



1973 - 2013
40 & Forward

2012 Annual Report

For **good.** For **ever.**

Message from the President



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 Board of Trustees



Chair

Craig McDonald

Vice Chair

Melissa Barnard

Treasurer

Cal leuter

Secretary

Elizabeth Lumbert

Trustees

Carole Donaghy

Mary Draves

Kevin Gay

Alison Goethe

Joan Herbert

Sam Howard

Angela Hine

Liz Kapla

Dave Ramaker

Judy Rapanos

Mike Rush

Outgoing Trustees:

As of May 2013, the following trustees will have finished their terms on the MACF board:

Joan Herbert, Alison Goethe, Judy Rapanos, Mary Draves, Melissa Barnard

We thank them for their service and support, and look forward to welcoming new trustees to continue their work.



MACF Staff

President & CEO
Sharon Mortensen

Director of Finance
Dave Kell

Program Officer
Nancy Money

Scholarship Coordinator & Accounting Clerk
Heather Crowl

Administrative Assistant
Laura Dittenber

Director of Communications
Ben Tierney

Youth Action Council Coordinator
Nicole Wilson



CONTACT US

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Pictured on front cover:

Top left: Ribbon cutting ceremony at Midland's Santa House

Top right: Midland County Youth Action Council students

Bottom left: Area elementary students perform an ethnic dance during a Cultural Awareness Month event at Northwood University

Bottom right: Crowd during the 2012 Riverdays festival

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:

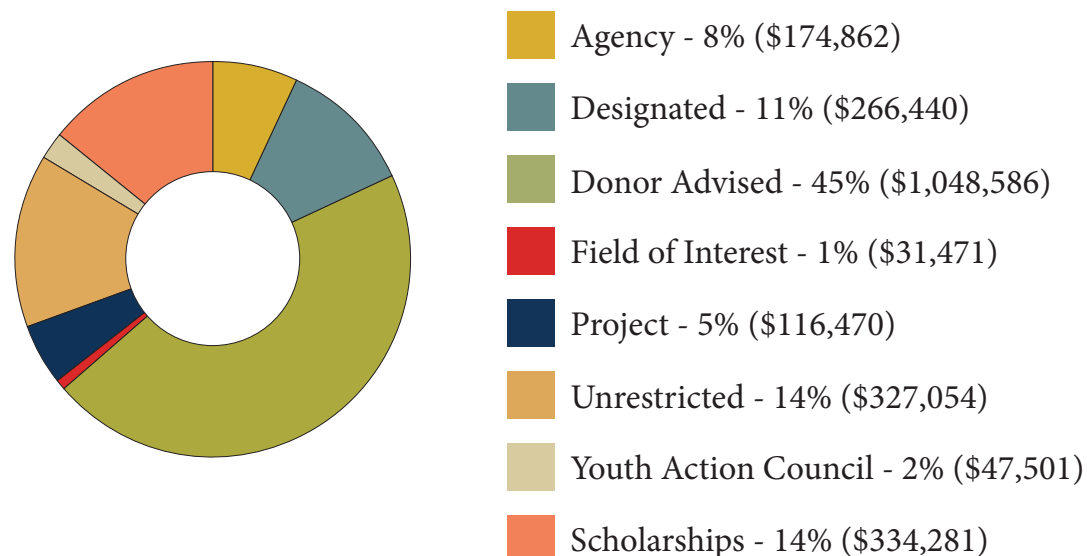
Our mission is to provide philanthropic leadership to strengthen our community by fostering collaboration and giving today and in the future.

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

We granted **\$2,346,665** in 2012

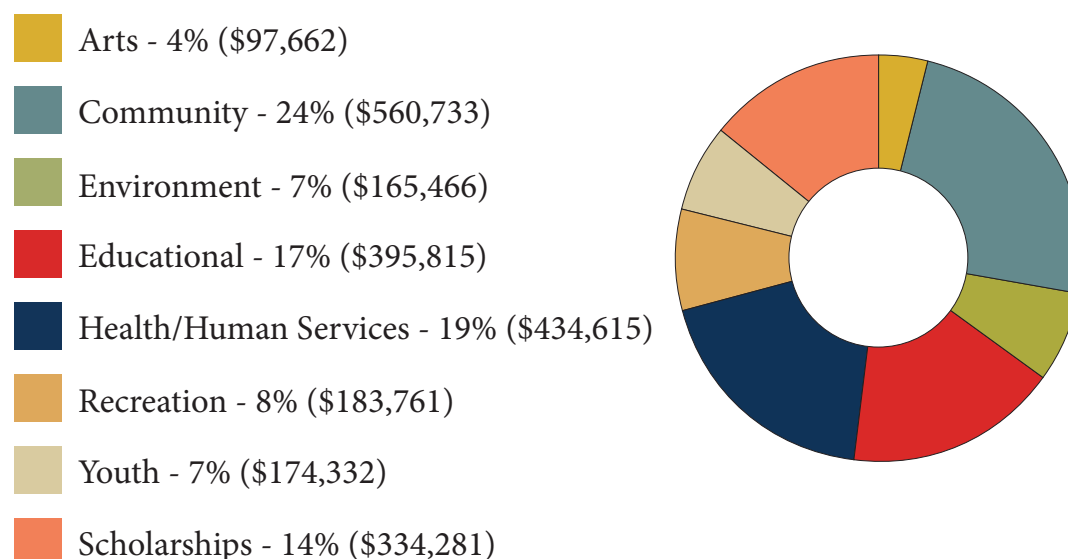
FUND SOURCES

What percentage from each fund type was used



GRANT ALLOCATIONS

What percentage went to each impact area






28th
Year


15k
Visitors


4
Bands


2k
Souvenirs


2k
Riverboat Rides


2
Days of Fun



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

40 & Forward

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!



Founding member Carl Gerstacker speaks at a MACF event - date unknown

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

*= Deceased

Community Awards

2012 Philanthropist of the Year:

Mildred Putnam



2012 Giving Tree Awards:

Michael Maleki & Al Klashack



2013 DATES TO REMEMBER

July 15, 2013

Grant proposals due

October 16, 2013

Ripple Effect: 40 & Forward Event

July 19 & 20th, 2013

Riverdays Festival

December 3, 2013

Annual Courthouse Lighting

October 15, 2013

Grant proposals due

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: _____



Midland Area Community Foundation

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