

communityfoundation

FOR SOUTHEAST MICHIGAN

REPORT

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Innovate!

Creative Programs
Making a Difference in the Arts,
Economic Development and
Service to Youth

Editors:

Theresa L. Fraley
Karen C. Goldbaum

Photography:

Michelle Andonian
Avalon Housing
Detroit Riverfront Conservancy
Neutral Zone
Larry Peplin
Starfish Family Services

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333 West Fort Street, Suite 2010
Detroit, Michigan 48226-3134
313.961.6675 | www.cfsem.org

Cover: The Detroit Symphony Orchestra is the first major classical music institution to stream a regular series of concerts to a mobile app. Users can also follow news, purchase tickets and digital recordings, and learn more about their favorite musicians.

Connecting those who care with causes that matter since 1984.

Our mission is to enhance the quality of life in southeast Michigan.

We promote and facilitate community philanthropy in the seven counties of Wayne, Oakland, Macomb, Monroe, Washtenaw, Livingston and St. Clair, and we also help donors invest in organizations they care about nationwide.

We do this by:

- Making strategic investments in programs and organizations that benefit the region
- Equipping organizations and the public with knowledge and information that will lead to positive change
- Building endowment – community capital – to meet our region’s needs today and tomorrow, and
- Providing expert assistance to donors and their advisers in their charitable planning.

Message from the President

Like any good investor, the Community Foundation is always looking for innovative ideas in our sector. We know that more than three-quarters of Michigan nonprofits reported serving more people with fewer resources, so they have to be creative and smart about how they do their work. Part of our job involves helping nonprofits become stronger and more sustainable so that they can continue to contribute to a good quality of life in our region.

Our nonprofit partners are continually thinking about their business models, about how they deliver services, raise funds and communicate with the public — all the things that help them fulfill their missions and serve our communities. This is the reality for all nonprofits, whether they work in the arts, health and human services, the environment, economic development or any of the other areas of community need that are supported by the Community Foundation.

Fortunately, southeast Michigan is full of excellent organizations whose committed leadership, staff and volunteers are meeting this challenge every day. In this issue of the *Report*, we share stories of creative organizations we are proud to support. They are just a few of the many resourceful and effective nonprofits that do remarkable things in our community. We continue to be inspired by the many well-managed organizations that are confronting the issues and taking the action necessary to move our region forward.

As always, we welcome your suggestions and feedback about how we can best serve the causes that matter to you.

Sincerely,

Mariam C. Noland
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INNOVATE! CREATIVE PROGRAMS MAKING A DIFFERENCE

Nonprofit organizations are sometimes called the “third economy” in Michigan because of the scope of their economic impact. Here are a few facts about Michigan’s nonprofit sector: It generates more than \$137 billion each year in economic activity. It employed nearly 435,000 people in 2011 — that’s more than ten percent of Michigan workers — and is responsible for an estimated 239,700 additional jobs. And more than three-quarters of nonprofits surveyed reported serving more clients with fewer dollars in recent years.

Last year, the Community Foundation granted more than \$53 million to nonprofits. And because it is so vital to our quality of life in southeast Michigan, we are always looking for innovation in the sector. By revisiting their business models, fundraising strategies or service delivery, organizations are using Community Foundation funding to try new things and better position themselves to meet the challenges and opportunities facing our region.

In the pages that follow, we highlight several projects that have led to new and better ways of serving people in our region. Follow the links after each story and visit www.cfsem.org to learn how you can help make a difference in our community.

Data courtesy of the Michigan Nonprofit Association.

DSO To Go

America’s Fourth-Oldest Orchestra Goes Digital

Few music lovers in southeast Michigan will forget the weekend of April 9-10, 2011. That’s when two standing-room-only concerts marked the return of the Detroit Symphony to Orchestra Hall after six difficult months of labor negotiations and a suspended season. More than 4,000 people packed the concert hall and another 3,500 joined via live webcast. These celebratory concerts actually launched a new era at the DSO — not a return to business-as-usual for one of the nation’s finest symphony orchestras.

an ambitious roster of community concerts, including free performances in economically challenged neighborhoods. More recently, the DSO has been ahead of the curve at finding new ways to connect digitally with global audiences, as international tours and major recording releases have become prohibitively costly.

