midland area
COMMUNITY FOUNDATION

1973 - 2013
40 & Forward

2012 Annual Report
For good. For ever.
Dear Friends,

Thank you for supporting the Midland community through your gifts to Midland Area Community Foundation. Through your donations, you help enrich and improve the quality of life today and for future generations. What a wonderful year 2012 has been for all of us! It was a year of transition as the community foundation said goodbye to Jan McGuire after her retirement as President and CEO, and welcomed me to the organization. It was a year of growth as we grew to over $73 million in assets. When you look at that number, what does it mean to Midland and to you? It means we will be able to dream bigger and invest even more in our community in 2013 and beyond.

So what do we anticipate as we begin 2013? This is a historic year as we celebrate the 40th anniversary of the community foundation. The slogan for our anniversary is “40 & Forward.” We are moving forward, changing the community through philanthropic giving.

• We are moving forward in offering IMPACT grants around needs highlighted in the recent assessment. We championed the needs assessment because we wanted to be a proactive agent of change.

• We are moving forward with a new mission statement. Our new mission statement is to provide philanthropic leadership to strengthen our community by fostering collaboration and giving today and in the future.

• We are moving forward with a new logo. Our former pinecone symbol will always remain dear to us, showing how seeds planted today in the form of modest contributions will prosper and beautify the community for years to come. We are enjoying the benefits of the many “seeds” planted by donors over the years.

• We are moving forward in building relationships and promoting collaboration in the community. Collectively, we can make a difference.

• We are moving forward in giving back to our community. We gave $2 million in grants and over $300,000 in scholarships during 2012.

We invite you to join with us in our journey forward. Community is the heart of MACF. Let’s continue to leave our legacy on Midland. Together we have an impact and our gifts will transform this community we all love.

Warmly,
Sharon Mortensen
MACF Assets

As of December 31, 2012

MACF held $73,391,036 in assets.

424 FUNDS HELD AT MACF

174 Scholarship Funds
Scholarship Funds support students as they seek higher educational opportunities.

107 Designated Funds
Designated Funds are dedicated to specific organizations and causes in the community.

45 Donor Advised Funds
Donor-Advised Funds address the recommendations of donors and donor families.

40 Agency Funds
Agency Funds support local non-profits.

26 Unrestricted Funds
Unrestricted Funds are used to address current community needs.

17 Field of Interest Funds
Field of Interest Funds are dedicated to helping specific causes or areas in the community.

15 Project Funds
Project Funds support specific and often temporary local projects that better our community.

Our Mission & Vision:

Our mission is to provide philanthropic leadership to strengthen our community by fostering collaboration and giving today and in the future.

Our vision is to be the catalyst and recognized leader for community philanthropy.

MACF Grants

We granted $2,346,665 in 2012

Fund Sources
What percentage from each fund type was used

- Agency - 8% ($174,862)
- Designated - 11% ($266,440)
- Donor Advised - 45% ($1,048,586)
- Field of Interest - 1% ($31,471)
- Project - 5% ($116,470)
- Unrestricted - 14% ($327,054)
- Youth Action Council - 2% ($47,501)
- Scholarships - 14% ($334,281)

Grant Allocations
What percentage went to each impact area

- Arts - 4% ($97,662)
- Community - 24% ($560,733)
- Environment - 7% ($165,466)
- Educational - 17% ($395,815)
- Health/Human Services - 19% ($434,615)
- Recreation - 8% ($183,761)
- Youth - 7% ($174,332)
- Scholarships - 14% ($334,281)
Santa House

25th Year
25k Visitors
7.5k Lists
8k Gifts Given
12k Pieces of Candy
2 New Toilets
In late 2012, we began work on a needs assessment for all of Midland County. We recently made the data available to the public on an all-new website. The top 13 needs and a wealth of other information can be found at: www.midlandcountydashboard.org.

Now that we have this information, what’s next? The first step is awareness. Together with our community partners, we are working to spread the word about the needs in Midland County. We have reached out to the media, civic organizations, service clubs and many other groups.

The next step is action. How do we as a community bring about change? On an immediate level, we are providing $400,000 in additional funding for 2013. We're calling them IMPACT Grants, as they will go to organizations who plan to address and impact one or more of the 13 top needs listed.

$400,000 is a very small step toward meeting Midland's needs. True change requires the involvement of the entire community. Together with other community leaders, we are looking at developing a plan that will identify a vision of a future for Midland, along with goals to reach that vision. Stay tuned as we move forward. We believe Midland is up to the challenge.

Top 13 Midland County Needs
- Shortfall in poverty-related learning and educational achievement
- Inadequate public transportation
- Lack of affordable housing/shelter for low income families
- Increased substance abuse
- Declining access/increasing demand for health care
- Obesity rates among children and adults
- Access to mental health services
- Need for senior services
- Concern for continuing community safety
- Better coordination of services
- Insufficient career technical educational opportunities for secondary/nontraditional students, working poor
- Aging infrastructure
- Expansion of non-motorized trails and improved use of outdoor assets

Midland Area Community Foundation celebrates its 40th anniversary in 2013, ushering in a new era of giving and philanthropy. The foundation grew out of the basic human desire to positively impact the world knowing that changing the world starts with changing where we live. It grew out of the belief that together, individuals can change the community through philanthropic giving.

