



**Community
Foundation**
of the Eastern Shore, Inc.

Fall 2011 | Volume 15 | Number 1



www.cfes.org

Perdue-Kresge Challenge Update: Ten Years Later

The phrase “crashing the party” took on a whole new meaning when Emilie Robinson and Virginia Layfield, former CEO and Board Chair, respectively, got wind of an endowment building campaign in 1999. The foresight and determination of these two women and dedicated community leaders propelled CFES into the beginning of what we know as the Perdue-Kresge Challenge.

CFES was one of six community foundations selected by the Kresge Foundation to participate in a rigorous endowment building campaign. The two part “challenge” lasted three years and generated more than \$14 million in new endowment funds at CFES.

The Foundation’s first goal was to raise \$1 million for its Community Needs Endowment Fund, which was matched with \$1 million from the Kresge Foundation.

The next phase of the Challenge involved community collaborations with 19



Virginia Layfield with Mitzi Perdue

partnering organizations to raise \$6 million in new endowed funds. The Foundation welcomed a key alliance in Frank and Mitzi Perdue and their generous challenge that ultimately formalized the campaign as the Perdue-Kresge Challenge.

Countless community leaders from across the tri-county area and thousands of generous donors rose to the occasion. Once matched with the Perdue and Kresge funds, the result was more than \$12 million in new agency endowments.

Ten years later, the 19 nonprofit partner organizations have received more than \$4.5 million in grant distributions. And, those funds have continued to grow – totalling more than \$15.1 million at the end of FY2011. “It’s an illustration of what

the Community Foundation is all about,” states Spicer Bell, President. “The Perdue-Kresge Challenge was a testament to the generosity of this community and the power of endowment.”

CFES and the Ward Museum of Wildfowl Art Collaborate with Art Exhibition



The Community Foundation and the Ward Museum of Wildfowl Art, Salisbury University, jointly presented an exhibition of The Gallery of Artists July 8-10, 2011 at the Ward Museum of Wildfowl Art. The event kicked off with a reception at the Ward Museum Friday evening with over 100 people in attendance.

Entitled “Artistic Perspectives on Nature”, this three day exhibit featured award-winning wildlife artists talented in all mediums and styles. A portion of the proceeds benefited programs at the Ward Museum and supported the CFES Fund for the Environment.



Guests enjoy the Ward Museum of Wildfowl Art’s Exhibition of Gallery of Artists’ opening night reception.

CFES ranked among top 100 for most gifts per capita

A report released by the Council on Foundations once again ranked the Community Foundation (CFES) in the top 100 in the nation.

The June 2011 national report titled, “Benchmarking Beyond Asset Size,” ranked our Foundation 86th for per capita gifts among the 700-plus community foundations in the United States. Gifts per capita were calculated by dividing the foundation’s total gifts by the population of each foundation’s service area.

The report showed that the per capita gift to the Foundation in FY 2010 was \$20.71 per person or a total of \$3.6 million over the course of a year. “The generous charitable giving is an amazing reflection on the people of the Lower Shore,” said Jim Almand, Board Chair. “We are very fortunate to serve an area with so many caring individuals.”

Message from the President



Spicer Bell

Join us on November 4th for the Annual Meeting of the Community Foundation. In addition to reporting to the community on another remarkable year for the Foundation, we will be presenting the Henson Award for Nonprofit Excellence to an area organization and the Morris Award to an area citizen who has given above and beyond to the community. In addition, we will present our first Volunteer of the Year Award to an outstanding volunteer who directly impacts individuals here in our community.

As we approach the traditional "giving season" it's a good time to consider adopting a **strategic giving** approach in order to assure that your philanthropy has the maximum long-term impact.

The easiest and most flexible way to accomplish this is by establishing a **donor-advised fund** or **endowment fund** at the Community Foundation. Both fund types provide significant strategic advantages by **maximizing the tax benefit**, **minimizing the record keeping** and **providing for long-term community impact**. In the case of an endowment, your gift can be held in perpetuity with the investment proceeds distributed to charities of your choosing ...literally forever.

Another way you can have a long-term philanthropic impact is by helping advance the work of the Foundation. By making an Annual Gift to the Foundation, you make it possible for us to maintain the momentum that has now provided over \$41 million in gifts, grants and scholarships in our 27 year history. You are also supporting all of the programs the Foundation provides in order to build the capacity of the nonprofit community. An envelope is enclosed in this issue for your convenience.

