



## **Pierce Family Charitable Foundation Fall/Winter 2009 Newsletter**

Season's greetings and happy holidays! The end of the year has arrived and the Pierce Family Charitable Foundation is pleased to share this year's accomplishments and next year's goals. Despite the current economic situation, PFCF has continued to support its grantees through various financial and in-kind donations.

### **Foundation Highlights**

Year to date the Pierce Family Charitable Foundation (PFCF) has donated nearly \$363,000 to our core grantees, in addition to underwriting significant direct assistance to a number of other agencies in areas related to technology, communications, and fundraising. Our support is intended to help our grantees further build capacity to meet their important missions. In the year to come we hope to maintain or increase our donations and continue to provide in-kind services to help assist organizations operate more efficiently.

PFCF continues to support many of the Donors Forum programs and added two new agencies to its core support groups this year. These are the Emergency Fund, which provides immediate emergency financial support to families in need. Denis was asked to join their Board of Directors and became a member this past summer. David Krumlauf sits on the Emergency Fund marketing committee.

Denis was also introduced to the Cara Program which provides intensive counseling and job readiness training to adults striving to turn their lives around and become more productive community members. Both the Cara Program and the Emergency Fund are outstanding organizations as is its leadership.

Lindsay Marriott, our Program Director, joined Chicago Women in Philanthropy, and the Young Nonprofit Professionals Network, and continues to meet with numerous organizations working on issues of housing, homelessness and related areas of interest. We have also been an active supporter of many other community organizations, serving as a sponsor of the Chicago Alliance to End Homelessness Annual Breakfast with the Mayor, the annual gala for Interfaith House and the Emergency Fund, and the mega-luncheon benefitting the Chicago Foundation for Women. We also established a challenge grant to benefit the Chicago Coalition to End Homelessness, and made operating grants to other important groups.

In the last few months, we have further refined the focus of our grant making through the development of internal giving policies and created grant-making procedures and an application form which will make applying and reporting more efficient.

We conducted a survey of our grantees to gain additional insight into their needs and the ways in which the Pierce Family Charitable Foundation could help meet those needs. Grantees noted that their greatest challenge is the fact that there is “a growing demand for services without the resources to support program growth” – clearly one of the reasons our work is so important! Grantees noted that PFCF is critical to their success and helped them “to take the next step in our development as an organization and program provider.”

We will continue to work on behalf of our grantees, as our goal as a foundation is not only to provide financial assistance, but also provide the resources needed to strengthen their organizations.

### **New Resources for Grantees**

In order to better serve our grantees and continue with our own professional development as a foundation, we have added a few new members to our consultant team. Their specialized skills are an asset to our foundation and our grantees.

**Marianne Philbin** is well known consultant who works with nonprofit organizations and foundations, specializing in new project start-up and organizational development. She has more than 25 years of experience in the nonprofit sector, and an extensive background in fundraising, grant making, and communications. With co-author Marcia Festen, she wrote a book for the national New Ventures in Philanthropy project called *How Effective Nonprofits Work*. And in 2006, she co-authored (again with Marcia Festen) a new book called *Level Best: How Small and Grassroots Nonprofits Can Tackle Evaluation and Talk Results*.

**Kris Torkelson** has 28 years of experience in the nonprofit sector with extensive background in operations, management, and development. As a consultant, Torkelson has provided services to nonprofits and foundations on operations and management, HR issues, personnel searches, annual work planning, policies and systems, and financial management. Pulling from her years as a development professional, Torkelson has led development audits and restructuring of development departments.

**Regine Jean-Charles** is a public relations practitioner with experience in marketing, social media and research. As a consultant, she has provided services to nonprofits and small businesses in Chicago, Florida and California. She enjoys finding solutions to sales, marketing and awareness issues through creative programming that engages a specific target audience. Regine holds a graduate degree in integrated marketing communication management from Florida State University.

**Willard White** of Marts and Lundy continues to consult to several of our grantees in the area of fundraising.

After careful review our of most recent survey results, PFCF has decided to offer a quarterly workshop on various topics such as volunteer management, social media, board development, developing a technology plan, etc. The first workshop was held this past spring and conducted by David Krumlauf, our Chief Technologist on how not-for-profit groups can more effectively use social networking such as Facebook and Twitter. We also held a workshop this winter on Volunteer Program Management. This coming year we plan to host three more workshops as well as our annual networking gathering.