With funding from the Community Foundation for audience outreach, the DSO set the ambitious goal of becoming “the most accessible orchestra on the

Live from Orchestra Hall, the first live webcast series from an American orchestra, debuted at dso.org/live in April 2011, with help from Detroit Public Television.

For several years the organization had been working hard to achieve greater financial sustainability while fulfilling its mission to reach more people with its world-renowned sound. The DSO has been in the forefront of American orchestras, creatively rethinking its relationship to audiences inside and outside the concert hall. In addition to its traditional season at Orchestra Hall, the DSO has touched thousands of new patrons with

planet” and the most digitally connected. Social media has been a major part of the organization’s strategy. For starters, social media helped the DSO draw 4,000 people to those April concerts, with just two days’ notice. And in subsequent seasons, it has helped hundreds of thousands more connect with the DSO’s diverse digital content, including live webcasts, recordings, interviews and educational materials.



The Detroit Symphony Orchestra attracted more than 125,000 people from 75 countries to their first full season of live webcasts in 2011-12. Their social media following increased by 70% during the same period. This global fan base represents a growing market for the DSO's digital recordings, concerts and educational programming.

Scott Harrison, the DSO's executive producer of digital media, provided this snapshot of the orchestra's astonishing digital reach:

- Live from Orchestra Hall, the first webcast series by an American orchestra, debuted in April 2011 at www.dso.org/live.
- In October 2011, Live from Orchestra Hall expanded to mobile platforms with DSO To Go; it has been downloaded by nearly 7,000 users worldwide.
- In its first full digital season, Fall 2011-Spring 2012, 22 live webcasts attracted 125,000 people from 75 countries, with average watch times of 25 minutes.
- The second season, Fall 2012-Spring 2013, has drawn 150,000 interested parties, with average watch times of 30 minutes.
- Social network followers increased 70 percent between 2011 and 2012.
- Fans from as far away as Brazil, Italy and Korea are actively engaged with DSO's social media.

Orchestras of the caliber of the DSO have a large international fan base, and digital engagement was initially seen as a way to keep its audiences connected between tours and major recording releases. The DSO's strong online presence has delivered far greater impact, however, by not only helping to create a worldwide virtual audience for DSO content, but also by adding

to the diverse techniques the orchestra uses to promote and sell seats at Orchestra Hall.

Harrison says that because the Internet is a two-way street, not simply a venue for pushing out content, people expect two-way interaction. Armed with that knowledge, the DSO is developing new ways for online audiences to participate with guest artists, staff and each other. But whatever the future holds, the DSO's expanded reach has already proved transformational.

"We recently heard from a 95-year-old former Detroit resident, now living in Virginia Beach," Harrison says. "Her father was a violinist in an auto factory orchestra, and they were lifelong DSO fans. You cannot get more rooted in our region than that. She says her son showed her how to watch our webcasts, and she is thrilled to be able to enjoy our concerts live once again."

Visit the DSO YouTube Channel
www.youtube.com/user/detroitssymphony.

To view a behind-the-scenes slide show of a rehearsal and concert at Orchestra Hall, visit www.cfsem/report.org.



The Neutral Zone helps teen artists and performers hone their skills in entrepreneurship and arts management. Volunteers from Ann Arbor companies and the University of Michigan business school advise on business plan development, customer service and project management.

Lead, Create, Innovate

Youth-Owned Enterprises at the Neutral Zone

The Neutral Zone is a 15-year-old Ann Arbor teen center known for cutting-edge, youth-driven programming. Many offerings promote self-expression through the arts. The Neutral Zone's visual arts, writing and music performance programs are popular with teens and are widely supported in the community for their artistic excellence. The Neutral Zone's Youth-Owned Records, the first independent record label in the nation run by teens, has a large and loyal following, and their yearly youth-curated public concert, Breakin' Curfew, regularly fills Ann Arbor's 1,400-seat Power Center for the Performing Arts.

