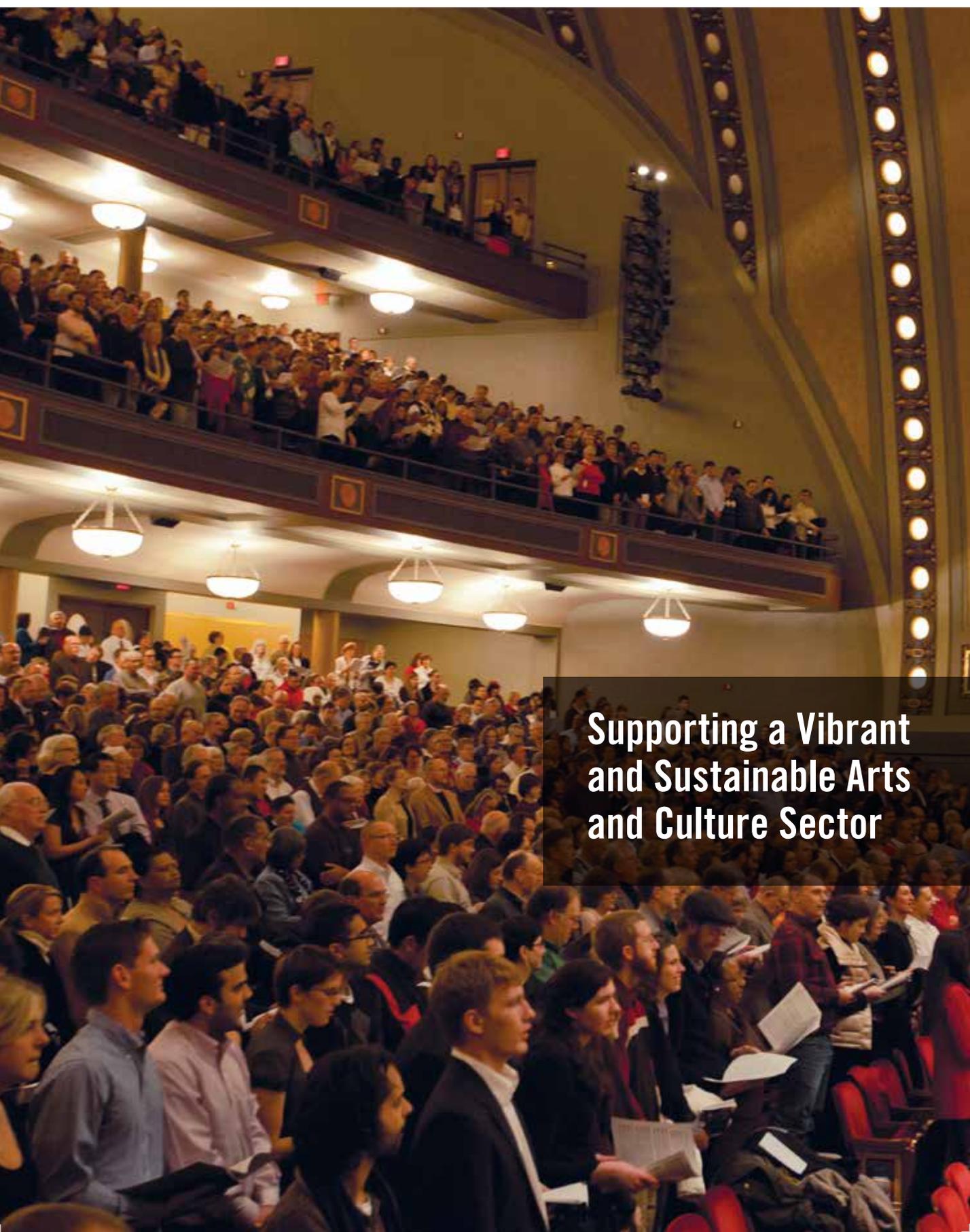


# communityfoundation

FOR SOUTHEAST MICHIGAN

REPORT

Volume 28, Issue 1  
Spring 2014



**Supporting a Vibrant  
and Sustainable Arts  
and Culture Sector**

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Message from the President	1
Supporting A Vibrant and Sustainable Arts and Culture Sector	2
IXITI: The Experience Engine	2
Arts & Scraps	4
Macomb Center for the Performing Arts	6
Ann Arbor Symphony Orchestra	7
The Sphinx Organization	8
Go East!	10
Double Up Bucks Expands Nationwide	12
Investment Briefing Explores Current Market Trends	13

community**foundation**  
FOR SOUTHEAST MICHIGAN



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**Cover:** Southeast Michigan is rich in arts and cultural activities that people want to be a part of. At Ann Arbor's historic Hill Auditorium, a packed house participated in the University Musical Society's annual "Do It Yourself Messiah." Photo by Mark Gjukich.