### **Latest Updates from our Grantees:**

#### **Good News Partners**

- This year Good News Partners unveiled a new website thanks to generous support from PFCF. The new website features an updated look, lots of information, history, pictures, calendar and upcoming events. Take a look at the Communication Box for further information – a copy of the Annual Report, the GNP Brochure, the latest issue of Good News Church Newsletter, and the category “Special Events” where you will find upcoming activities as well as pictures and reports on the latest “happenings” at GNP. Check out <http://www.goodnewspartners.org>

#### **La Casa Norte**

- PFCF consultants are working to improve awareness of LCN, creating an integrated social media presence, and assisting in the development of their new junior board.
- La Casa Norte just wrapped another successful gala. Thanks to everyone who made the annual gala entitled Esperanza, A Homecoming Celebration, a wonderful success.
- Recently, Sol Flores, executive director, was honored as 1 of 9 Chicago Community Trust’s Emerging Leader Fellows. The Trust Fellowship program offers professional development opportunities to leaders in the nonprofit and public sectors. Experienced leaders receive up to a \$60,000 grant while emerging leaders receive up to \$30,000 to cover current salary and benefits to provide time away from their normal job duties so as to engage in professional development activities. This year's fellows were selected for their demonstrated leadership and commitment to their field as well as for their creativity, originality, and potential to make important contributions in the future. Congratulations to Sol.

#### **Chicago Religious Leadership Network**

- Join CRLN on February 20, 2010 for the 2nd Annual El Pueblo Canta: A Concert Celebrating the Struggle for Immigrant Justice and supporting local immigrant justice work.
- On April 10<sup>th</sup>, CRLN will be celebrating its 20<sup>th</sup> anniversary with a grand fiesta.
- This past October, three members of CRLN’s board of directors, Dan Dale, Sidney Hollander and Martha Pierce as well as staff member, Sharon Hunter Smith, participated in a delegation to

Honduras to meet with groups and leaders opposing the military coup there and working on behalf of democracy and human rights.

- On July 1, 2009, CRLN and Chicago Metropolitan Sanctuary Alliance, another Pierce Foundation grantee, merged. Combining their programs under one organization has strengthened what each group has to offer.

### **Interfaith House**

- The 2009 Holiday Season Appeal: You Can Spark More Change has a goal of raising \$50,000 by January 1, 2010. Every dollar raised, every hour of time donated, every person who learns about our work makes a positive impact.
- Interfaith House sent a record breaking 62 walkers in support of the Greater Chicago Food Depository's 24th Annual Hunger Walk along the lakefront on Saturday, June 20, 2009. A summer highlight, Interfaith House joined thousands of others to help raise needed funds and awareness for the entire network of organizations working to provide food and meals to people in need throughout the Chicago area.
- On Wednesday, June 17, 2009 over 300 friends of Interfaith House rode the elevators to The Metropolitan Club on the 66th floor of the Sears Tower to support the Welcome Home 2009 annual Gala. The festive occasion included a delicious buffet, raffle and silent auction, and a live-auction with Lou Bury serving as the guest Auctioneer. The Gala Committee, co-chaired by Steven Gerschoffer and Trey Gonzales, exceeded all expectations, netting over \$140,000 in support of Interfaith House's programs to help homeless men and women restore their health, rebuild their lives and regain self sufficiency.

### **Neighborhood Housing Services**

- Bruce Gottschall, Executive Director of NHS of Chicago, retired this December. Jim Wheaton will assume the executive director role until the search for a new executive director is complete this coming spring.
- NHS received a sizable grant from Chase Bank to revamp its current website. The new website will include an intranet site on the backend, integrated social media capabilities as well as a new layout.

### **Institute of Women Today**

- In July, IWT had a very successful fundraiser at the Golden Triangle. They were able to attract some new donors as well as a number of long-time supporters.
- IWT hired a New Director for their Senior Center, Mrs. Sophia Foster. She is a long time Englewood resident and also worked closely with the previous director for many years.
- Last year, IWT was able to get their roof completed but that only took care of the outside. The interior damage, which was extensive, was left undone. That is until this fall. IWT is quite pleased to announce that they have completed some major interior work to their facility prior to this winter 's chill.

