

Date: October 30, 1995  
Memo To: Board of Trustees  
From: Dorothy A. Johnson  
Re: President's Report

**Russell G. Mawby Endowment Fund to Improve and Increase Philanthropy**

To date, \$486,000 has been paid or pledged to the Fund from Members, with CMF Trustees contributing \$4,660 of this amount. Matching grants in the amount of \$2,000 have also been received as a result of Trustee gifts. We are pleased to report that all CMF staff have pledged support to the Fund. Proposals are outstanding with CMF Members to complete the drive by December 31, 1995.

**Communications/Publications**

**Annual Report:** CMF's 1994-95 *Annual Report* has been published and mailed to all CMF Members, Board of Trustees, RAGs, Michigan Regional Collections, Michigan Congressional Delegation, State officials, the media, other philanthropic organizations, and the public. It is estimated that 3,000 copies will be distributed throughout the year. Our thanks to CMF Consultant in Residence, Robert E. Hincey (W.K. Kellogg Foundation), who provided layout and production oversight for the Annual Report.

**Other periodical publications:**

The *Memo to Members*' production schedule has been revised so that Members are now receiving monthly issues. (Previously, six issues were produced during the year.) It is interesting to note that the number of submissions of news articles, job announcements, recent grants, and position appointments from Members has doubled over the last year. A revised *CMF Publications Catalog* has been produced. More than 3,000 copies are expected to be distributed over the year.

To reduce the postage expense, the *Community Foundation Memo to Members* is now mailed with the core *Memo to Members*.

A new issue of *Keynote* has been released which highlights the remarks of Susan Marx made during a Michigan Women in Philanthropy meeting.

More than 5,500 copies of TMS (*The Michigan Scene*), Fall issue, were mailed on October 26.

### *Detroit Area Grantmakers*

The Detroit Area Grantmakers' Program Committee met and has finalized the 1995-96 series. Eight sessions, covering topics from education and investments through the arts, will be offered. The first meeting held October 10th featured Clark Durant, President and Director, State Board of Education. The November 14th meeting features Youth Sports and Recreation in Detroit, report funded by Skillman Foundation. Kari Schlachtenhaufen of The Skillman Foundation is Chair, and Steve Nedwicki of Comerica, is Vice Chair.

### *Greater Grand Rapids Donors Forum*

The Greater Grand Rapids Donors Forum Program Committee has met and finalized the 1995-96 series entitled "Preparing for Tomorrow: The Community's Children." The first meeting, "The Changing Climate in Funding: A New Opportunity for Public Private Partnerships" will be held November 14, 1995.

### *Michigan Women in Philanthropy*

The Michigan Women in Philanthropy Interest Group will be meeting on Friday, November 10th to review the "next steps," plan topics and dates for the '96 meetings, and to discuss the Michigan Women's Directory. The Michigan Women's Directory is a joint effort between CMF, Crain's and WSU which will highlight the top business women in nonprofit and for-profit arenas who could be tapped for board positions in funding organizations and for-profit enterprises. Wayne State University will broker the database and Crain's will create the market for widespread distribution. We are looking to mid-'96 for distribution.

### *Corporate*

13th Annual Michigan Corporate Grantmakers Workshop, "Corporate Social Responsibility: Can it exist in today's marketplace?" will be held on Tuesday, December 5, 1995 at the St. Regis Hotel. Cosponsors include Greater Detroit Chamber of Commerce, Michigan Chamber of Commerce and Southeast Michigan Corporate Volunteer Council. ANR Pipeline Company and Blue Cross Blue Shield are co-chairing the workshop. Participants will explore the corporate character of a business organization

and its impact upon the community, and learn techniques to measure practices designed to quantify the corporate image and stakeholders perceptions.

In April, 1996 we will introduce a quarterly corporate newsletter sharing issues and concerns among Michigan corporate grantmakers. A corporate member will be highlighted in each quarter.

**Family Foundations:**

- The Family Foundation Committee held three Regional Discussion Meetings throughout the State in June and is reporting on the six subjects which emerged as mutual concerns in succeeding issues of *Memo to Members* and a special issue of the *Family Fax*.
- The Family Foundation Committee met in late June to review project progress and to give input on new service ideas.
- A new Computer Technology Service for Family Foundations has been recommended and is being market tested. Thirteen CMF members have indicated that they would be interested in this service, and staff is exploring costs for establishing such a program.
- Staff has consulted with 15 individuals over the past 7 months on starting a family foundation and has extended complimentary conference invitations to 25 families who have contacted CMF for information during that period.
- Six Annual Conference sessions focusing on the unique interests of family foundations have been developed by this year's program committee representatives.

