

IMPACT

2014 annual report

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



OUR MISSION:

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

OUR VISION:

To be the catalyst and recognized leader for community philanthropy.

The essence of a community foundation is many people putting their money together to address the diverse needs where they live. Gifts enable people to dream bigger, to see the many possibilities. As money is endowed, the gifts grow forever, providing ongoing support to help the community prosper.

Community foundations reflect and support donors' wide array of interests and help them address all aspects of community need including arts and culture, economic development, education, environment, health, human services and recreation.

your community

Your foundation



Message
From the
President

DEAR FRIENDS,

Thank you for joining with us to build a stronger and more vibrant community. In this 2014 annual report, we are excited to share the results of our work together. At the core of this work is our invitation to everyday people with a vision and a passion for community to build something together: For good, forever. Thank you for answering that invitation with your investment in the Midland community.

One hundred years ago, the community foundation concept was born giving rise to a new philanthropy, a new way of participating in community and a new vision for the future. Since its founding in 1973, the Midland Area Community Foundation (MACF) has provided an avenue for individuals and organizations to change the community through philanthropic giving & volunteering.

The well-known philanthropist John D. Rockefeller, said "The best philanthropy is constantly in search of the finalities—a search for a cause, an attempt to cure evils at their source." We thank all of our partners, the nonprofits, educational organizations, governmental units, foundations and individuals, that work together to find the finalities and help shape what we want life to look like in this community. We are pleased to have invested over \$3.7 million dollars in this transformational work.

One way of changing our community, of building something together, is through education. Throughout our history, scholarships have been one tool to help promote education. With your help, we invested \$437,000 in 2014 to help students continue their education. The establishment of the Midland County Career and College Access Network, designed to help first generation and low-income students complete education beyond high school, is another step in positively shaping our community.

Another way to build our community is through helping nonprofits develop resources for the future. Agencies can establish endowment funds with MACF. These funds are invested and continue to grow, providing long-term sustainable funding for the future.

We appreciate you joining with us in philanthropy as we work to transform this community we all love. Your gifts help us dream bigger and grow forever to help the community prosper. Thank you for building something for good, forever.

Appreciatively,

Sharon Mortensen

Total Assets

\$87,495,897

2 Giving Circle Funds = \$7,025

Giving Circle Funds allow groups to pool donations and vote on a specific nonprofit project to support.

23 Project Funds = \$1,022,858

Project Funds support specific projects that better our community.

17 Field of Interest Funds = \$7,134,657

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

43 Agency Funds = \$7,507,590

Agency Funds support local nonprofit organizations.

48 Donor Advised Funds = \$8,181,114

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

188 Scholarship Funds = \$13,395,892

Scholarship Funds support students as they seek higher education opportunities.

128 Designated Funds = \$19,771,579

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

30 Community Investment & Unrestricted = \$30,475,182

Community Investment Funds are used to provide grants and address current community needs.

Assets are invested to benefit the community

MACF GRANTED **\$3,775,730** IN 2014. HERE'S HOW MUCH WENT TO EACH IMPACT AREA:



SCHOLARSHIPS
\$474,983 (12.6%)



ENVIRONMENT
\$213,538 (5.7%)



EDUCATION
\$543,086 (14.4%)



RECREATION
\$242,396 (6.4%)



ARTS
\$247,063 (6.5%)



COMMUNITY
\$1,232,122 (32.6%)



YOUTH
\$216,391 (5.7%)



HEALTH/HUMAN SERVICES
\$606,151 (16.1%)