In recent years, Neutral Zone teens have built on these successes by proposing new business enterprises to help them take full control of producing, publishing and distributing their creative output. Executive Director John Weiss and his staff embraced the teens' ideas, and with the support of the Community Foundation and other donors, several Youth-Owned Enter-

prises were launched to give teens an opportunity to hone their skills as arts entrepreneurs and managers. Volunteers from Ann Arbor's business community provide training, technical assistance and mentoring to help the teens do their best work.

"The enterprise programs were a natural evolution for us," Weiss says. "They are rooted in teen interests and motivations, but they also help build important skills for adult life. Our schools don't always have the resources to teach creativity, problem-solving and critical thinking, or to offer courses on budgeting, planning or project management. Youth-Owned Enterprises gives young people an opportunity to acquire 21st century workplace skills in an environment that is safe and supportive."

Alia Persico Shammis is one of the teens who proposed creating and running a recording studio at the Neutral Zone. Now a sophomore at Barnard College, she recalls

the hard work involved in getting the project off the ground. “It was up to us to identify exactly what space, technology and other resources we would need to build a professional-grade studio,” she says. “Then we pitched the idea to potential funders.” After the students’ first attempt to raise funds failed, the Neutral Zone enlisted talent from the University of Michigan Business School and the Ann Arbor offices of Google and Menlo Innovations to help them revise their business plan and learn more about marketing and customer service. Their next bid was successful and in March 2010, the Orpheum, a fully-equipped recording studio, opened to the public.

What gave Persico Shamas the confidence to propose such an ambitious idea? “The Neutral Zone is a place that encourages you to dream big. It is incredibly empowering when you want to try something and the adults around you listen and then start lining up the resources to help you succeed,” she says. >>

Red Beard Press is a publisher of emerging teen writers, one of the youth-led artistic enterprises at Ann Arbor’s Neutral Zone.



Ben Alfaro, one of the students who helped dream up Youth-Owned Enterprises, is now putting himself through college using skills he gained at the Neutral Zone. The Urban and International Studies dual major at Wayne

State University works as a professional booking agent for Emergence Media — home to Detroit emcee Invincible, along with Bling47’s Waajeed and other top talent. He is also a paid writer-in-residence and facilitator for the Inside Out Literary Arts Project at the Detroit Public Library and Martin Luther King High School. He says all three of his passions — creative writing, music, and using the arts to make cities more livable — took root at the Ann Arbor teen center.

Alfaro began his involvement with creative writing in the Neutral Zone’s VOLUME Youth Poetry Project, where teens meet weekly to write and share poetry and produce spoken-word performances. When the teen center expanded into a performance venue with a capacity of 400, called the B-Side, Alfaro jumped at the chance to be the teen curator of the space. He booked and managed events for the B-Side and worked with artists like Mayer Hawthorne and others. He also worked with the record label A-Side Worldwide, which was first imagined at the Neutral Zone and later launched in Los Angeles. It now does business as a management and marketing company for recording artists and other clients.

“I am lucky to have a lucrative career and professional network while still in college,” Alfaro says. “The Neutral Zone gave me the chance to explore my interests, develop skills, and get started in arts management while still in high school.” A third-generation Detroit resident, Alfaro is one of the many young creative professionals who are returning to the city and contributing to its robust creative economy and arts scene.

The Neutral Zone has five complementary Youth-Owned Enterprises. All are staffed and managed by teens and mentored by volunteers from the business community. They include:

The Orpheum — a teen-run professional recording studio that is available to amateur musicians of all ages.

Youth-Owned Records — the first independent record label run by teens; releases CDs and books, hosts a concert tour.

Red Beard Press — a literary arts publisher of emerging teen writers.

B-Side Promotions — a teen collective that books, manages and operates a 400-seat concert venue and events.

Visual Arts Division — an arts collective that sells artwork, and provides professional art services and consultation to the community.

For more information about the Neutral Zone, visit www.neutral-zone.org.



< Watch a promo for Breakin' Curfew 2012.

To learn more about supporting innovative programs in the arts, contact Randall S. Ross, Manager of Philanthropic Services at the Community Foundation at rross@cfsem.org or 313.961.6675.

Best Gift for Baby? A Healthy Mom!