## Information Services

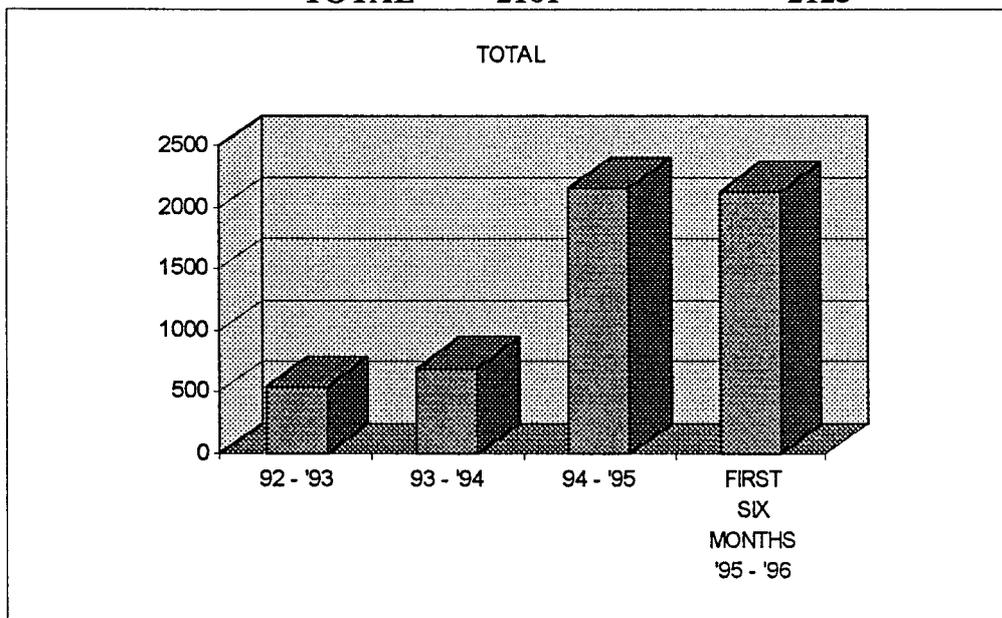
### First Six Months Report

April 1995 through September 1995

Business continues to boom in the provision of information services to our member foundations, their staff and trustees. First half results show activity which nearly matches our totals for last year. Projections would indicate another record breaking year in the provision of vital and timely information services to our members.

### TOTALS

	'94-'95	First Half '95-'96
Library Materials	1147	1244
Reference	348	272
Seminar Materials	666	837
Publications	NA	1464
<b>TOTAL</b>	<b>2161</b>	<b>2123</b>



### Directory Automation Grant Request Update

In competition with 1800 other applicants of very respectable standing, and with only \$45 million to divide among them, CMF's grant application was not approved for funding. Directory automation is continuing apace, and a back-up plan is being developed to accomplish the goals that were targeted with the Department of Commerce proposal.

## ***Michigan Foundation Directory***

### *The Michigan Foundation Directory, 9th Edition*

- 3,500 printed, October 1994.
- Fiscal year sales and revenues - 1,127 sold and \$35,365.
- Total sales and revenue figures - 3,112 and \$88,118.

### ***Programs/Special Seminars, Other***

#### Common Grant Application Form

- Accepted or required by 41 CMF Members.

#### Internship Program

- The W.K. Kellogg Foundation is participating in the program this fall.

#### Literature and the Professions

- 32 CEOs and program officers participated on August 30 & 31, 1995.

#### Council of Michigan Foundations/Michigan Community Service Commission survey of Members making grants to volunteer and service programs in Michigan

- 24 funders have programs in these areas

### **CMF Joins The Forum**

The Executive Committee approved CMF joining The Forum of Regional Associations of Grantmakers. Last November, 1994, the CMF Board approved the concept of CMF participating in whatever was organized with the 24 RAGS and the Council on Foundations. Since then, an organizational structure was created. The Council on Foundations Board approved the concept .

As the largest RAG in the country , CMF will pay \$ 4,158 for 1996. This contribution will support a total budget of \$ 280,000. I am currently chair of The Regional Initiative, the predecessor to the Forum. Valerie Lies, President, Donor Forum of Chicago, chairs the RAG Committee, an office I held for the last two years.

### **Community Foundations Update**

#### ***Branding Project***

The Community Foundation Committee has met several times to discuss research and development of a donor awareness campaign and a product campaign for the marketing of community foundation services. This need was identified as a result of the changes in the banking industry, financial management services, donor expectations and nonprofit environments. Representatives from the Academy for Educational Development met with

the committee and led them in the development of a "creative brief" that outlines what the Michigan community foundations want to accomplish, targets six key audiences and details the benefits they will be promoting. The creative brief will be used to seek the services of an Ad agency and to educate community foundation board members and staff.