Quarterly
Community
Investment
Grants

\$639,788

First Quarter

United Way - \$15,000

Behavioral Risk Factor Survey

Sanford Historical Society - \$25,000

Exhibit Hall Phase 2 renovation

Meridian Public Schools - \$5,000

Summer Book Buddies program

Lee Township - \$40,000

Township Hall renovation/expansion

High School Music Boosters - \$25,000

Replacement uniforms for DHS & MHS music programs

City of Midland - \$40,000

Emerson Park riverfront project

City of Beaverton - \$5,000

Facility upgrades at Calhoun Campground & Park

Camp Centaur - \$25,000

New restroom facility for campers

Big Brothers & Big Sisters GLBR - \$20,000

"One Child at a Time" mentoring program

Salvation Army - \$25,000

Kitchen renovations

Midland Camping Council - \$40,000

Renovations to campground

High School Music Boosters - \$2,500

Replacement uniforms for DHS & MHS music programs

Meridian Public Schools - \$5,000

"Book Buddies" summer reading program

Family and Children's Services - \$5,000

Camp IKnowMe scholarships

Second Quarter

City of Midland - \$17,928

Downtown banners

NEMCSA - \$5,000

Headstart Preschool facility upgrades

Chippewa Nature Center - \$20,000

Timber frame barn rebuild project

Young Life - \$5,000

Weekend mentoring program

Great Lakes BMX - \$15,000

BMX track rebuild at Stratford Park

Disability Network - \$20,000

"Anti-Stigma" marketing campaign

Midland Public Schools - \$2,475

Freshman Mentoring Program

NEMCSA - \$4,500

Preschool program

Young Life - \$5,000

Pregnant/parent teen mentoring program



Third Quarter

MSU Extension - \$9,000

Healthy eating educational program

Midland Recyclers - \$25,000

Revitalization program

Great Lakes Bay Foundation - \$15,000

Regional STEM study

Midland Public Schools - \$8,000

Carpenter School assessment program

Midland Speedskating Club - \$10,000

Safety padding replacement/upgrades

Community Mental Health - \$31,985

Integrate health programs

Caregiving Network - \$14,000

Former offender rehabilitation program

Creative 360 - \$20,000

Community Mosaic Project

Experimental Aircraft Association - \$20,000

Midland Aviation Park funding

Adoption Option - \$40,000

Software upgrade project

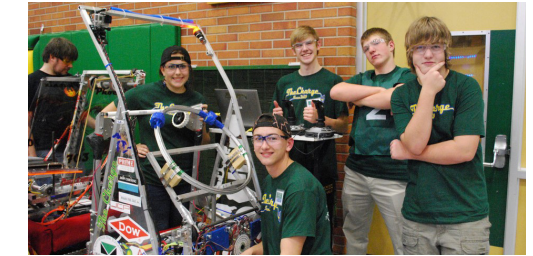
STEP Up - \$15,900

Mentoring program

Humane Society - \$12,000

Vehicle conversion

Fourth Quarter



Northwood University - \$20,000

First Robotics/NU business training program

Midland Center for the Arts - \$12,500

Center Stage Theatre: Cornerstone Series

Midland Montessori School - \$7,600

Playground safety upgrades

North Midland Family Center - \$4,400

Preschool program

FIRST Robotics (pictured below) - \$2,000

"The Charge" high school robotics program

■ = MACF Grant
■ = Youth Action Council Grant

IMPACT Grants

\$400,000

In 2013, MACF completed a county-wide needs assessment, looking at all aspects of what makes a community thrive. In response to those needs, we designated \$400,000 in both 2013 & 2014 to fund projects and programs that responded to one of the top needs. These projects helped to transform our community through addressing these critical areas. Learn more at www.midlandcountydashbord.org.

City of Midland - \$100,000

Chippewassee Park Trail Expansion & Renovation

Chippewassee Park is host to several large community events visited by thousands of citizens. Accessibility is limited to one paved trail that traverses the east edge of the park. This project will add an additional 1,800 foot paved accessible trail looping out into the park. The city has funds reserved to repave the existing trail as part of the total project, with the IMPACT grant to fund the construction of the new trail section.

Need addressed: Expansion of non-motorized trails and improved use of outdoor assets



Midland County ESA - \$100,000

Early Childhood Scholarship Fund

The Midland County Great Start Early Childhood Scholarship Fund will provide tuition scholarships for low-income, three year-old, preschool age children of Midland County during the 2014-15 school year. In collaboration with high quality preschool partners, children will be served throughout urban and rural areas of Midland County.

Needs addressed: shortfall in poverty-related learning & educational achievement/ Better coordination of services

Midland Area Homes - \$60,000

Home to Stay

The Home to Stay program will work with Midland Area Home's Centralized Homeless Prevention Program clients after re-housing from homelessness or stopping a high need repeat eviction. Participants will be those identified as likely to lose housing again without more in depth support and ongoing guidance. Each household will have a housing plan designed with the goal of improving and supporting the skills needed to maintain basic stable housing over time.

Needs addressed: Lack of affordable housing & shelter for low income families/ Better coordination of services

Shelterhouse - \$62,000

Sexual Assault Awareness for Everyone (SAAFE)

The SAAFE project will provide a three tier approach to combat the problem of sexual assault on people with disabilities. The first tier offers primary and secondary prevention services. The second tier will provide trainings to individuals who work with and care for people with disabilities. The third tier will increase public awareness.