Promising Outcomes for Pregnant Teens with Depression Risk

Maternal depression can have a lasting impact on child development. It interferes with maternal bonding and can compromise a child's ability to learn and thrive emotionally. In Inkster, a predominantly African-American suburb, many women of childbearing age face conditions that put them at high risk of depression — low levels of education, chronic stress and economic hardship. For pregnant teens in poverty, these conditions are often compounded by a sense of shame and isolation.

The child development experts at Starfish Family Services know firsthand the challenges maternal depression poses to the academic and emotional success of children in their community. Starfish serves more than 10,000 children and families annually with family support programs and early childhood education. Last year, a grant from the Community Foundation helped them launch a new mental health

and parenting intervention program for pregnant teens with a high risk factor for maternal depression — a traditionally challenging group to reach and serve.

The Baby Power program began with innovative outreach activities: baby showers in Inkster community centers, childbirth education and the distribution of free diapers and formula. More than 350 moms and babies received baby items and raffle tickets for cribs and car seats and helped to raise community awareness about services for at-risk teen moms.

The core 12-week intervention is based on work conducted at the University of Michigan Depression Center under the direction of Dr. Maria Muzik of the Department of Psychiatry. It serves both pregnant teens and parenting teen mothers by offering structured parent support and education activities, group time with other moms-to-be, and an opportunity to work

with trained child development coaches who model effective and nurturing ways to parent infants and young children. Several sessions also explore strategies the moms can use to continue their education and career training.

Due to the vulnerability of the participants and the lack of healthy parenting in their own lives, the program makes it a priority to help them become better advocates for themselves. Participants learn more about their children's needs, how to better manage stress, and how to identify resources in the community that can support them and their babies. There are about 10 mothers in each Baby Power group; they become a close-knit peer network. Camaraderie is reinforced by shared meals, an atmosphere of positive reinforcement and respect for the important life passage they are going through together.

The teen mothers appreciate being in a group that is

just for them, and they are glad to have a place where they do not feel criticized for being pregnant. "I wasn't sure I wanted to keep my baby," said one participant.

This class is a really powerful tool that can help bring a foundation to the life of both child and parent. It can teach moms how to have a healthy relationship with their child, regardless of the way they have been raised and what they have been taught...

– A participating teen mother

"But when I decided to have her, no one helped me... In this group, I get to learn new things and hear about what I am doing right." The teens report gaining insight

Starfish Family Services developed innovative tactics to reach pregnant teens. Community baby showers and distribution of free diapers and baby supplies raised awareness about the services available for young mothers at risk of depression. This helped Starfish exceed its goal of serving 150 teen moms the first year of the program.



into how poor parenting might have affected their own lives, and how they can break the cycle by adopting different parenting skills and strategies with their own children.

Early outcomes of Baby Power are promising. The program has exceeded its goal of reaching 150 at-risk teen mothers. Mothers are observed and videotaped with their babies at the beginning and the end of the program. Based on commonly accepted child development and mother-child bonding scores, all have achieved improved levels of caregiving. They also report improved social support and decreased levels of depression and anxiety. The Baby Power program has a waiting list and is working to meet community need by securing funding to train additional staff and enlist interns from local universities.

Starfish staff, led by Executive Director Ann Kalass, are encouraged by the program's potential to nurture happier, more secure teen moms and babies. Seventy-five percent of the participating Baby Power mothers have engaged with at least one other Starfish early

childhood program, meeting the goal of keeping these vulnerable families connected to an ongoing source of support.

One articulate young mother sums up the benefits of Baby Power this way: "This class is a really powerful tool that can help bring a foundation to the life of both child and parent. It can teach moms how to have a healthy relationship with their child, regardless of the way they have been raised and what they have been taught. There is power in knowledge, and through knowledge there is change."

Learn more about Starfish Family Services
starfishonline.org.

To support the Community Foundation's work with innovative organizations working with youth and families, contact Lindsey Rossow-Rood at lrossow-rood@cfsem.org or **313.961.6675**.