### ***Great Lake Protection Fund***

The Environmental Grantmakers of America held their annual conference October 11- 14, 1995 in the Traverse City area. With financial support The Great Lakes Protection Fund and logistical support from CMF, 10 community foundations (6 in-state and 4 out-of state) attended the conference. During the conference, discussions were held on a special Saginaw Bay initiative that will include 4 Michigan community foundations and the Charles Stewart Mott Foundation. Discussion were also held by the 10 participating community foundations on the rough parameters of a pilot project involving 15 of the 80 community foundations in the Great Lakes Water Basin. Two proposals are being developed for submission in January.

### ***Grand Valley State University and the Center on Philanthropy and Nonprofit Leadership***

With funding from the W.K. Kellogg Foundation (MCFYP III) grant, Michael Payne, professor at Grand Valley State University and the Center on Philanthropy and Nonprofit Leadership, is conducting research on the topic: *Toward a Theory of Community Foundation Asset Growth*. The goal of the research is to test the validity of two key assumptions about the growth of community foundations in Michigan: first, that community foundation assets grow rapidly once they exceed \$5 million and second, that community foundations at some given asset size and mix can generate sufficient fees to cover the costs of administration. A report will be produced by June, 1996.

### ***Legacy Manual***

A Guide to Building a Legacy Society, a new publication which models a successful legacy society, will be available at the CMF Annual Conference in November, 1995. A legacy society is a marketing tool and a donor service that formally recognizes donors who have made plans to leave a gift to a community foundation.

### ***Computer Project***

CMF continues to support the Computer Project through the management of the grant/loan program to Michigan community foundations, coordination of User Group meetings, specialized training sessions, and the on-site assistance for project participants. Standard coding has been developed and a Coding Book has been provided to project participants. By early 1996, all community foundations participating in the computer project and utilizing Foundation Information Management System (FIMS) software will

be connected through the Internet, a Report Catalogue will be available to all project participants and the Pledge and Scholarship modules will be completed.

To date, 36 community foundations in Michigan have been approved for a grant/loan under this program. Of these 36, 27 are in varying stages of implementation with plans to have all 36 installed by early next year. Several more community foundations will also be applying for the grant/loan program over the next two years.

### ***Michigan Community Foundations' Youth Project (MCFYP)***

At the October 12, 1995 MCFYP Board of Trustees Meeting, 27 Challenge Grants for a total of \$2,786,000 were approved. 134 challenge grants have now been approved to 64 community foundations and geographic component funds. \$11,534,861 remains in the MCFYP challenge.

### ***Evaluation Sub-Committee***

The Evaluation Sub-Committee of MCFYP met on July 21, 1995 with special guests Judith Kroll, Director of Research, Council on Foundations (COF) and Karin Tice, Senior Partner, Formative Evaluation Research Association (FERA). The purpose of the meeting was to discuss the consolidation and computerization of surveys sent to Michigan community foundations. A collaborative arrangement was designed and the CMF 1995 Salary Survey which was conducted in late August, 1995 was the first successful demonstration of that collaborative effort. Salary and benefit survey reports were distributed to the field in early October to facilitate community foundations' 1996 budget process. Future surveys by CMF and COF will be conducted in partnership avoiding duplication and, hopefully, increasing survey response. Computer generated reports will be facilitated through the Community Foundation Computer Project.

The Evaluation Sub-Committee met again on September 12, 1995 to participate in a *Data Interpretation Workshop* led by FERA. The workshop was designed to 1) look at what we have learned so far about the MCFYP; 2) decide what we need to do with the information gathered; and 3) outline the preliminary design for the WKKF III MCFYP grant. This proved to be an extremely informative meeting. On November 26, 1995, Phase II of the *Data Interpretation Workshop* will be completed with the community foundation staff and FERA.

### ***Youth Leadership Conference 1995***

Camp was very successful with approximately 240 participants attending. Sessions offered included:

- *Adult Advisors Training* involved approximately 13 YAC advisors. Advisors were given information on parameters of the youth project, and training in facilitation and how to work with young people. One of the highlights of the training was a panel of

four current and former YAC members who taught about their experiences, needs, and hopes for continued success in the youth project. In addition, advisors experienced training with the *Leaders in Training* group, a group of experienced YAC members. This training was focused on ways advisors and YAC members can negotiate and work together more effectively.