Needs addressed: Concern for continuing community safety/ Better coordination of services

Larkin Township - \$28,000

Larkin Township Park Improvements

Attendance at the Township Park has more than doubled with the development of two new baseball fields. This grant will fund a paved walking path and new fencing for safety due to the increased park usage. It will also provide a nature trail around the park.

Need addressed: Expansion of non-motorized trails and improved use of outdoor assets

Children's Grief Center - \$50,000

Startup Funding

The Children's Grief Center of the Great Lakes Bay Region provides a safe and healing environment for children, teens and their families as they grieve the death of a parent, sibling, close family member or friend. The model is based on the nationally



Testing the floor pillows (crafted by volunteers) to be used in group settings at Children's Grief Center.

recognized Dougy Center in Portland, Oregon and uses art, dance, theatre, storytelling and writing to express feelings and share experiences.

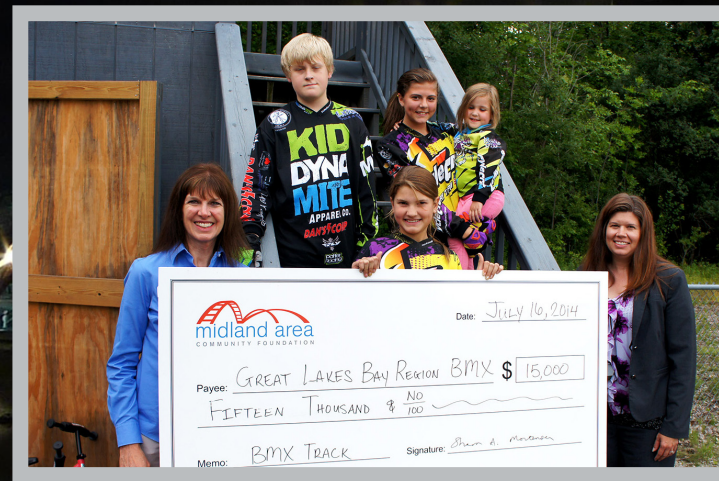
Need addressed: Access to mental health services

2014 Spotlights

MACF wishes to thank all of our members, volunteers, advocates and partner organizations for your support in 2014 and beyond!

Pictured L to R:

- The “Northern Star” Trackless Train will be a new feature at Midland’s Santa House and other community events.
- Great Lakes Bay Region BMX received funding to renovate their track in 2014!
- Several hundred volunteers came together to help renovate the Midland Fun Zone playground.
- MACF’s Entranceways Initiative Task Force granted money toward the Currie Bridgé painting & renovation project.
- Children enjoy the annual Courthouse Lighting Festival in downtown Midland. The Santa House is a project of MACF.



Student Focus

POWER OF YOUTH

CAREER + COLLEGE ACCESS NETWORK

In the Spring of 2014, the community foundation launched the Midland County Career & College Access Network (MCCAN) with the goal of 60% of Midland County residents with a postsecondary degree/credential by 2025.

MCCAN defines college as a postsecondary education, including professional and technical certificates. Encouraging trade and technical training is an important step, says MCCAN Coordinator Valerie Gerhart.

"There's this misguided idea going around that trade schools don't equate with higher education," says Gerhart. "We're doing our part to turn that thinking around."

Upon MCCAN's launch, Gerhart got to work right away convening education professionals from around the county

into several committees. Each group is exploring ways to assist students - especially low-income students - navigate the world of postsecondary education.

"Midland County has one of the highest college enrollment rates in the state for high & middle-income students," says Gerhart. "Unfortunately, there's a flip side. We also have one of the largest gaps between that population and low-income families."

Higher-income families often have access to tutoring and college prep resources, while children of low-income families often don't

know what questions to ask. MCCAN aims to change that by reaching out to low-income families directly.

Already, MCCAN has been involved in Midland's College Application Week, launched a volunteer peer-mentoring program, and secured funding to hire college advisors for several local schools.



Today, the lowest performing high-income students have better odds of graduating college than the highest performing low-income students. The community foundation and MCCAN will continue to coordinate efforts to reach out to low-income students in Midland County.

Midland County Youth Action Council

We recently asked Midland County Youth Action Council member (or MCYACer, for short) Michael Dean five questions about his experience with MCYAC.

What's your role in MCYAC?

I'm currently the Projects Chair, which involves me managing any sort of project we do whether it be small service projects, our large community projects, or this year our community foundation basement renovation.