**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

After a harsh winter, spring is especially welcome this year. Yet despite record snowfalls and low temperatures here in southeast Michigan, there were plenty of worthwhile activities to keep us busy during those frosty months. No matter what the weather, we can always count on the region's vibrant arts and cultural organizations to bring us together, engage our hearts and minds and give us a sense of connection to the place we call home.

From orchestra and theater performances to music lessons, workshops, museums, zoos and film festivals, wherever you live and whatever your budget, there are stimulating and energizing things to do in southeast Michigan all year round.

At the Community Foundation, we take support for the arts and cultural community very seriously. Not only is it an important quality of life issue, it is also a boon to our economy. Quite simply, people want to live, work and play where creativity is abundant, history is honored and self-expression is encouraged.

In the 2013 *Creative State Michigan* report, part of the Cultural Data Project supported by the Community Foundation, the data tell the story. Statewide, arts and culture represent 16 percent of the total \$13.1 billion in tourism dollars generated in 2011. That's more than the combined total of golf, boating, hunting, fishing, hiking and biking. More than 3 million school children experienced arts and cultural events and enrichment, and the sector made more than \$560 million in direct expenditures to Michigan communities and paid nearly \$196 million in arts and cultural salaries to more than 26,000 workers.

In this issue of the *Report*, you will learn about Community Foundation grants that are helping several of southeast Michigan's outstanding nonprofit organizations cultivate and serve new audiences. This support is made possible through the generosity of many people who understand the importance of such investments, both in times of economic strength as well as during the inevitable downturns.

Safeguarding arts and cultural institutions is a gift each generation gives to the next. It is a legacy with deep roots in our region. We invite you to join us in this important undertaking. Please let us know your thoughts and how you believe we can best serve your community.

Sincerely,

Mariam C. Noland  
President

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# SUPPORTING A VIBRANT AND SUSTAINABLE ARTS AND CULTURE SECTOR

It is said that the arts are the glue that holds our communities together. The shared experience of a live performance... An exhibition that sheds new light... A hands-on art activity that inspires and refreshes... The first notes of a symphony... These moments contribute to our development as human beings as well as to a collective sense of satisfaction with the place we call home.

The landmark “Soul of the Community” study by the Knight Foundation, released in 2010 after years of research in Detroit and 25 other communities, concluded that satisfying social experiences involving the arts were among the most important factors in fostering a closer connection between people and their communities. Why is this important? Because connected communities are more prosperous, attractive to new businesses and residents and more inviting to young people beginning their careers and families.

At the Community Foundation supporting a strong arts and culture sector is a vital part of our mission to create lasting benefit for the residents of our region. We make more than \$17 million in grants to these nonprofits each year, and the nature of our support varies greatly by organization. Some need capacity building, others assistance with fundraising or the implementation of a new strategic plan. Sometimes the request is simply to help an already successful program reach more people and touch more lives.

Here are a few stories of organizations that are leveraging support from the Community Foundation to grow in their service to their patrons, members and audiences — contributing to a stronger arts and culture sector in southeast Michigan.

## IXITI: The Experience Engine

Making Access to Arts and Culture Easy and Fun



Working on behalf of its 115 member organizations CultureSource has developed a brand for arts and culture that unites visual arts, history, science, music, theatre, poetry and more under a new name: IXITI. This new word is meant to signal imagination, ideas, innovation and inspiration, all of which stem from arts and culture. The web portal IXITI.com launched in late

January. IXITI harnesses the collective assets of the entire arts and culture sector into comprehensive strategy for informing and connecting people to inspiring things to do — serving existing audiences and inviting new audiences to explore.

IXITI is a dynamic, interactive online destination: one central place to see cultural events happening in Detroit, Ann Arbor and throughout southeast Michigan. It features more than 500 exhibitions, art classes, concerts and much more from nonprofit arts and cultural organizations as well as commercial theaters and art galleries.

Listings are only part of this new service. To engage those who want to know more, there are behind-the-scenes stories that bring individual events to life. IXITI’s top five events of the week features are eclectic, well-written and help provoke curiosity and engagement. The weekly newsletter *IXITI Experience* and the



monthly, family-oriented *IXITI Kids* newsletter started in February.

