

Healthy Youth. Healthy Seniors.

Maximizing tobacco settlement funds across Michigan

Community foundations are forging strong partnerships with state government, engaged citizens and local leaders to improve lives and communities.

Michigan community foundations

For **good.** For **ever.**°



Community foundations and the State: partnering to improve lives





Well-positioned to link regional and statewide efforts, community foundations blend an insider's deep knowledge of local issues, needs, resources and people with a collaborative network of experience and strategies for systemic change.

In 1998, Michigan became one of 46 states to collectively settle pending lawsuits against the tobacco industry to recover smoking-related health care costs. From this settlement, a unique partnership between the state government and community foundations emerged, providing for a share of funds that the state received to be distributed in each county via the stewardship of community foundations. Between 2000 and 2003, the Council of Michigan Foundations received more than \$20 million to allocate to the state's 64 community foundations, based on each community's youth and senior populations.

Through these funds established at the community foundations, more than \$10 million quickly made its way into communities to support important local programs aimed at improving the health of youth and seniors, and in turn, the entire community. By creating permanent Healthy Youth Healthy Seniors endowments with the remaining \$10 million, the community foundations ensured that these investments will continue to benefit the lives of Michigan residents for years to come.

In addition to serving as a conduit for state funds, community foundations focused on strengthening relationships with local agencies specializing in health. These partnerships are proving to be sustainable collaborations benefiting Michigan communities by increasing awareness of community needs and resources, and enabling local agencies to respond more efficiently to address problems.

Using the original tobacco settlement fund monies provided in 2000 to 2003, community foundations continue to attract more funders, engage citizens and, in particular, involve youth in philanthropy and community engagement. Advisory committees at each foundation are made up of local public health officials, educators, tobacco prevention specialists, concerned residents and youth participants, who work together to identify pressing community needs and strategies to respond successfully.

Through the state of Michigan's public acts and the stewardship of community foundations, state and local partnerships are helping people and communities grow and thrive.

Thanks to the endowments created with tobacco settlement monies, community foundations statewide continue making grants to support youth and seniors. The following are but a few stories of how community foundations are building a stronger, healthier Michigan.

Youth involvement raises awareness for healthy lifestyles

he vast expanse of Michigan's
Upper Peninsula belies the strong
relationships that connect the people
who call it home. Through the
Community Foundation of the Upper
Peninsula, an alliance of nine affiliates
and five other independent community
foundations worked together to design
and run a public media campaign on the dangers of
tobacco and secondhand smoke, sending a unified
message that reached across land and generations.

Through the efforts of the Community Foundation and other partners, more than 5,000 cable television ads ran, 5,000 radio ads played, 40 billboards were posted and 40 print ads were published. While aimed at preventing youth tobacco use, the campaign's message was also effective in raising awareness of the effects of secondhand smoke among adults, in particular, parents and grandparents. Many of the ads were developed by teen participants in Youth for Truth, a group aimed at educating others in the community about tobacco health risks.

In addition to the campaign, the Healthy Youth Healthy Seniors fund enables the Community Foundation and its affiliates to collaborate with their Youth Advisory Committee members, young people who engage in grantmaking and leadership. Together with the YAC members and other organizations, the Community Foundation conducted health screening fairs and programs like the "Summer Survivor Challenge." Developed for sixth- through eigthgraders and led by the YAC members, the program promotes team-building, smoking prevention and cessation, and drunken driving prevention education.

Together, the Community Foundation and its affiliates work to spread a strong, united message throughout the Upper Peninsula. With the community foundations taking a leadership role, young people are able to reach out to help others make good choices to improve their health and lives.



The Community
Foundation of the Upper
Peninsula has granted
more than \$71,000
since 2000 to support
this and other projects,
and continues to make
a difference through a
permanently endowed
Healthy Youth Healthy
Seniors fund.

Community foundations engage young people in the community through Youth Advisory

Committees (YACs) that assess community issues affecting young people and their support networks. They review project proposals that address critical youth needs, conduct interviews and site visits, and present community foundation trustees with recommendations for grants to local nonprofit organizations serving youth.