What led you to join?

I joined MCYAC in 2010 as a 7th grader with my older sister. My parents heard about MCYAC and thought it would be great for my sister since she was going to be applying for college soon; at the time I felt like I was just dragged into it with her. I think like most people joining MCYAC, I didn't really know what to expect, but the more I went the more I liked what MCYAC does for the community.

What's your favorite part of MCYAC?

My favorite part of MCYAC is the fact that we actually have an impact. This isn't a youth committee with fake power; we actually have the ability to impact the youth in our community through the grants that we approve and we have the financial power to make it matter. It's this sense of actually mattering that makes MCYAC a powerful and eye-opening experience.

In your opinion, what's the greatest grant MCYAC has given since your involvement?

The best grant that MCYAC has given during my time has been the Midnight on Main grant. I liked this grant because it was able to help kickstart what is now a great event that brings people to our downtown area.

Why would you recommend MCYAC to other students?

I would recommend MCYAC to other students because it is a way to have an impact on the lives of your peers. There is not a better way that I know to get out and get involved. Even if you're already involved in similar clubs or organizations, MCYAC lets you take it one step further.



Community Focus

BIG IDEAS

MIDLAND FUN ZONE

Your community foundation is dedicated to completing one “big idea” project each calendar year. The goal is to positively impact a large number of people living and working in Midland County.

Our project for 2014 was to renovate the well-loved, well-used Fun Zone playground located within Midland’s Plymouth Park. MACF collaborated with the City of Midland, providing grant dollars and fundraising expertise to successfully overhaul the 20 year old structures with over a dozen new components, a shade sail, several benches and picnic tables, accessible play equipment and more.

Well over 1,000 donors and volunteers came together to complete the renovation in June of 2014. Thank you for giving our community greater vibrancy!



Midland: Exploring Our Future

Greater Midland County is a community of progress, one that constantly seeks to redefine itself through a process of continuous improvement.

In a grassroots effort to make sure this is an exceptional place where everyone thrives, in 2014 about 100 residents participated in an in-depth process of community reflection. This initiative involved a multi-day process to determine strengths and weaknesses, and pinpoint areas for community enhancement. We also sought input from all of Midland County through online surveys, focus groups and local meetings.

The vision statement chosen for Midland County during the conference was:

*Together-Forward-Bold
An exceptional place where everyone thrives.*

As part of the process, we identified nine key performance areas on which to focus our efforts. These represent the critical areas of focus for successfully achieving the vision. Each area has a team whose role is to identify and implement action plans. The nine areas include economic development, education, infrastructure & environment, arts & culture, social & health services, youth development & engagement, public safety, diversity, and community leadership.

Committees have been established to meet and explore ways

to move the needle in each performance area.

Midland County Mayor and Community Success Panel member Maureen Donker participated in the conference and applauded the efforts of participating community members and organizations.

“There’s a definite spirit of collaboration in Midland, and that was on full display during this conference,” said Donker. “Based on the willingness of these individuals and organizations to collaborate and see these goals realized, I’m excited about the future of this community.”

Midland County Administrator/Controller and Community Success Panel member Bridgette Gransden also participated in the meetings.

“These were very well thought out planning sessions,” said Gransden. “Now that we’ve outlined where we need to make changes, the next step is to form implementation teams for each of the priority items.”

For the complete Midland: Exploring Our Future report, visit the Midland Area Community Foundation website at www.midlandfoundation.org or contact the foundation at 989.839.9661.



Legacy Society Members

LEAVE A LEGACY

Midland is known for the generosity of our citizens. The Midland Area Community Foundation has, for many years, been the fortunate recipient of gifts from many individuals toward our various works and projects. Members of the Legacy Society are those very special men and women who have made MACF a part of their estate plans.