Through the foundation, many dreams have become realities. Area treasures like the Tridge, the Fun Zone, the Rail Trail, and the Santa House have been established. Nonprofit organizations have started, developed new programs and expanded services. Students have been empowered to access education beyond high school. Projects such as violence prevention programming in our schools and cultural awareness forums are underway. Celebrations like Riverdays and the courthouse lighting have brought people together. By pooling their resources, donors have given the community greater vibrancy as their gifts have enriched and improved quality of life.

When you choose to support MACF, you are not only helping to maintain the existing projects, you are also helping to create and sustain future projects that have yet to be thought of. As Midland grows and moves forward, so will your community foundation. We can't wait to see what's next!

“Never be afraid to take on a really tough problem. When you solve it, the benefits will be that much greater.”
- Carl A. Gerstacker
Legacy Society members have chosen to leave a gift to the Community Foundation in their estate plans. We wish to recognize and thank all members:

Mary E. Armstrong *
Carolyn Ayre *
Richard Ayre
Gwendolyn M. Bagley *
George R. and Dorothy J. Baker *
Orrin H. Barrett
Eleanor L. Barrett *
Wayne E. and Barbara Barrett
Karl W. and Sandra R. Bauman
Harry J. Beamish
Imogene Beattie *
Sharon Brady
Stuart S. and Katherine Branson
Anonymous
Anonymous
Veronica Cermak
Fern Christenson *
Daniel J. and Linda Cline
Donna Comfort
Helen M. and Floyd Copus
Ronald F. Cornier
Eleanor Currie *
Ruth E. Dangler
Greg and Robyn Dorrien
Marion Dudd *
Donald and Marilyn J. Findlay
Ellowese Denise Freer
Kathleen Garrett *
Howard Garrett
Catherine Gerace
William and Karen Gibson
W. Herman Gieseler
Mark and Alison Goethe
Roger and Virginia Goehrband
James and Priscilla Gorman *
L. Scott Govitz
Reigh and June Gunderson
Donal D. and Sally E. Hammond
Sue Haske Lane
Francine Heinze
Robert L. and Cheryl K. Johnson
Mary E. Armstrong
Anonymous
Kennylo Wold Keskey *
Charles Kline
Dennis K. and Jacqueline Klapa
Jeff Kroeger
Douglas E. Lake
James R. Malek
Lawrence and Eleanor Matthews *
Michael and Linda McComb
Marty and Jan McGuire
Bernie Meister
Sylvia Myers
Mary Eileen O’Brien *
Howard Ode *
Barbara B. Panian *
Ruth Peele *
Anonymous
Faye E. Prescott *
John S. Reder
Jean W. Reinhart
Robert B. Reinhart *
Joseph E. and Joan H. Rogers
Hugo L. Schaefer Jr.
Sharon L. Sims-Koffman
Mary E. Smith
Denise K. Spencer
Mary R. Thomas *
Anonymous
Frederic C. Tuttle *
Dorothy Van Arsdale *
Anonymous
Mary M. Wilson
Lois M. Yack
* = Deceased

Legacy Society

Community Awards

2012 Philanthropist of the Year: Mildred Putnam

2012 Giving Tree Awards: Michäele Maleki & Al Klashack

2013 Dates to Remember

July 15, 2013
Grant proposals due

July 19 & 20th, 2013
Riverdays Festival

October 15, 2013
Grant proposals due

October 16, 2013
Ripple Effect: 40 & Forward Event

December 3, 2013
Annual Courthouse Lighting

December 11, 2013
Senior Christmas Dinners

Contribution Card

Your donation goes right back to your community through grants to Midland County nonprofit organizations. Want to get even more involved? Ask us how to open your own donor advised fund.

Name: ____________________________
Address: ________________________
City/State/Zip: ________________________

Phone #: ________________________
Email: __________________________

Check one: ___ Cash/Check ___ Visa ___ Mastercard

Contribution Amount: $ ________________________
Today’s Date: ________________________

To Fund: ___ Unrestricted Endowment ___ Memorials and Special Occasions
___ Specific Fund (please name) __________________________

Charge Card Information

Name on Card: ____________________________
Three digit code: ___________

Card Number: ____________________________
Expiration: ________________________

Signature: ____________________________

The above signature authorizes the Midland Area Community Foundation to charge the credit card listed above with the amount specified as Contribution Amount. If this gift is to a fund that supports a specific organization, that organization will be notified unless otherwise noted (name and address only, not dollar amount).

___ Check here if you DO NOT want the organization to be notified of your gift.

If this gift is in honor or memory of someone, please complete the following:

___ This gift is in honor of: ____________________________

___ This gift is in memory of: ____________________________

Name: ____________________________
Address: ________________________
City/State/Zip: ________________________

Upcoming Dates

July 15, 2013
Grant proposals due

July 19 & 20th, 2013
Riverdays Festival

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