In Michigan, more than 1,800 young people serve on 86 YACs, covering every county in the state. By empowering young people to grow in understanding of their communities and effect change where they live, community foundations bring together future leaders to create a culture of giving. As adults, we can learn a lot from the youth. We've heard a lot of stories about kids pushing their parents to quit smoking, based on what they've learned about the effects of secondhand smoke from the campaign. Through the coordinated efforts of community foundations across the Upper Peninsula, we've been able to spread a unified message that is changing lives.

Deb Millican
Community Foundation
of the Upper Peninsula



Strengthening services for seniors—together

One of the biggest things, besides the physical aspect, that this program does is it helps people connect with each other. Now instead of knowing someone as 'Just the person who I see in the parking lot,' you exercise with her and you know about her grandchildren. The physical well-being aspect combined with those growing friendships improves the quality of life for our older residents. Without the support from the Community Foundation, the program would not have been as successful as it has been in our Villages.

Shai James, Director of Development Presbyterian Villages of Michigan

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aking a difference in the community begins with building relationships. Since 1984, the Community Foundation for Southeast Michigan has been doing both—and helping others to do the same.

Through the Healthy Youth Healthy Seniors fund, the Community Foundation works with other area organizations to strengthen services for seniors in a seven-county region. Activities have included running a smoking cessation program for older adults, holding workshops for mature drivers to refresh their driving skills, offering health and wellness programs to seniors on limited budgets, and providing opportunities for seniors to interact and strengthen bonds with younger members of the community.

The Community Foundation's support meant that residents of Presbyterian Villages of Michigan senior living communities in Detroit and Holly had access to a comprehensive wellness program aimed at improving their health and quality of life. Seniors in the program were able to get fit and get to know their neighbors at the same time. A participant who suffered from arthritis said she had resigned herself to living with limited mobility and using the elevator. After adopting the wellness program into her regular routine, she reported being able to take the stairs—some days two at a time—to visit her newfound friends.

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In working to improve services for seniors, the Community Foundation and partner organizations not only helped to strengthen a key and growing sector of the community, but also established robust collaborative relationships with each other that continue to contribute to the overall well-being and health of the entire region.

Although previously aware of each other's efforts, the Community Foundation and several local organizations serving seniors were able to build new working partnerships that allowed all involved to contribute according to their strengths. The local organizations provided the Community Foundation with connections to the senior constituency, as well as specialized knowledge of the needs of this group. The Community Foundation provided resources to expand or improve programming, and experience in developing successful strategies and approaches.

The partnerships continue to flourish. Among the collaborative efforts underway is a project to engage older Americans in the work of community involvement and social change. Together, the Community Foundation and local organizations are making a difference by developing sustainable relationships among service providers, improving services and opportunities for older adults, and contributing to a healthier, safer community for all.



As leaders in philanthropy, community foundations collaborate with local leaders and community experts to impact change.

From 2000 to 2008, the Community Foundation for Southeast Michigan counted as one of its many passionate volunteers Ron Davis, a preventive medicine

physician and director of the Center for Health Promotion and Disease Prevention at the Henry Ford Health System. Dr. Davis also served as president of the American Medical Association from 2007 to 2008. As a member of the Healthy Youth Healthy Seniors Advisory Committee, Davis lent his expertise in smoking prevention and cessation issues to help the Community Foundation gain insight into community health issues to make great grants. He was instrumental in helping the Community Foundation develop grantmaking guidelines for the fund, reviewed all proposals and helped identify the strongest projects for funding. Ron Davis died from pancreatic cancer in November 2008.

Creating smoke-free incentives for public places

One of the business owners in our community who took part in the smoke-free incentive program told us that every single day he has someone thank him for choosing to make his coffeehouse and café smoke-free. Without the Community Foundation's support for this program, he may not have taken the leap.

Susan Amato, St. Clair County Health Department, St. Clair County Smoke-free Team

he partnership of a community foundation, an anti-tobacco coalition and three local hospitals perhaps wasn't newsworthy in itself. The movement they sparked was.

In 2002, the St. Clair County Smoke-free Team formed as the county's first anti-tobacco coalition. The Community Foundation of St. Clair County played an instrumental role developing the coalition, providing funding and helping to draw together business leaders, health officials and community members. As one of its early projects, the coalition worked with the Community Foundation and three area hospitals to develop an incentive plan to help restaurants in the region go smoke-free.