- *Leaders in Training* involved approximately 15 YAC members who have had at least three years worth of experience. This training was designed to more fully utilize YAC members as facilitators. The Leaders in Training group facilitated the reflection component for the other participants, they also undertook a service project as well. Their curriculum focused on trusteeship and ways they could work with adult advisors. This model was very effective.
- The majority of the participants experienced a curriculum session on learning what grantmaking is and how one might approach it, including: a session on diverse communities-- understanding how diversity plays a key role in addressing issues in our communities; and morals and ethics which focused on understanding ones morals and ethics as it relates to the YAC experience and grantmaking. Participants were also involved in an immersion activity that emphasized teamwork, responsibility, and community. Finally, participants on the last day engaged in action planning. The hope is that each community foundation YAC will connect what they learned at camp with their work at home as grantmakers.

### ***Regional Trainings***

Fall regional trainings began on October 7, 1995 in Marquette with approximately 25 youth advisory committee members, community foundation board members, and advisors. Participants attending the regional training were given training on model programs and resources and proactive grantmaking. The keynote speaker, Johnny Tuitel discussed disability and diversity. The closing keynote speaker, Angela Blake, Youth united/Kalamazoo Foundation alumnae, spoke about her experiences and how the youth project has impacted her. The second regional training was held on October 21, 1995 in Traverse City and involved approximately 60 youth advisory committee members and advisors. The next two trainings will be held on October 28, 1995 in Flint and November 4, 1995 in Muskegon.

### ***National Youth Conference***

The planning committee met on September 19, 1995 at the Amway Grand Plaza Hotel. The committee approved budget, registration fees, program format and schedule, overall theme and marketing plan. Scheduled for July 25 - 27, 1996 at the Amway Grand Hotel in Grand Rapids, the theme for the Michigan Youth Philanthropy Conference is: *Youth in Philanthropy -- Making a Difference*. A postcard will be distributed to community foundations, CMF members, national and international funders, and others in November to officially announce the Michigan Youth Philanthropy Conference. Registration materials will be available in February, 1996. Work to finalize speakers and complete the Youth Advisory Manual is proceeding.

### ***1995 Civil Rights Community Partnership***

Sixteen community foundation YAC's participated in the 1995 Civil Rights Community Partnership by receiving \$300 matching mini-grants. Projects are at various stages of development and will be completed by December 31, 1995.

### ***State Youth Board***

The youth board held its second meeting on September 16-17, 1995 in Lansing. The Board has formulated a mission statement and goals for the year. In addition, several projects were selected and committees were formed. The Board has initiated discussions about what a state recognition program for YAC's should look like and will be developing the plan in more depth over the next couple of months.

### ***Michigan CARES***

The six pilot communities involved in the Michigan CARES project to design sustainable volunteer and service plans for their communities are in the final stages of Phase I. Projects demonstrating their community plans have been implemented over the summer in all but two communities. Final reports from the community foundations were submitted September 1, 1995.

A proposal by the Michigan Community Service Commission (MCSC) for Phase II funding of the project has been approved by W.K. Kellogg Foundation. Phase II will provide continuation money for all six communities for the second year, two competitive grants for two communities in year three, and will provide for dissemination of lessons learned about the project in year three.

### ***COF Conference***

13 Michigan community foundations sent staff and trustees to the COF Community Foundation Conference in Arlington, VA, September 26 - 29, 1995. CMF coordinated congressional visits for all participants. Rob Coilier, Donnell Mersereau and Terry Langston attended the conference. Mariam Noland was the chair of this years conference and Jack Hopkins is a member of the COF Committee on Community Foundations. Nancy Riekse, Executive Director of the Grand Haven Area Community Foundation, and Lucy Allen, Executive Director of the Saginaw Community Foundation were panelists at the conference. J.T. Allen and Jamie Cummings, youth advisory committee members of the Community Foundation of Greater Flint, facilitated a session on Youth in Philanthropy with Terry Langston during the Coalition of Community Foundations for Youth conference following the COF Conference.

### *Upper Peninsula*

The Upper Peninsula Community Foundation has been established and currently has new affiliates: Greater Keweenaw Community Foundation, Sault St. Marie Area Community Fund, Forest Park Area Community Fund (Eastern Iron County), and St. Ignace Area Community Fund. The Upper Peninsula Community Foundation is now available to any local community throughout the region. The foundation will also work with donors who do not have parochial interests, but wish to give for the welfare of the total peninsula. Dickinson County Area Community Foundation which was established in early Spring, 1995 has taken on the Norway Area Community Fund. Of the 16 community foundations and geographic component funds in the Upper Peninsula, 11 are involved in the MCFYP Challenge. With the support of the W.K. Kellogg Foundation, 24 representatives of community foundations will be attending the CMF Annual Conference. A special session on the Upper Peninsula is scheduled for Friday morning at the Conference.

i:ewp:committee/brdtrustees/95pres11