The marketing and PR plan to launch IXITI.com takes advantage of the latest research about consumer behavior and the need for information in today's radically changing media environment. The Community Foundation supported the development of the plan with a grant of \$50,000.

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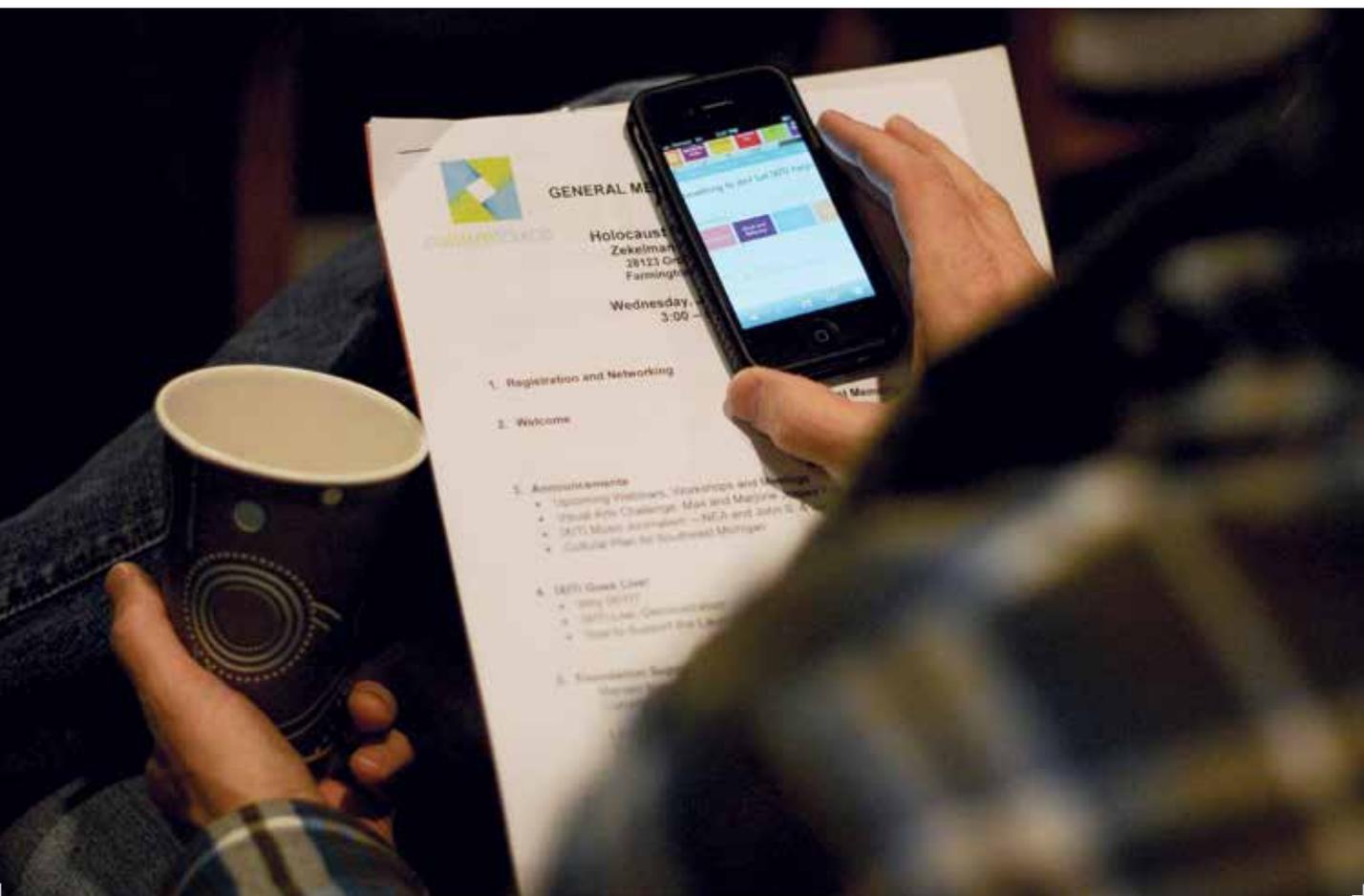
IXITI boasts sophisticated search capabilities and an audience-centered experience. It allows visitors to find exactly what they want by genre, by date or by the name of an organization, or they can follow the site's lead and try something completely new.