Fearing that the move would anger and drive away regular customers accustomed to lighting up with their meals, many business owners were initially hesitant to change their policies. Some did not want to be among the first to make the switch. Others preferred to see if a state ban on smoking would be enacted. But one by one, restaurant owners opted to go smoke-free. Eight became active participants in the incentive program. Interest began to build. Local media touted the changes, while the coalition supported billboards publicizing the smoke-free restaurants, providing an extra marketing benefit for participants.

For the owner of a popular eatery in Port Huron Township, taking the restaurant smoke-free meant a chance to better serve his customers. Prior to changing the smoking policy, many diners would wait in lines—often running out the door—for tables in the non-smoking section to open, while tables in



Community members were happy to cut the ribbon on newly smoke-free restaurants.

the smoking section sat empty. The new smoke-free policy freed up more room inside the restaurant for those customers—making for happier diners and a satisfied owner.

By raising the visibility of participating restaurants, the coalition sent a message to other business owners: choosing to make their establishments smoke-free would not hurt the bottom line, and could potentially improve it.

The incentive program also sparked a vigorous community conversation, largely played out in the pages of newspapers and in other media outlets. As a result, many workplaces and restaurants opted to go smoke-free on their own, amplifying the impact of the coalition and Community Foundation. The list of smoke-free restaurants in St. Clair County continues to grow.

By rallying civic and business leaders to inspire change, the Community Foundation spotlighted an opportunity and inspired change for breathable air and better business. The Community
Foundation of St. Clair
County has granted
more than \$159,000
since 2000 to support
this and other projects,
and continues to make
a difference through a
permanently endowed
Healthy Youth Healthy
Seniors fund.



Advocacy and peer-to-peer mentoring empower healthy youth

n classrooms across West Michigan, middle school students learn about the dangers of tobacco use. Then they do something about it. As part of a lesson integrating language arts and smokefree advocacy, students are asked to send letters promoting community change. Some write to store, restaurant and business owners. Some write to politicians—from city commissioners to state lawmakers, even, sometimes, the president. And many write to their parents, grandparents, aunts, uncles, older brothers and sisters—pleading with them to quit smoking, for themselves and their

families.

The letter-writing campaign is just one piece of a comprehensive school-based youth tobacco education curriculum developed with support and input from the **Grand Rapids Community Foundation**. Recognizing that nearly 80 percent of smokers began before age 18, a local hospital and the Community Foundation created the Tobacco Education and Advocacy Curriculum model to focus on reaching younger people with prevention knowledge. The model is taught at schools through a program known as NicoTEAM. Led by health experts, students explore tobacco use in terms of personal health, media messages, financial costs, corporate responsibility and social consequences. Tobacco education activities are integrated into core subject areas-language arts, mathematics, science and social studies. Advocacy and peer-to-peer mentoring opportunities give students a chance to empower each other to confidently make tobacco-free choices.

To ensure the program's effectiveness, the groups conducted a three-year longitudinal study—the results of which garnered attention nationally from other organizations interested in tobacco education. Students exposed to the program over the course of three years reported cigarette, cigar and other tobacco use below the national average. They were also more likely to commit to remaining tobacco-free. The program continues to grow, and is being expanded to more schools across the region. In addition, the partnerships between the Community Foundation and health organizations have helped to strengthen services. By opening lines of communication, the groups are able to share knowledge about community needs and collaborate to coordinate effective responses.

We have the flexibility to establish relationships with teachers and personalize the lessons to the needs of their students, thanks to the generous support of the Community Foundation. It's a very integrated approach. Because of the personal relationships we develop, students feel comfortable with us. They are always asking us for resources for quitting-not necessarily for themselves, but for their family members. Often we hear, 'How can I get my mom to stop smoking?' or 'My grandfather died of lung cancer... I want my dad to quit so he doesn't, too.'

Libby Stern, Spectrum Health, Youth Tobacco Prevention

The Grand Rapids Community Foundation has granted more than \$823,000 since 2000 to support this and other projects, and continues to make a difference through a permanently endowed Healthy Youth Healthy Seniors fund.

Reaching out to youth through media and community activism

o get a smoke-free message out to
the next generation of young people,
an anti-tobacco group—supported
by the Community Foundation of
Greater Flint and other funders—
took a wide-ranging approach that
included running a blitz of antitobacco television and radio ads,
engaging high schoolers in community activities and
mentoring programs, and providing resources to
help young adults quit smoking.