I also invite you to contact me or another staff member to learn about the various opportunities for charitable giving available through the Foundation.

PLEASE JOIN US!

2011 ANNUAL MEETING
COMMUNITY FOUNDATION OF THE EASTERN SHORE
FRIDAY, NOV. 4, 2011
11:30 A.M. TO 1:30 P.M.
FOUNTAINS CONFERENCE CENTER, SALISBURY

Reservations are \$25 per person or \$200 for a table of eight persons. Due to steadily increasing attendance each year, prospective attendees are encouraged to send in their reservations as early as possible. We invite you to register online at www.cfes.org.

IN MEMORIAM



Virginia Anne Rounds Hall Korff, whose foresight, hard work and dedication made the Community Foundation of the Eastern Shore a reality. Virginia was a true friend of the Foundation.

GINNY was a founding member of our Board of Directors, serving on the board from 1984 through 1996. She provided much personal time and energy to the Foundation and unwavering commitment to improving the lives of citizens on the Lower Eastern Shore. Her philanthropic spirit will always be a part of the Community Foundation legacy.

The Community Foundation joins Ginny's family and all of those whose lives she touched in remembering her generosity and her commitment to helping others. She will be missed but not forgotten.



Mildred Gassman, (shown on left) an avid supporter of the Arts, established the Gassman Art & Education Fund that is used to sponsor art exhibitions or art education programs for the Art Institute & Gallery.



Amelia Ward (shown on right) established the Amelia Gordon Ward Fund. Income from the Fund will address physical, mental, emotional and spiritual needs of the disadvantaged in Worcester County.



Community Foundation Distributes Funds to Salisbury Neighborhood Housing Services



The Community Foundation recently distributed \$11,000 to Salisbury Neighborhood Housing Services (SNHS). The SNHS Endowment Fund was created as part of the Perdue-Kresge Campaign and provides annual grant distributions to the agency. The Fund has distributed over \$90,000 to assist with general operating expenses. Pictured above (l to r) are: Spicer Bell, CFES President; Nancy Althaus and Donna Griffith, Board Members, SNHS; Cheryl Meadows, SNHS Executive Director; and Marty Neat, Board Member, SNHS.

Fruitland Community Center Receives Grant

Grant supports Center's summer camp program



Pictured above (l to r) are: Mary Gladys Jones, Founder, Fruitland Community Center; Spicer Bell, CFES President; Greg Stein, Children's Fund Representative; and Alexis Dasbiell, Executive Director, Fruitland Community Center.

Fruitland Community Center received \$2,500 from the Community Foundation's Children's Fund to support the Center's summer camp program. The Children's Fund was established by Greg and Patricia Stein to support afterschool extracurricular programs that foster self-esteem, sportsmanship, leadership skill building and/or talent development for children.



A student participates in class at the Fruitland Community Center.



ShoreCAN

Volunteer Center

MISSION OF THE ShoreCAN *Volunteer Center*

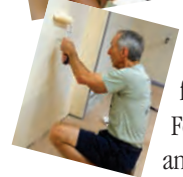
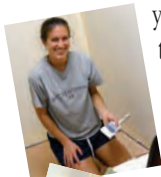
*To engage citizens to help meet
community needs through service
and volunteerism.*

Christian Shelter Expands Its Capacity to Serve



The Community Foundation awarded a \$15,000 check to Christian Shelter to aid in the facility's expansion. From left to right: Bryan Murfree, Board Member, Christian Shelter; Erica Joseph, Director of Program and Development, CFES; Ted Evans and David Downes, founding Christian Shelter board members.

The Christian Shelter is nearing completion of a multi-year effort to expand its capacity to serve homeless families and women with children. By the end of this year, eight new family rooms will be available to those who find themselves without shelter and security. The Christian Shelter has benefitted from the generosity of many during this process including the three Salisbury area Rotary Clubs — Wicomico, Salisbury and Salisbury Sunrise. Most recently, the Wicomico Rotary Club received a grant of \$2,500 from the Rotary Foundation to help finish the project that will be matched by funds and manpower from the Clubs. The Community Foundation awarded a \$4,000 match to this project and added another \$11,000 in grants to move the project forward. Great job to all the volunteers and contributors who helped during this project!



