social media for gathering donations on the Tuesday following Black Friday and Cyber Monday each holiday season.

#GIVINGTUESDAY™ NWO

“We also set a lofty goal for this year” said Jill Bunge, executive director of Food for Thought. Their efforts paid off. They exceeded their goal of \$7,000, raising more than \$8,000.

“We have a strong brand and social following, including over 4,440 Facebook friends and a large Instagram audience,” she said. “We got a lot of leverage through unsolicited Facebook donors who learned about us through our followers when they shared information on their pages.”

Toledo Community Foundation partners with The Blade to promote #GivingTuesday each year. The social media day of giving fits into the Foundation’s mission of promoting and creating philanthropy and gives all local nonprofits, especially small grassroots nonprofits, an opportunity to maximize online giving.

“The Toledo Community Foundation has really raised the community’s awareness of #GivingTuesday and helped leverage people’s knowledge of what it is and how they can help,” said Jill.

The local 2017 #GivingTuesday effort resulted in 208 organizations participating in the event, which also allowed them to apply for a matching grant of up to \$500. 155 of those organizations applied for matching funds.

The Center for Nonprofit Resources conducted a survey regarding local nonprofits’ involvement in #GivingTuesday. Of those responding, the total raised was \$630,965. Combined with the grant and award dollars dispersed, our local nonprofits benefitted to the tune of more than \$710,000 for their 2017 #GivingTuesday efforts.



Volunteers Austin and Danny help distribute fresh, locally grown produce at one of Food for Thought's mobile pantry sites.

Food for Thought, which coordinates mobile food pantries that provide assistance at multiple partner sites throughout greater Toledo, will use the money raised on #GivingTuesday to make critical repairs to its food pantry trailer.

“I think part of the appeal of #GivingTuesday is that people like to see tangible results of where their donation is helping,” said Jill.

“People can see the impact of social media on an organization’s donations in real time.”

Thank you to the Anderson Foundation, Harbaugh Family Fund/SkyLIFE Technology, Inc. and the Makulinski Family Foundation for providing matching funds to this year’s participating nonprofits. 

300 Madison Ave., Ste. 1300 • Toledo, OH 43604



**Toledo
Community
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*Inspiring and Connecting
Thoughtful Giving*

Toledo Community Foundation

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Do you follow and like Toledo Community Foundation on Facebook? You'll get the latest updates and news about our northwest Ohio community on our page. We welcome your comments and questions.

Visit us on the web at www.toledocf.org. You'll find important information about upcoming grants, creating a fund, making an online donation, and more. 

Please Provide Your Current Contact Information

Toledo Community Foundation wants to ensure that we have your most current email contact information to keep you up to date with important news.

If you have a new email address or have yet to provide us with yours, simply send it to: Laura@toledocf.org and type "Update Email" in the subject line so we can update our database. Thank you! 