The Genesee County Health Department, the organization behind the Tobacco-Free Youth Campaign in the greater Flint area, built its comprehensive strategy on national research attributing a decline in youth cigarette use to stronger school-based prevention and education efforts and increases in youth exposure to mass media campaigns.

With support from the Community Foundation to kick off the media crusade, the health department was able to secure additional funding of \$30,000 from Blue Cross Blue Shield of Michigan to extend the campaign and rally young people to action. Fourteen individual donors and other organizations contributed an additional \$77,320 to the Community Foundation for Healthy Youth Healthy Seniors efforts.

High school students in a newly formed chapter of Teens Against Tobacco Use (TATU) promoted an anti-smoking message in schools and at community venues. They also were involved in choosing ads to air during the campaign. An area television show featured several of the teens, spotlighting their efforts. On the eve of the Great American Smokeout—a day promoted by the American Cancer Society to inspire and encourage smokers to quit—teens in Genesee County gathered at a diner and ice cream shop to celebrate the restaurant's

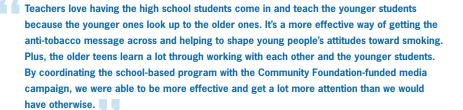


smoke-free status. The party garnered media coverage and called attention to smoke-free establishments in the area.

In addition, calls from Genesee County to the Michigan Tobacco Quit Line—a resource promoted in all of the television and radio ads run during the campaign—increased by nearly 100 over calls made during the same period the previous year.

In stewarding Healthy Youth Healthy Seniors funds, the Community Foundation was able to support and expand good work being done in the community, and invite other donors to invest in community efforts. The result? Health-focused, engaged teens making a difference.

The Community
Foundation of Greater
Flint has granted nearly
\$709,000 and leveraged
an additional \$107,000
from other funders
since 2000 to support
this and other projects,
and continues to make
a difference through a
permanently endowed
Healthy Youth Healthy
Seniors fund.



Ann Goldon, Genesee County Health Departmen



Supporting senior health through better nutrition

Often as people get older, they will isolate themselves, and instead of receiving good nutrition, they eat and drink fast, easy food. What I like about Senior Project FRESH is that it encourages seniors to come out, get a little bit of exercise, see folks they know and support local farms. Through the Community Foundation's involvement, this important program was able to grow in our community.

Dawn Ewald, Director of Community Outreach Mercy Hospital Cadillac W

hen a senior center in Wexford County began offering coupons to seniors to purchase locally grown fresh produce, demand quickly outstripped supply. The coupons, offered through the state's Senior Project FRESH, help provide nutrition to

seniors, many of whom live on limited budgets. By promoting farmers markets and high-quality Michigan produce, the program also helps to strengthen area economies. To keep the program accessible to seniors, the **Cadillac Area Community Foundation** acted quickly with a grant that enabled the center to cover the cost of additional coupons.

That nimble response contributed to the program's success in the first year it was offered in the community. For many seniors, the Community Foundation's support helped to improve their quality of life by improving their meals. One senior couple turned to Senior Project FRESH for help putting fruits and vegetables on the table after being unable to maintain the backyard garden that had supplied them for years. The Community Foundation has since pledged monies to sustain and expand the project, enabling the senior center to raise additional funds from other sources. In coming years, more seniors will be able to purchase fresh fruits and vegetables to meet their nutrition needs. By demonstrating its support, the Community Foundation signaled to other funders the program's value and impact in making the community healthier and stronger.

The Cadillac Area Community Foundation has granted nearly \$89,000 since 2000 to support this and other projects, and continues to make a difference through a permanently endowed Healthy Youth Healthy Seniors fund.

About community foundations

Community foundations build community capital through:

Helping communities thrive today and build for tomorrow

Helping nonprofits address all community needs

Helping residents give to the communities they call home

2008 Community Foundation Snapshot

Michigan community foundations **64**

Geographic affiliates

Assets \$2.4+ billion

Annual grants \$128+ million

Coverage
All 83 counties

Board members

More than 1 200

More than 1,200 volunteers

Professional staff **373**

Youth grantmakers 1,800 youth annually

In Michigan, the challenges of a changing economy are met with a culture of generosity and a spirit of innovation.