Going on a date? Entertaining the grandkids? The site is organized to allow you to easily peruse events that could fit the bill. It has a whimsical side, too. Ready for something "Completely Random" or "Loud and Fun" or "Free"? There are search buttons for each.

IXITI also showcases deals, including ticket discounts.

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*IXITI.com is an interactive web destination that features more than 500 examples of fun things to do in southeast Michigan. It was developed by CultureSource, a professional association of 115 nonprofit organizations committed to engaging more people in the region's wealth of performances, events and arts and cultural destinations.*



Organizers say that the site will grow over time to include more bargains, and that arts and culture will be promoted through media partnerships and themed clusters of events. By collectively promoting many diverse experiences together, more people will be reached. Promotions will also attract corporate support and bring in new shared revenue to support marketing.

Maud Lyon, executive director of CultureSource, reports that IXITI is also designed to increase the marketing capacity of individual nonprofits. IXITI.com was developed with an advisory group of marketing staff of CultureSource member organizations, to be sure that the final results met their needs. To prepare

for the launch of the site, CultureSource trained members on writing for the web, managing digital photos, tagging events with key words and making better use of their social networks.

IXITI.com has been enthusiastically received and is rapidly gaining web traffic. Mobile friendly, more than a third of its users come from tablets or phones. CultureSource's goal is to make IXITI.com the preferred place to find out what's going on, to grow the audience for arts and culture.

To learn more, visit [IXITI.com](http://IXITI.com) and [culturesource.org](http://culturesource.org)

## Arts & Scraps

### Planning for the Long Term

Arts & Scraps is a small nonprofit on Detroit's near-east side with a mighty mission: turning industrial scrap into hands-on activities that help people think, create and learn. Each year the organization converts 28 tons of materials headed for a landfill into a host of creative services for more than 275,000 people in southeast Michigan.

Arts & Scraps hosts classes and welcomes drop-in

visitors at its facility on Harper. It's an important neighborhood anchor and a destination for people of all ages who are looking for something creative to do in their spare time. The organization extends its reach into the community via activity kits for classrooms and a traveling "Scrapmobile," a 26-foot bus, designed by Ford Motor Company volunteers, that takes art activities and fun right to Detroit children in their own neighborhoods. At a time when art education is being





*Arts & Scraps serves more than 275,000 people of all ages and recycles more than 28 tons of materials annually. It is implementing a strategic plan to ensure its continued growth and sustainability as a valuable community resource. [Artsandscraps.org](https://artsandscraps.org)*

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cut or reduced in our public schools, arts nonprofits like Arts & Scraps provide a critical service.

A small and dedicated staff and an active network of business supporters and volunteers have helped the organization add new services, including a retail operation that sells art materials and generates enough income to cover 60% of the Arts & Scraps budget.

The Community Foundation was the first foundation to provide a grant to the organization, in 1989. A new Community Foundation grant of \$80,000 over two years will be used to implement the first step of a sustainability plan to help Arts & Scraps continue to thrive and grow. The plan was developed with the help of the DeVos Institute of Arts Management at the Kennedy Center for the Performing Arts in Washington DC, a leading arts management consultancy.



Based on the DeVos Institute's recommendations, Arts & Scraps will work to increase the engagement of their board of directors, hire additional part-time staff to pursue new earned income opportunities, and transition to market-rate salaries to attract talented leadership when the co-founders retire.

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**“When people take materials that traditionally have no value and use them to produce art and experiences that are creative and rewarding, they look around their environments and inside themselves with new eyes and see untapped potential.” – Peg Upmeyer, co-founder and executive director, Arts & Scraps**

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## Macomb Center for the Performing Arts: Bringing Literature to Life

A \$25,000 grant from the Community Foundation will double the number of *Page to Stage* theater productions offered to students by the Macomb Center for the Performing Arts. The grant will also help support reduced student ticket prices.

The *Page to Stage* program presents original theatrical productions based on characters from history and literary classics, and offers study guides for classroom use. Most productions include a question-and-answer period with the actors after the performance.

Five-dollar ticket prices ensure that these high-quality live performances, featuring skilled professional actors, are within the reach of thousands of students. Educators say they notice an increased interest in the history and literature they are studying after students attend a performance.

*Black Boy*, a production inspired by Richard Wright's autobiography, was followed by a workshop for students

from Clintondale High School in early February. Students were asked to define what they hunger for — just as the young Wright had hungered for so many things in his life. “I have hunger, but not for food; I am hungry for the ability to understand and speak freely without being judged,” said one student.