Great Music in Unexpected Places

Chamber Music Played in Iconic Spaces Builds New Audiences

Along with a national reputation for artistic excellence, Detroit Chamber Winds & Strings has a history of innovative and collaborative audience engagement strategies. (For a recent example, see *Detroit Passport to the Arts* at www.cfsem/report.org.) To mark their 30th anniversary, Detroit Chamber Winds & Strings is once again using a Community Foundation grant to pursue highly original programming designed to attract new audiences.

"Structurally Sound" is a series of concerts being conducted in architecturally significant spaces in and around Detroit. The series weaves together strands of the city's strong musical, architectural and commercial heritage. The first concert was held in Henry Ford's historic Piquette Plant, home of the Model T and now a national historic site. Amid the original walls and floors of the factory that changed the world, musicians played a repertoire reflecting artists' responses to automation, modernization and the automobile. A

centerpiece of the program was "John Henry's Big: Man vs. Machine" by Adolphus Hailstork (American, b. 1941), performed by trombonist David Jackson and pianist Amy Cheng. It is based on a folk tale about John Henry, a freed slave and working man who pitted his extraordinary strength against a machine, with fateful results.

The second concert took place in the lobby of the 1959 Chase Tower at 611 Woodward Ave. (aka the "The Qube," originally the National Bank of Detroit), a lofting modernist space. The program featured a lively mashup of classical and techno music. Techno, an electronic dance music with a host of African-American musical influences that emerged in Detroit in the 1980s, is one of the city's more recent contributions to world music. Musicians included Kenneth Thompkins, principal trombonist with the Detroit Symphony Orchestra, techno pioneer John Collins, keyboardist Jon Dixon, and percussionist Raphael Merriweathers Jr.



The chance to experience music matched to important architectural spaces in metro Detroit is drawing lots of newcomers to the Detroit Chamber Winds and Strings Structurally Sound concert series. Here, concertgoers enjoy period music inside the historic setting of Henry Ford's Piquette, birthplace of the Model T. Coming in April: a mix of classical and jazz at Eastern Market.

“People intrinsically respond to mixing genres and matching music to different architectural environments,” says Maury Okun, the group’s executive director and trombonist. “Our core audience expects us to treat chamber music as a living, breathing art form, and expects originality. But these concerts are drawing

cultivate young musicians to join its core ensemble in the coming years.

Despite the challenges of presenting performances outside of traditional venues, the group plans to continue the popular series through 2013. On April 28,

Community Foundation grants are a form of venture capital for the arts. They push us to do ambitious programming, to expand our reach and become more sustainable and dynamic.

– Maury Okun, Executive Director, Detroit Chamber Winds & Strings

audiences of more than 500 — many of them younger and new to chamber music. The result has been a bridging of generations and art forms, and even a little dancing in the aisles — which is not the norm for us.”

Ideas for the concert locations and themes come from a variety of sources, including audience members, professors, the musicians themselves and other artists. The Piquette Plant location was suggested by Jerry Herron, dean of the Irvin D. Reid Honors College at Wayne State University, who also contributed historical context and narration during the event. Each concert opens the door to unique collaborations and partnerships that are expanding the group’s footprint in the arts community, including its capacity to locate and

they will bring together noted cellist Debra Fayroian and Grammy-winning pianist and composer Luis Resto for a lively mix of classical and jazz at Eastern Market.

To learn more about the Structurally Sound series, visit www.detroitchamberwinds.org/.

To view a slide show of the concert in the historical Piquette plant, visit www.cfsem/report.org.

To support the Community Foundation’s work with innovators in the arts, contact Randall S. Ross at rross@cfsem.org or 313.961.6675.

More Innovative Grants and Programs

Community Foundation Investments to Watch in 2013



An Accessible Water Park on the Detroit River

The Community Foundation has funded the development of six recreation sites in southeast Michigan that are accessible to people of all ages and abilities. In fact, the research and technical expertise we brought to the region helped communities think differently about how to serve people of all abilities and made southeast Michigan a national leader in recreational accessibility. The latest of these projects is currently under construction on a beautiful spot alongside the Detroit River at Mt. Elliott Park. This universally accessible interactive water feature and playscape will feature a Great Lakes schooner theme and “kid activated” water cannons and more than 30 individual water sprays. It is scheduled to open in late 2013.