With community needs growing, so too is community philanthropy—empowering local citizens and leaders to work together to create new strategies, resources and programs that improve life for all. Michigan's 64 community foundations bring collaborative leadership and local expertise to every county in the state. Generous Michigan citizens seeking to better the places they call home are turning to the trusted stewardship of community foundations for a simple, powerful and highly personal approach to philanthropy.

Covering all 83 counties, Michigan community foundations are attuned to diverse local needs, and able to respond effectively and efficiently. A deep and dynamic history of working together to accomplish shared goals helps community foundations connect people and build stronger communities.

Now more than ever, Michigan needs strategic resources, inspired collaboration and experienced leadership to transform lives and communities, strengthen society today and pave the way for a brighter future.

Standing for quality and accountability

Forty-eight Michigan community foundations are recognized as meeting the nation's highest philanthropic standards for operational quality, integrity and accountability, placing them in the top philanthropic tier nationally, according to the Council on Foundations, a Washington, D.C.-based national professional association.

National Standards for U.S. Community Foundations requires community foundations to document their policies for donor services, investments, grantmaking and administration, ensuring that donors' investments are managed wisely and their charitable wishes honored.

Community foundations that achieve the National Standards recognition demonstrate the same commitment to the stewardship of public dollars.

Similar to a Good Housekeeping Seal for community foundations, the National Standards Seal says that the foundation has demonstrated its commitment to financial security, transparency and accountability.

For community supporters seeking a higher standard of living, community foundations provide a higher standard of giving.



Community foundations serving all Michigan communities

- * Albion Community Foundation (517) 629-3349
- *Allegan County Community Foundation (269) 673-8344 Saugatuck/Douglas Area Community Fund

Saugatuck/Douglas Area Community Fund

Anchor Bay Community Foundation (810) 725-2861

*Ann Arbor Area Community Foundation (734) 663-0401 Community Foundation of Plymouth Ypsilanti Area Community Fund

- * Baraga County Community Foundation (906) 353-7898
- *Barry Community Foundation (269) 945-0526

Community foundations invest in the long term and bring people and organizations together, convening diverse voices to address local issues and opportunities. Community foundations are in the business of building community.

*Battle Creek Community Foundation (269) 962-2181

Athens Area Community Foundation Homer Area Community Foundation Springfield Area Community Foundation

- * Bay Area Community Foundation (989) 893-4438
- Arenac County Fund
- * Berrien Community Foundation (269) 983-3304
- * Branch County Community Foundation (517) 278-4517
- * Cadillac Area Community Foundation (231) 775-9911 Missaukee Area Community Foundation Fund
- * Canton Community Foundation (734) 495-1200
- * Capital Region Community Foundation (517) 272-2870 Eaton County Community Foundation

Central Montcalm Community Foundation (616) 754-5024

- * Charlevoix County Community Foundation (231) 536-2440
- * Community Foundation for Muskegon County (231) 722-4538 Mason County Community Foundation Oceana County Community Foundation
- *Community Foundation for Northeast Michigan (989) 354-6881 losco County Community Foundation North Central Michigan Community Foundation

Straits Area Community Foundation

- *Community Foundation for Southeast Michigan (313) 961-6675 Chelsea Community Foundation Community Foundation for Livingston County
- *Community Foundation of Greater Flint (810) 767-8270 Clio Area Community Fund Davison Community Fund Fenton Community Fund Flushing Area Community Fund Grand Blanc Community Fund

Community Foundation of Greater Rochester (248) 608-2804

- *The Community Foundation of the Holland/Zeeland Area (616) 396-6590
- *Community Foundation of Monroe County (734) 242-1976 Bedford Youth Fund Greater Milan Area Fund
- *Community Foundation of St. Clair County (810) 984-4761
- * Community Foundation of the Upper Peninsula

(906) 789-5972
Alger Regional Community Foundation
Chippewa County Community Foundation
Community Foundation for Delta County
Gogebic-Ontonagon Community Foundation
Les Cheneaux Area Community Foundation
Schoolcraft County Community Foundation
St. Ignace Area Community Foundation
Tahquamenon Falls Area Community Foundation
West Iron County Area Community Foundation

Community foundations make giving easy and effective, accepting a wide variety of gifts and offering a number of charitable options. Donors can contribute cash, stocks, property, and bequests, establishing funds in their names or in the name of a loved one. In most cases, gifts qualify for maximum tax advantage under state and federal law.