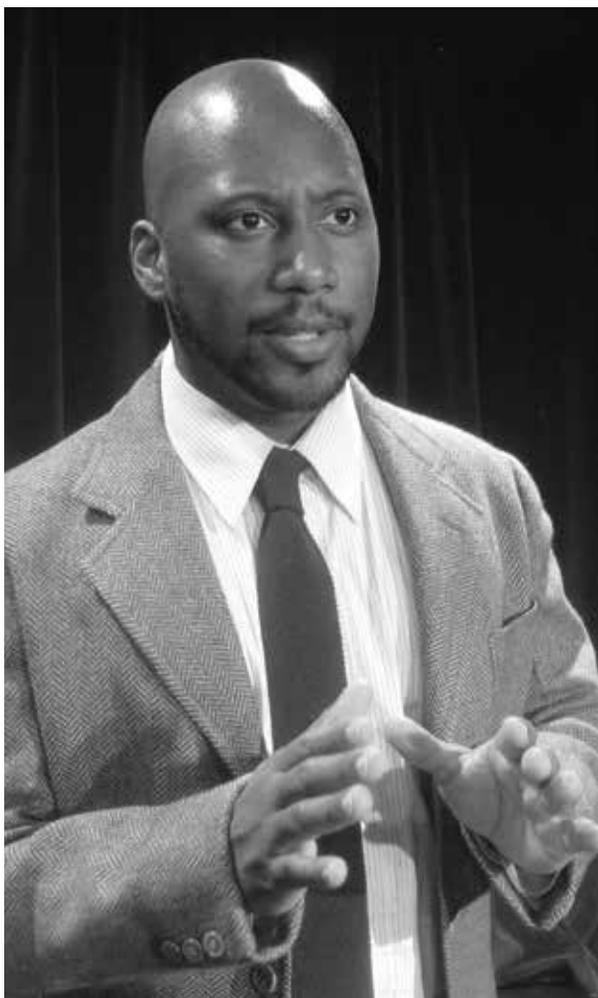
The Macomb Center for the Performing Arts is part of Macomb Community College, but it reaches far beyond traditional community college boundaries. Through extensive collaborations with community groups, schools and cultural organizations, it hosts more than 100,000 visitors annually and offers arts programs and activities for all ages. A 1,200-seat auditorium provides a Macomb County destination for national tours of major productions, as well as musicians and comedians.

“The Macomb Center for the Performing Arts is the arts and culture hub of our county,” says Christine Guarino, director of Cultural Affairs at Macomb Community College. “These are the kinds of institutions that people take into consideration when deciding where to live and work. They add immeasurably to quality of life and economic vitality.”

View an excerpt from the production.



*Actor Tarantino Smith brought Richard Wright's 1945 autobiography Black Boy to life for elementary and high school students in Macomb County. His performance was part of the Page to Stage theater and literacy program at the Macomb Center for the Performing Arts.*





*Ann Arbor Symphony Orchestra conductor Arie Lipsky takes questions from a recent KinderConcert audience. The 2-6 year olds enjoyed a 30-minute program of music, storytelling and an introduction to the musical instruments. The A2SO presents more than 100 music events in southeast Michigan each year, at schools, libraries and senior centers — as well as traditional venues like Hill Auditorium.*

## Ann Arbor Symphony Orchestra

### Connecting with New Audiences at Farmers' Markets

Like marketplaces throughout history, today's farmers' markets are a meeting place for people of all races, cultures and economic backgrounds. Southeast Michigan's farmers' markets are much loved for their bounty of locally-grown fruits and vegetables and good old-fashioned neighborliness and sense of community. They are places people want to be, open to all.

That's why farmers' markets appealed to the Ann Arbor Symphony Orchestra (A2SO) as an exciting place to perform and engage potential supporters and patrons. With support from the Community Foundation, ensembles from the Symphony will play a one-hour concert at each of six farmers' markets in Washtenaw, Wayne and Livingston counties this summer.

On concert days they will also host an "Instrument Petting Zoo," which gives people of all ages the opportunity to try out real musical instruments before hearing the professional musicians work their magic on them. Specially crafted, child-sized instruments ensure that even the smallest children can elicit a note or two.