The transformation of Mt. Elliot Park is one of many projects that will complete development of the eastern portion of the Detroit riverfront, connecting the RiverWalk to green spaces, plazas and parks extending from the Joe Louis Arena to Gabriel Richard Park, just south of the Belle Isle Bridge. The riverfront attracts more than 3 million visitors per year.

Learn more about the evolution of the Detroit Riverfront at www.detroitriverfront.org.



Quantifying the Impact of Michigan’s Creative Economy

Just how important are arts and cultural organizations to our region’s economic vitality? In January, ArtServe Michigan, the state’s leading arts and cultural advocacy organization, provided a powerful, data-driven answer to that question with the release of their *Creative State Michigan* report. Information gathered by the Michigan Cultural Data Project, funded by the Community Foundation and other foundations across the state, was a key data source for the report. The Cultural Data project was launched in Michigan in 2010 to strengthen arts and cultural organizations and to inform grantmaking and policy discussions.

The Creative State Michigan report details social and economic data from 346 nonprofit arts and cultural organizations. Among the findings: the number of arts-related jobs is up 15% since 2006 and arts-related businesses have increased by 65%. And Michigan’s arts and cultural destinations generated more than \$2 billion in state tourism revenues in 2011. That’s more than golf, boating and sailing, hunting, fishing, hiking and biking combined!

Read the Creative State Michigan report at www.creativestatemi.artservemichigan.org. Learn more about the Michigan Cultural Data Project at www.miculturaldata.org.



Training and Support for Food Entrepreneurs and Small Farmers

Agriculture is Michigan's second largest industry, with an estimated economic impact of \$71.3 billion. It provides nearly a quarter of all Michigan jobs and supports a growing number of food businesses throughout our region. Yet the health of this vital trade is threatened by land development, an aging farming population and industry consolidation.

To support farmers and help ensure the availability of fresh, locally grown produce, the Community Foundation made a grant to the Food Systems Economic Partnership in Washtenaw County so they could expand their food and farming business development programs. The Food Service Economic Partnership provides technical training for farmers and food producers at a monthly "Inn Ovation" breakfast, which offers networking opportunities for farmers and potential customers ranging from small artisanal producers to institutional food purchasers. It also serves as a vehicle for health-conscious locavores to make a financial investment in the regional food system.

Learn more at www.WashtenawFoodHub.com and www.FSEPmichigan.org.



Drawing New Residents to Detroit's East Side Neighborhoods

Due to its proximity to the Detroit River and downtown, and because it is home to some of the city's most desirable neighborhoods, Detroit's historic near-east side is poised to welcome an influx of urban dwellers. The Community Foundation's more than \$32 million investment in east side neighborhoods included funding for the East Jefferson Corridor Collaborative, a consortium of local nonprofits, business owners and residents who are working to ensure that the area's main commercial thoroughfare is a clean, safe place to operate a business, shop and visit.

A 2012 grant from the Community Foundation will support the group in taking the next step: developing a coordinated branding and marketing campaign to highlight the East Jefferson Corridor and adjoining neighborhoods. The campaign will promote the east side to residents, real estate professionals, developers and others interested in investing in this resurgent part of the city of Detroit.

Learn more at www.jeffersoneast.org.

New Agency Endowment Funds at the Community Foundation

Nonprofits Use Endowments to Build Capacity and a Secure Future

The Community Foundation for Southeast Michigan partners with nonprofit agencies throughout the region that are building endowments. An endowment supports the work of a nonprofit organization by creating a stable base of support for their operations and helping to provide the financial wherewithal to address special funding challenges or long-term opportunities.



Building an endowment at the Community Foundation will provide a stable base of support for Avalon Housing. The organization develops and manages affordable housing and support services for Washtenaw County's lowest income households. Learn more at www.Avalonhousing.org.

The Community Foundation is pleased to welcome our new agency endowment partners and to recognize several current partners that created sub-funds in 2012.