Salisbury Sunrise Rotary Club members provide some valuable volunteer service to support renovations at the Christian Shelter. Top: Kaytlyn Senkbeil; Bottom: Bill Ferguson

ShoreCAN Volunteer Center Marked Tenth Anniversary of 9/11 with Volunteer Event



The Community Foundation and ShoreCAN Volunteer Center observed the tenth anniversary of 9/11 by hosting a **Just In Case Emergency Kit Event** September 10th at the MAC Senior Center building. Citizens of all ages volunteered alongside each other while assembling emergency disaster kits designed for older adults and their caregivers. These kits contained important disaster items such as, weather radios, flashlights, dust masks, first aid kits and a special handmade card. In partnership with Meals on Wheels, the emergency kits were distributed to 425 homebound seniors the week of 9/11.



The Volunteer Center thanks the following Project partners and sponsors: Atlantic General Hospital, Choptank Electric Trust, Community Pharmacy, Home Depot, MAC, Inc.; Meals on Wheels, Pepsi Bottling Ventures, RSVP, Red Men Lodge #61; Rise Up Organic Coffee; and Wicomico Day School.

The Community Foundation is pleased to recognize Jane Corcoran for outstanding service to our community. Jane has been an active volunteer in our community since 1978. Jane has been a CFES volunteer since 1997, and has served on the Board of Directors since 2004. She is one of the most active CFES board members, serving on all three grant review committees including Chair of the Community Initiative Committee!

Jane is a person who gives of her time and expertise and seeks none of the recognition that she truly deserves. She has served on the Peninsula Regional Hospital Junior Auxiliary

Volunteer Spotlight



Board since 1978 logging in over 2700 hours!

Additionally, Jane has volunteered with the Village of Hope since 2001 and through service in virtually every leadership role, including Chairman of the Board, has been instrumental in all facets of the organization. According to Village of Hope Director Jessica Smith-Harper, "Jane is a tireless contributor to the Village. There is no event that takes place that does not have her hand in it at some level. She volunteers for everything and brings resources to us from the community. The gifts of her time and talent are unequaled and we are so fortunate to have her."

Thank you, Jane, for your commitment to our region!

GRANT OPPORTUNITIES

The Community Foundation invites qualified nonprofit organizations to apply for these three grant programs:

- **Community Needs Grants:** Support charitable programs benefiting Somerset, Wicomico, and Worcester Counties. Deadlines are February 1 and August 1.
- **Education Awards Grants:** Support for classroom-based programs in public/private schools in Somerset, Wicomico and Worcester Counties. The September deadline is set annually.
- **Small Grants:** Support to address a wide range of needs including pilot projects, emergencies, organizational improvement, capacity building and equipment purchases.

Copies of grant guidelines and application forms are available from the Foundation office or from our website at www.cfes.org.

2011 ShoreCAN Advisory Committee

Spicer Bell, *Community Foundation of the Eastern Shore, Inc.*

Rose Carey, *Holly Community*

Michael Charlton, *Wicomico County Board of Education*

Donna Clark, *Blind Industries and Services of Maryland Hope Outreach Point of Entry*

Marcellus Connor, *UMES Campus Representative*

Lee Hammond, *AARP*

Brian Ragor, *Wicomico County Board of Education*

Mark Thompson, *ShoreCorps/PALS*

Valerie Wagner, *MAC / RSVP*

Robert Williams, *IPPS Mentoring*

We appreciate the support of the following sponsors:



Your life. Plugged in.™



Summer STARS



Michael Barnes, Coastal Hospice Patient Support and Summer STARS Volunteer. Although, she works full-time, Michael devotes several hours a week to volunteering at Coastal Hospice. She chose Coastal Hospice because

through personal experience she saw the care, compassion and support the program provides and she wanted to be a part of their team.

On **October 12th at 6:00 p.m.** our staff will be recognizing local volunteers who contributed at least 30 hours to local nonprofits during this summer. Call Heather Towers at 410-742-9911 to RSVP for the awards ceremony.