- * Dickinson Area Community Foundation (906) 774-3131 Crystal Falls/Forest Park Area Community Fund Norway Affiliate Fund
- * Four County Community Foundation (810) 798-0909
- * Fremont Area Community Foundation (231) 924-5350 Lake County Community Foundation Mecosta County Community Foundation Osceola County Community Foundation
- * Grand Haven Area Community Foundation (616) 842-6378 Allendale Area Community Foundation Coopersville Area Community Foundation
- * Grand Rapids Community Foundation (616) 454-1751 Cascade Community Foundation Ionia County Community Foundation Lowell Area Comunity Foundation Southeast Ottawa Community Foundation Sparta Community Foundation Wyoming Community Foundation

Grand Traverse Regional Community Foundation (231) 935-4066

Gratiot County Community Foundation (989) 875-4222

Greater Frankenmuth Area Community Foundation (989) 652-8074

- * Greenville Area Community Foundation (616) 754-2640 Lakeview Area Community Foundation Montcalm Panhandle Community Fund
- * Hillsdale County Community Foundation (517) 439-5101

^{(616) /54-5024}

^{*}Confirmed in compliance with National Standards for U.S. Community Foundations

Community foundations serving all Michigan communities

- *Huron County Community Foundation (989) 269-2850
- * Jackson Community Foundation (517) 787-1321
- *Kalamazoo Community Foundation (269) 381-4416 Bangor Community Foundation Covert Township Community Foundation
- *Keweenaw Community Foundation (906) 482-9673

Lapeer County Community Foundation (810) 664-0691

*Leelanau Township Community Foundation (231) 386-9000

Community foundations have an in-depth understanding of the issues, opportunities, and resources that shape our local area. Community foundations monitor all areas of community need—including arts, education, environment, health care, human services and economic development—providing strategic support to local organizations and programs that make a difference.

*Lenawee Community Foundation (517) 423-1729

Livonia Community Foundation (734) 522-2285

- *M & M Area Community Foundation (906) 864-3599
- *Mackinac Island Community Foundation (906) 847-3701
- *Manistee County Community Foundation (231) 723-7269
- *Marquette Community Foundation (906) 226-7666 Greater Ishpeming Area Community Fund Gwinn Area Community Fund Negaunee Area Community Fund
- *Marshall Community Foundation (269) 781-CARE (2273)
- *Michigan Gateway Community Foundation (616) 695-3521

*Midland Area Community Foundation (989) 839-9661 Clare County Community Foundation

Gladwin County Endowment Fund

*Mt. Pleasant Area Community Foundation (989) 773-7322 Shepherd Community Fund

North Woodward Community Foundation (248) 740-7600

Northville Community Foundation (248) 374-0200

Otsego County Community Foundation (989) 731-0597

*Petoskey-Harbor Springs Area Community Foundation (231) 348-5820

Roscommon County Community Foundation (989) 275-3112

- *Saginaw Community Foundation (989) 755-0545 Chesaning Area Community Foundation Fund
- *Sanilac County Community Foundation (810) 648-3634

Shelby Community Foundation (586) 731-5400

*Shiawassee Community Foundation (989) 725-1093

Southfield Community Foundation (248) 796-4190

Sterling Heights Community Foundation (586) 726-1000

*Sturgis Area Community Foundation (269) 659-8508 Constantine Area Community Foundation White Pigeon Area Community Foundation

Three Rivers Area Community Foundation (269) 279-7402

*Tuscola County Community Foundation (989) 673-8223 As of 2008, these community foundations are certified by the Michigan Department of Treasury; contributions may be eligible for the tax credit described in Revenue Administrative Bulletin 1995-10 and MCL Sections 208.38c and 206.261.



Serving grantmakers. Advancing giving.

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The Council of Michigan Foundations is a 501(c)(3) nonprofit membership association of more than 350 foundations and corporate giving programs working together to strengthen, promote and increase philanthropy in Michigan.

^{*}Confirmed in compliance with National Standards for U.S. Community Foundations