While the 85-year old Symphony is best known for its main stage concert programs in Hill Auditorium and

the Michigan Theater in Ann Arbor, on any given day the musicians are performing somewhere in southeast Michigan. From preschool Kinder Concerts to ensemble performances at schools and senior centers, people at every stage of life had access to more than 100 music events — most of them free — put on by this team of renowned professional musicians.

The farmers' market appearances are a way to let even more people experience the Symphony and learn more



about its programs, particularly those new to classical music. By providing a performance in a public setting where people are already relaxed and enjoying themselves, the musicians become more approachable, more like the neighbors they already are.

“We are not just a Saturday night main stage orchestra,” said Bob Gates, Ann Arbor Symphony Orchestra Board President. “We’re of the community. We’re in the schools, retirement centers, day care centers and libraries — and now in farmers’ markets.” Executive Director Mary Steffek Blaske said, “We want people to know that wherever you are in your life, and wherever

you live, there is an A2SO concert for you. Music is for everybody.”

The A2SO will also, as part of its community commitment, offer up to 700 complementary concert tickets to up to market customers who are SNAP Bridge Card users, and at participating sites, beneficiaries of the Fair Food Network’s Double Up Food Bucks Program, which also receives support from the Community Foundation for Southeast Michigan. Double Up Food Bucks provides incentives to encourage healthier choices for Supplemental Nutrition Assistance Program (SNAP) recipients, directly benefitting low-income families and local farmers.

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## The Sphinx Organization

### Supporting Artistry and Diversity in Classical Music

The Sphinx Organization has received international acclaim for its work transforming lives through the power of diversity in the arts. Sphinx fulfills its mission through music education and helping talented young people achieve success in classical music and the performing arts.

Since its 1996 founding in Detroit, its accomplishments include establishing a network of more than 160 Sphinx

alumni artists, serving more than 100,000 students in 200 schools nationwide, and reaching millions through live and broadcast performances, such as its Sphinx Competition for young Black and Latino string players.

Sphinx Founder and President Aaron Dworkin formed the organization while he was a graduate student at the University of Michigan. Too often, he found himself the only African American musician in classical

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*The Community Foundation is proud to be a longtime supporter of the Sphinx Organization. A recent grant is helping serve more children in the Sphinx Overture program in the Brightmoor neighborhood and Southwest Detroit. The program provides violins and lessons to some of the city’s most underserved young people. Here, Sphinx Overture students pose together after a recent recital. [Sphinxmusic.org](http://Sphinxmusic.org)*





ensembles. He noted also a lack of diversity in audiences, and among music students and the composers whose work they studied.

Over time, Dworkin developed programs to engage young minorities in studying and performing classical music and increase their exposure to composers and other performers of color. Today, Sphinx manages a variety of competitions and touring and educational opportunities that are developing a new generation of diverse, talented and globally connected musicians.

music education to the in Brightmoor and Southwest Detroit neighborhoods by providing free violins and instruction to the city's most underserved youth. In 2013, the program was expanded by one third, serving more than 125 children and families in Detroit.

Two new Detroit-based programs were recently launched: SphinxCon, a convening of performing arts leaders from all disciplines who share ideas, challenges and successes they experience in pursuit of increased diversity; and Sphinx Stars, a competition, scholarship and performance opportunity for young musicians of all genres and backgrounds in metro Detroit.

Dworkin has been recognized with honors ranging from



The Community Foundation was an early supporter of Sphinx and has continued to invest in the organization and its programs. A recent grant of \$150,000 over two years will help Sphinx expand its programming and continue making diversity in the arts a priority in southeast Michigan. Even as the organization expands its influence and outreach nationally and internationally, support from the Community Foundation is helping ensure that its roots and services here remain as strong as ever.

One program, Sphinx Overture, delivers access to

the Detroit Symphony Orchestra's Lifetime Achievement Award, to the coveted MacArthur Foundation "genius" award and induction into the Royal Philharmonic Society.

"With the support and partnership of the Community Foundation, we as an organization have been able to grow our programming and serve our community..." Dworkin says. "We are thankful for their support and shared commitment to arts and culture and the critical role they play in the identity and vitality of our community."

## NEWS

### Go East!

## Detroit's Livable, Diverse East Side Neighborhoods Get a New Brand

When the media writes about Detroit or people think of it, two things come to mind: Downtown/Midtown and the neighborhoods. Jefferson East, Inc. aims to change that with its Go East branding campaign.

Jefferson East, Inc. is a non-profit umbrella organization that helps neighborhood development corporations advance economic development and quality-of-life improvements on East Jefferson Avenue between I-375 and Alter Road.