## **The Cara Program**

- The Cara Program staff and students recently moved into an office condominium building at 626 W. Jackson Blvd. They have purchased two floors with a total of 30,000 sq. ft. of space. The new facility is outstanding. Cara is also launching a capital campaign to raise almost \$10 million dollars to pay for the new space and program activities. The offices are to be dedicated to founder, Tom Owens.
- The Cara Program is currently undergoing a rebranding campaign and will unveil the new brand early this year. A new website, logo, and communications materials are to follow. PFCF consultants have been instrumental in the research and planning phase of the branding efforts.
- The Cara Program's 2009 New Celebration event, a Run/Walk and online auction, raised over \$60,000 to support students in transforming their lives and achieve real, lasting success.
- The Cara Program is the 2009 recipient of the Chicago Community Trust Outstanding Community Strategy of the Year Award. This award was given in recognition of their concerted efforts in the mid-South Side community.

## **Emergency Fund**

- The Emergency Fund recently moved to new office space at 651 W. Washington, Suite 504. Chicago, IL 60661.
- With the help of key sponsors, such as the Norman H. Stone Foundation and the Pierce Family Charitable Foundation, the Emergency Fund hosted its 2nd annual Paint the Town Blue! Gala, which was an incredible success. Thanks to their supporters, they raised enough funds to start a new partnership in the Austin neighborhood.
- The City of Chicago designated the Emergency Fund as a sub grantee for a significant portion of the homelessness prevention dollars provided through the American Recovery and Reinvestment Act. These much-needed dollars are restricted to use for rent, security deposits, utility bills, and moving costs and will be distributed over the next three years.

Other groups we have supported this past year include:

The Michigan Land Use Institute- An excellent organization actively involved in environmental and regional planning issues in the Traverse City, Michigan area.

SEEDS- Another outstanding group based in Traverse City which hosts the annual Bioneers Environmental Educational Conference as well as a number of other educational activities relating to environmental issues.

Housing Opportunities for Women- A Rogers Park organization helping low income families obtain affordable housing and achieve lifelong self-sufficiency.

Between Friends- Another Rogers Park organization providing counseling and in classroom teaching on what constitutes healthy relationships, as well as providing a number of support services to victims of domestic violence.

BeHiv- An organization helping provide a better existence for those suffering from HIV and Aids.

Youth Job Center of Evanston- Providing youth with job readiness training, placement and work support.

### **The Pierce Family Giving Roster**

In addition to the Pierce Family Foundation's grant making, the members of the Pierce family have also participate in grant making and have recognized these additional non-profit organizations with year end contributions:

- Acción Cultural Guatemalteca (ACG) – \$1,000
- Adopted and Fostered Adults of the African Diaspora (AFAAD) – \$1,000
- Anti Cruelty Society – \$150
- Chiaravalle Montessori School – \$1,000
- Chicago Religious Leadership Network – \$1,000
- Concern America – \$500
- Cornerstone Community Outreach – \$500
- Doctors Without Borders/Médecins Sans Frontières – \$500
- Evanston Animal Shelter – \$1,500
- Evanston Ecology Center – \$1,000
- Human Rights Campaign Foundation (HRC) – \$500
- Friends of Sausal Creek – \$1,000
- La Casa Norte – \$ 500
- Mercy Corps – \$500
- Michigan Land Use Institute – \$500
- Natural Resources Defense Council – \$100
- Night Ministry – \$1,000
- Nueva Esperanza/Chaculá, Guatemala – \$500
- Peggy Notebart / Chicago Academy of Sciences – \$500
- Pennies for Peace – \$1,000
- PETA People for the Ethical treatment of Animals – \$100
- School Sisters of St. Francis/Guadalupe Homes – \$1,000
- St. Mary's Center - \$3,000
- Su Casa Catholic Worker Community – \$500
- UCan – \$1,000
- WWF World Wildlife Fund – \$100

The law firm of Pierce and Associates, of which Denis is the founder and President, also participated in a number of charitable support activities. The firm continues to provide significant financial support to Neighbor Housing Services of Chicago and most recently made a two-year pledge to the Cara Program capital campaign program. A grant was also recently made to the Chicago Bar Association Foundation, which will be used to support a number of not-for-profit legal services agencies in the City of Chicago.

Funds were also contributed to the Emergency Fund and the Chicago Community Trust Unity Challenge. The firm made more that \$800,000 in direct grants this past year.

Employees at the firm also contributed to a number of different groups including a holiday toy drive for La Casa Norte and Treasure Chest; a food pantry drive for Interfaith House and Institute of Women Today. A number of employee raffles were also held throughout the year benefitting several different agencies.

We look forward to continuing our support of many agencies that are providing critical and needed support to those less fortunate and in need.