New Agency Partners

- AAUW Northville-Novu Branch Endowment Fund
- Avalon Housing Endowment Fund
- Model-T Automotive Heritage Complex Fund
- Oakland County Bar Foundation Fund

New Funds at Agency Partners

- Grosse Pointe War Memorial Fund for Youth Enrichment
- Budd Lynch Endowment Fund for Children (supporting The Guidance Center)
- Robin H. Sowell Fund (supporting the Minerva Education and Development Foundation)

Currently, more than 180 nonprofit agencies have established endowments for their benefit at the Community Foundation. To learn more about how to become a partner, or to find out how to support one of our current agency endowments, please contact Lindsey Rossow-Rood at rossow@cfsem.org or 313.961.6675.

Promoting the IRA Charitable Rollover

There is great news for certain individuals who wish to give more to charities during their lifetime.

In January, the **IRA Charitable Rollover** provision was extended until December 31, 2013. This law allows individuals 70½ and older to make a tax-free donation of up to \$100,000 from their IRAs to charities. In addition, the gift to charity counts as part of the taxpayer's required minimum distribution from their IRA for the year.

This is a great way to give to the Community Foundation for Southeast Michigan and support the work we do in our region. You can use a distribution

from your IRA to establish a new endowed fund in your name or in the name of a loved one, or to give to an existing fund.

To qualify for the IRA Charitable Rollover this year, distributions must be made payable to a public charity before December 31. The distribution cannot be made to a private foundation, donor advised fund or supporting organization.

Please contact Randall S. Ross or Lindsey Rossow-Rood at 313.961.6675 if you have questions. We will work with you to maximize the impact of your gifts, and help you achieve your philanthropic goals.

Investment Briefing Highlights Strong Performance

18th annual event featured economist Robert Dye of Comerica Bank

Each fall the Community Foundation hosts an Investment Briefing that brings together a diverse audience of nonprofit organization representatives, professional advisors, volunteers, and other philanthropic-minded individuals to learn more about the economy from leading financial and investment experts and to hear about the Community Foundation's endowment investment program. These sessions offer a valuable opportunity to hear about national and international trends that affect the growth rate of the endowments and other investments entrusted to the charitable sector.

On November 15, 2012 the 18th annual investment briefing featured Robert Dye, Ph.D., Chief Economist, Comerica Bank, who provided a regional and national economic outlook. Although the top-of-mind concern at the time was the impending federal "fiscal cliff," the theme of Dr. Dye's presentation, "Passages through a Sea of Uncertainty," remains relevant as organizations throughout our sector seek ways of weathering the economic disequilibrium that is predicted to endure throughout 2013.

Participants also heard from Paul R. Kenney, Jr., CFA and partner with NEPC, one of the largest independent, full-service investment consulting firms and the Community Foundation's investment counsel since 1995. He provided an annual report on the Foundation's endowment performance, which went on to achieve a



total return of 13.6 percent for the year ending December 31, 2012. Community Foundation investment performance compared to a peer group of similarly sized endowments and foundations remained in the top third for the third straight year. Diversification remains the cornerstone of the Community Foundation's overall portfolio positioning, based on an expectation of continued bouts of market volatility along with an eye on opportunities for long term growth.

The Community Foundation is fortunate to have an outstanding volunteer Investment Committee. Committee members include: Ken Whipple, *Chair*, Terence E. Adderley, Thomas C. Buhl, Phillip Wm. Fisher, Alfred R. Glancy III, Joseph L. Hudson Jr., David N. McCammon, David E. Meador, Michael T. Monahan, Alan E. Schwartz and Jonathan T. Walton.

Staff Update



Katie G. Brisson has been named Vice President, Program, at the Community Foundation. In her new role Brisson will oversee the discretionary grantmaking programs at the Foundation. Brisson joined the Community Foundation as a program

officer in 1999 and has managed a diverse portfolio of grants in the arts and culture, health, youth, economic

development and LGBT sectors. Since 2009 she has helped launch and staff the New Economy Initiative.

Previously, she served as a consultant to the W.K. Kellogg Foundation's Philanthropy and Volunteerism team, research assistant for The Johns Hopkins Institute for Policy Studies, and as chief lobbyist for The Maryland Food Committee in Baltimore, where she worked on hunger and poverty issues. Brisson is a graduate of Leadership Detroit Class XXII and received a 2009 Spirit of Detroit Award.

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