The idea is to bring The Villages, Lafayette Park, Rivertown, Marina District and Jefferson-Chalmers together in one large brand similar to what Midtown Detroit, Inc. did for the conglomerate of neighborhoods just north of Detroit's Central Business District.

#### Lots to work with

There is no dearth of resources for Jefferson East, Inc. to draw upon.

It has housing, that is big and small — and affordable. There are institutions that can't be found anywhere else in the city, like Pewabic Pottery and the Detroit Yacht

Club. Natural beauty abounds from the Dequindre Cut to the RiverWalk to Belle Isle. Innovative things are happening from pop-up shops in Jefferson-Chalmers to the creation of Hantz Woodlands. Marquee businesses are opening their doors, such as Avalon International Breads to Craft Work.

Jefferson East, Inc. wants to make the sum of these parts greater than their individual value. Go East will tell the world about it. To help make that happen, Jefferson East, Inc. has received a \$30,000 grant from the Community Foundation to support placemaking and economic development along Detroit's East Jefferson Avenue corridor. Other major community-oriented players are participating, like The Kresge and Hudson-Webber foundations, Bank of America, the City of Detroit, DTE Energy, LISC Detroit, PVS Chemicals and Stroh Companies.

Jefferson East, Inc. is leveraging the collective power of these organizations to help bridge whatever divides exist between the neighborhood block clubs and economic development corporations. For instance, Jefferson-Chalmers' business district has experienced



a good shot in the arm thanks to the pop-up shops that have appeared over the last year. Jefferson East, Inc. is working to help make some of those pop-ups permanent.

“We can direct support where there are no programs,” Elling says. “We can also supplement existing programs.”

Think security when it comes to supplementing existing programs. So while Jefferson-Chalmers might need enhanced security at times, Jefferson East, Inc. can help by pointing security patrols that normally work in The Village to Jefferson-Chalmers. Jefferson East, Inc.

marketing that will appear in print media and on WDET. Jefferson East, Inc. is also looking at putting resources into the corridor’s events, such as the summer Jazzin’ on Jefferson festival.

“We’re looking to do more events like that to bring new people to the corridor and help them become more familiar with the area,” Elling says.

Brian Hurttienne, executive director of The Villages Community Development Corp, is looking forward to the added attention Go East will bring. He believes it will make vibrant neighborhoods like Lafayette Park

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**“When people are talking about Detroit and saying downtown and Midtown, the next thing they will say is Jefferson East,” says Joshua R. Elling, executive director of Jefferson East, Inc. “This is the next up-and-coming corridor in Detroit.”**

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also equipped the neighborhood block clubs at Jefferson-Chalmers with the equipment necessary to perform radio-safety patrols.

#### **No islands on the river**

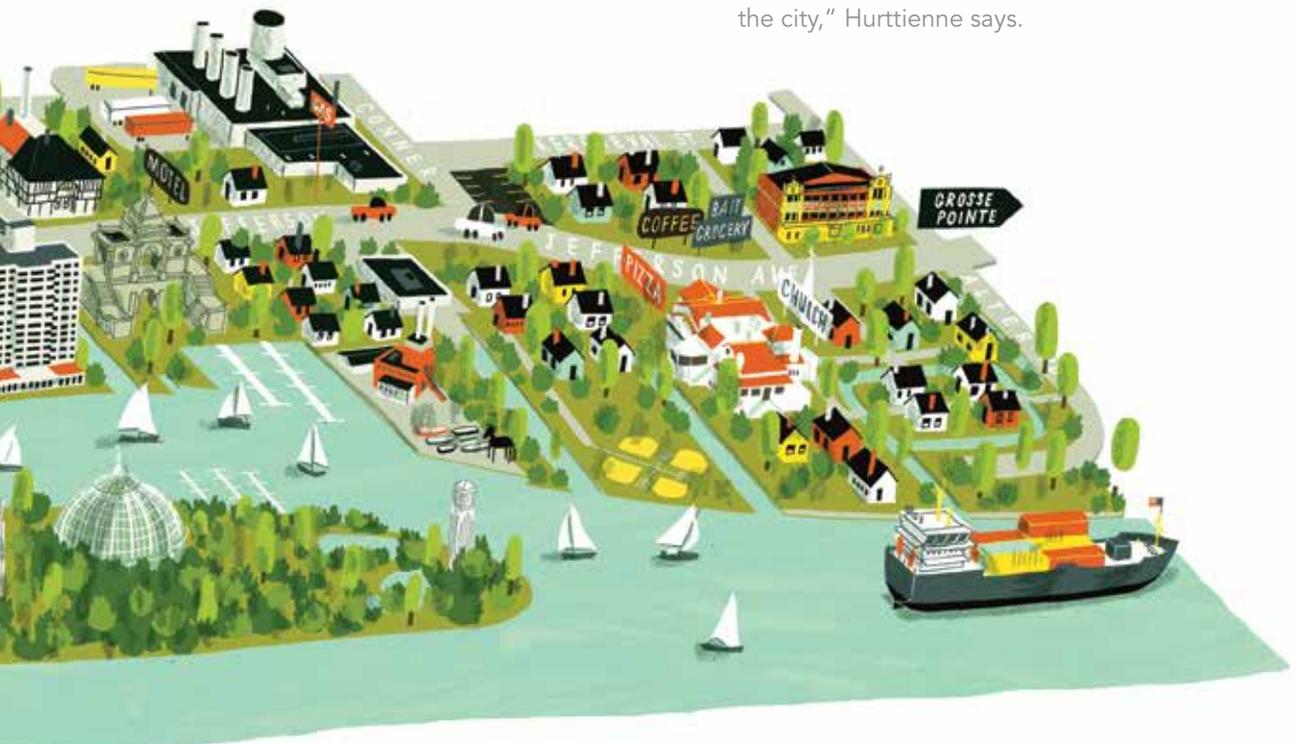
The Go East initiative also brings these communities together in the public’s eye.