Foundation Awards Grant to Nanticoke Watershed Alliance



The Community Foundation awarded a Community Needs Grant for \$3,000 to the Nanticoke Watershed Alliance (NWA) to support volunteer recruitment and training. The Nanticoke Watershed Alliance is dedicated to conserving the natural, cultural and recreational resources of the Nanticoke River for the benefit of present and future generations. Pictured above (l to r) is: Martin Stewart, Board Member, NWA; Fred Sponseller, Board Member, NWA; EB James, Executive Director, NWA; Erica Joseph, Program and Development Director, CFES; and Beth Wasden, Volunteer and Outreach Coordinator, NWA.

ShoreCAN by the Numbers

Number of Nonprofit Partners	114
Number of Active Volunteer Opportunities	108
Number of Active Volunteers	374
Number of Volunteer Referrals	383



This fall ShoreCAN is making changes to our volunteer database to improve our service to you. Join us to preview this transition on **December 6th at 11:00 a.m.** to learn about the power of our new web platform, HandsOn Connect.

During this transition our Volunteer Center is also becoming a HandsOn affiliate. Affiliates work on a “community-wide” basis across various issues to develop high-impact volunteer programming. Through building relationships with nonprofit, school, faith-based, corporate partners and others, affiliates play a critical role in leveraging local volunteer power to the fullest.

Training Calendar

RSVP required.

Please visit www.cfes.org.

October 12

6:00 p.m.

Summer Stars Volunteer Recognition Reception

October 12

1:00 – 4:00 pm

Nonprofit Finance 101

October 26

9:00 am – 12:00 pm

Social Media: Understanding the Policy Puzzle

November 4

11:30 am – 1:30 pm

CFES Annual Meeting

RSVP required. Register online at www.cfes.org

November 7

11:30 am – 1:00 pm

Get Mobil-ized! Mobile Strategies for your Business

November 16

9:00 -11:00 am

Grant Writing: Strategies for Developing Your Strongest Proposal

STORIES OF GENEROSITY

How a caring couple has created a legacy for the lower Eastern Shore.

The story of Bill and Carolyn Johnston's first encounter with the Community Foundation echoes that of many friends of the foundation—they wanted to help. Carolyn, an elementary school teacher at the time, was trying to help a blind student's family with medical costs. She reached out to the Community Foundation for information on what resources might be available. While support came from a source outside the Foundation, the Johnston's were impressed with the Foundation's responsiveness and knowledge of the community. Until then, Carolyn says "we only knew what we read in the newspaper about the Foundation, not realizing that many CFES donors were like us, of modest means." Bill and Carolyn quickly learned that the Community Foundation could make it easier for them to give to the organizations and programs they cared about.

Bill says, "We are impressed with the leadership, growth and philanthropic spirit of CFES. We would encourage others to become part of the CFES family, as it benefits the community in which we all live while providing outstanding service to its donors."



Pictured (l to r) are board members: Sally Ridgeway, Paul Touart, Vicki Barrett, Barbara Bloodworth, Anne Gee, Gale Yerges, Executive Director, Somerset County Historical Trust; and Corey Bowen, Manager, Henson Center; UMES.

Community Foundation Awards Grant to Somerset County Historical Society

The Community Foundation awarded a Community Needs Grant for \$3,000 to the Somerset County Historical Society to support the creation of an effective docent program through training and program development.

Salisbury Horizons Program Benefits from New Fund

The family of William C. Evans has established the **William and Sarah Evans Family Memorial Fund**. This new Fund will sponsor the participation of local students in the Salisbury Horizons Program. This Program provides summer academic and enrichment for local students to keep them moving forward academically and prevent them from experiencing that "Summer Slide" students experience with their math and reading skills during the summer months.

Originally established as a memorial to Bill, a long-time local educator who passed away in 2004, the family has decided to make it a permanent memorial and tribute to the life work of both Bill and Sarah, also a career educator who taught for over 45 years.

Launched in 2003, The Horizons Program is a nonprofit that aims to educate and inspire elementary age students from economically disadvantaged backgrounds and provide them with a wide array of academic, social and recreational opportunities.

A Professional's Perspective:

How can charitable giving play an important role in my estate plans?