Gene Anderson
Mary E. Armstrong*
Carolyn Ayre*
Richard Ayre*
Gwendolyn M. Bagley*
George R. and Dorothy J. Baker*
Orrin H. Barrett
Eleanor L. Barrett*
Barbara Barrett*
Wayne E. 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*
Matt and Kathleen Davis
Greg and Robyn Dorrien
Marion Dudd*
Catherine Elliott*
Donald and Marilyn J. Findlay
Elleweese Denise Freer
Kathleen Garrett*
Howard Garrett
Catherine Gerace*
William and Karen Gibson
W. Herman Gieseler*
Mark and Alison Goethe
Roger and Virginia Gohrband
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
Sharon Kalina
Anonymous
KennyLou Wold Keskey*
Charles Kline
Dennis K. and Jacqueline Klipa
Jeff Kroeger
Douglas E. Lake
Harold Lange
James R. Malek
Lawrence and Eleanor Matthews*
Michael and Linda McComb
Marty and Jan McGuire
Bernie Meister
Ann H. Moore
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*
Ruth M. Rice*
Joseph E. Rogers*
Joan H. Rogers
Hugo L. Schaefer, Jr.*
Sharon L. Sims-Koffman
Mary E. Smith
Denise K. Spencer
Joann and Glen Taylor
Mary R. Thomas*
Anonymous
Frederic C. Tuttle*
Dorothy Van Arsdale*
Anonymous
Mary M. Wilson
Lois M. Yack*
David and Terri Zimmerman

* Deceased

2014 Philanthropists of the Year Award

In 2009, MACF began an annual award process to honor Midland residents who showcase an exemplary commitment to philanthropic work in our community.

Our Philanthropists of the Year for 2014 were Alan & Jean Ott.

Alan served as the CEO of Chemical Bank until his retirement in 1996. Today Ott is the Treasurer of the Rollin M. Gerstacker Foundation, where he has been involved in numerous community improvement projects, including most recently the renovation and bright red paint on the Currie Bridge in Midland.

Jean has served on the board of MidMichigan Stratford Village and Gladwin Pines. She was also a Girl Scout Troop leader for several years. Together, they're leaving a legacy of community philanthropy.

Past honorees include:
Mary Neely (2009),
Frank Gerace (2010),
Wally Mayton (2011),
Mildred Putnam (2012)
Frank & Jean Popoff (2013)

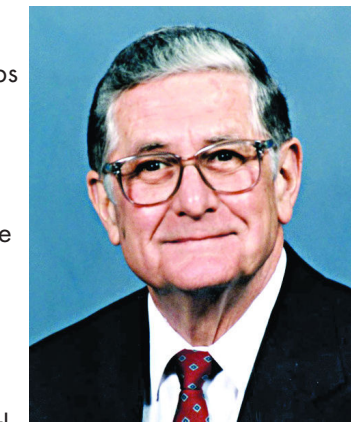


Alan & Jean Ott

Tribute to Jim Clark

Teacher. Principal. Volunteer. Dedicated professional. Leader.

Many words come to mind when remembering Jim Clark, but perhaps there's no better word to describe him than "gentleman". Always gracious and civil in conversation, his calm and thoughtful approach gained him the trust and confidence of his peers.



Clark served the Midland Public Schools in a variety of roles from 1951 until his retirement in 1991. As the first president of the Midland Area Community Foundation, he provided essential insight and leadership as MACF gained the support and confidence of donors and volunteers.

MACF is thankful for men like Jim Clark who have led the way in our community and continue to impact us through their legacy.

Jim Clark

Staff & Board of Trustees



President & CEO
Sharon Mortensen

Director of Finance
Dave Kell

Program Officer
Nancy Money

Scholarship Coordinator &
Accounting Clerk
Heather Crowl

Administrative Assistant
Laura Dittenber

Career & College Access Coordinator
Valerie Gerhart

Development Officer
Emily Schafer

Youth Action Council
Coordinator
Nicole Wilson

Communications Officer
Ben Tierney



Chair
Elizabeth Lumbert

Vice Chair
Angela Hine

Treasurer
Kevin Gay

Secretary
Kay Wagner

Trustees
Rod Coleman
Sam Howard
Cal leuter
Liz Kapla
Kevin Kendrick
Craig McDonald
David Ramaker
Mike Rush
Duncan Stuart
Beth Swift
Kim White

Contact us

website
info@midlandfdn.org
 twitter
 email

2015 Dates to Remember & Contribution Card

July 15, 2015
Grant proposals due

July 17 & 18, 2015
Riverdays Festival

October 14, 2015
Ripple Effect

October 15, 2015
Grant proposals due

December 1, 2015
Annual Courthouse Lighting

December 9, 2015
Senior Christmas Dinners

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: _____

Your gift will go toward the Community Investment Fund, allowing us to address a broad range of needs in the Midland Area. If you would like to make a gift to a specific fund, please check below:

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: _____



76 Ashman Circle

Midland, MI 48640

PHONE: 989.839.9661 FAX: 989.839.9907

WEB: www.midlandfoundation.org

EMAIL: info@midlandfoundation.org

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