Go East is launching a media campaign this winter that includes a new website highlighting each neighborhood and what makes it unique. It also employs a comprehensive social media campaign to complement

and The Villages stronger by emphasizing they’re not just islands of activity on the Motor City’s east side.

“It’s a very good opportunity for The Villages to get more exposure as well as the lower east side to get more attention,” Hurttienne says. “The Villages is fine but we’re kind of isolated without the rest of the east side.”

He adds the rebranding effort will remind people of all of the positives that come with living on the east side and the new developments that are in the works. “It will highlight all of the things we love about living in the city,” Hurttienne says.





## Double Up Food Bucks Expands Nationwide

### Healthy Food Incentive Program Part of New Farm Bill

In February a bipartisan team led by Michigan senator Debbie Stabenow achieved long-sought-after passage of the five-year, comprehensive Agricultural Act of 2014. Known as the Farm Bill, the legislation includes \$100 million to support the Food Insecurity Network Incentive Program, a new program designed to improve access to healthy foods among low-income families.

piloted five years ago on Detroit's near-east side with a grant from the Community Foundation.

Double Up Food Bucks doubles the spending power of low-income Americans using Supplemental Nutrition Assistance Program (SNAP) benefits used to purchase locally grown fruits and vegetables.

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**The Double Up Food Bucks program, piloted in Southeast Michigan with Community Foundation support, has become the national model for increasing access to healthy food among low-income families while benefitting local farmers.**

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The national program is modeled on the successful Double Up Food Bucks, a program of the Ann Arbor-based Fair Food Network. Double Up Food Bucks was

“The beauty of the program...is that every federal dollar spent does double duty, providing a dollar in real nutritional assistance and a dollar in new farm sales,” said Oran Hesterman, Fair Food Network founder and president.



Comprehensive evaluation data on Double Up Food Bucks reveals that 95 percent of participating SNAP customers report buying more fruits and vegetables. The program has elevated Michigan to one of the top states for SNAP benefit use at farmers' markets. And 85 percent of Michigan farmers report making more money as a result of the program — more than \$5 million over the first five years of the program, a figure that is growing rapidly as more farmers' markets sign on to participate.

## Investment Briefing Explores Current Market Trends

19th annual event featured Brian Singer from William Blair & Company

Each fall the Community Foundation hosts a 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 investment experts and to hear about the Community Foundation's investment program.

The briefings 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. At the November 21, 2013 briefing, Brian Singer, CFA, head of dynamic asset allocation strategies and partner at William Blair & Company in Chicago, was the special guest. He presented an overview of what drives investment markets, with an analysis of the impact of historical events on performance.

Participants also heard from Paul R. Kenney, Jr., CFA, 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. The Foundation's net of fee return for the year ending December 31, 2013 was 9.8 percent.

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's strong investment program is led by an outstanding volunteer

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