We all need an estate plan. Regardless of net worth, we all need to control what happens to our property at death and to provide for our families. An estate plan typically involves a Will, possibly a Trust, possibly a Power of Attorney and an Advance Medical Directive. In preparing an estate plan, your attorney will inquire about your family circumstances to make sure the plan carries out your wishes in a manner that is both fair and efficient. However, it is also important to remember your favorite charities or charitable causes.

Charitable gifts from your estate can have major tax advantages. They can reduce estate taxes, both federal and state. They can also reduce or eliminate income tax on IRA's, 401K plans and other retirement plans. For example, each dollar in an IRA that is left to family members will be reduced by income taxes and possibly estate tax; however, if a charity is named as beneficiary of the IRA, it will receive the full amount with no income tax or estate tax.

Often clients have concerns about leaving gifts directly to a charity—will it be managed properly or will it be spent right away? Leaving the funds to an Agency Fund at the Community Foundation solves those concerns; the same charity will benefit but CFES manages the Fund. Sometimes clients have an interest in a subject area but are not committed to a particular organization. In that case, a Field of Interest Fund at CFES may be the best choice.

David Vorhis

Webb, Burnett, Cornbrooks,
Wilbur, Vorhis, Mason, LLP

New Charitable Funds Established

Several new charitable endowment funds have been created at the Community Foundation since our last newsletter. They include two new funds established by the Salisbury Police Department. The new funds are:

- Ethel Berry Memorial Fund
- Craig A. Evans Memorial Fund
- White Family Scholarship Fund
- Dr. Douglas I. Smith Memorial Fund
- Anderson Generations Family Fund
- Worcester County Swimming Fund
- Salisbury Police Department K-9 and Mounted Unit Fund
- Salisbury Police Department Scholarship Fund
- William and Sarah Evans Family Memorial Fund



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Rotary Club of Salisbury presents the Community Foundation with a \$500 check for the Rotary's Nonprofit Partner Fund in memory of former Rotary President Henry Vinyard. This contribution builds up the Rotary Club of Salisbury's Endowment Fund that they have established through the Community Foundation to provide for the future maintenance of the Rotary Scout and Community Center on Riverside Drive. Pictured above (l to r) are: Kathleen McLain, Rotary Club of Salisbury President; Virginia Dulany, Presenter; Phyllis Vinyard, Henry Vinyard's widow; and Spicer Bell, CFES President.



BOARD OF DIRECTORS

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Donald K. Taylor, *Vice Chair*
Karen E. Lischick, *Secretary*
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ABOUT OUR FOUNDATION

The Community Foundation is the only tax-exempt public foundation dedicated for all time to improving the quality of life in Somerset, Wicomico and Worcester counties. By accepting, managing and investing gifts wisely, we act as a funding resource for both present and future generations.



Phone 410-742-9911



Community Foundation Awards Grant to Worcester County Group

The Community Foundation awarded a Community Needs Grant for \$3,000 to Small Miracle Foundation, Inc. to purchase materials to provide home repairs that help address health and safety concerns for low-income individuals in Worcester County. Small Miracle Foundation, Inc. is a faith based organization that has completed over 40 projects in the last two years. All labor is provided through volunteers with more than 1700 donated hours to date.

Pictured above (l to r forefront) is: Spicer Bell, CFES President; and Stacey Esham, Executive Director, Small Miracle Foundation, Inc. Background (l to r) are board members: Denny Kalinowski, Jim Kinhart and Charles Jones.



Local Student Receives Community Foundation's 2011 Joseph Z. Badros Scholarship

Yale Student receives prestigious Joseph Z. Badros scholarship third year in a row

Kara Brower, a graduate of Stephen Decatur High School, is congratulated by Diana Badros for earning the Community Foundation's Joseph Z. Badros Scholarship for 2011. This is the third year in a row that Kara has been awarded this scholarship. She is currently attending Yale University and is studying Biomedical Engineering and English. The annual scholarship is awarded in memory of Dr. Badros, who was a primary care physician serving patients in the region for over 30 years.

Standing left to right are: Kara Brower, Joseph Z. Badros Scholarship recipient; Diana Badros, Fund Representative; and B.J. Summers, Donor Relations Officer, Community Foundation.

The Community Foundation and ShoreCAN are now on Facebook and Twitter:

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Watch PAC 14 TV 'Community Foundation Spotlight' ...Check Listings: www.PAC14.org