



THE PERDUE-KRESGE CHALLENGE

at the Community Foundation of the Eastern Shore

19 Nonprofit Organizations Successfully Complete \$12 Million Perdue-Kresge Challenge

(December 27, 2004) – The Community Foundation of the Eastern Shore’s \$12 million endowment campaign, the largest fund raising campaign in its 20-year history, has achieved 100 percent success, according to Dr. Spicer Bell, Foundation President.

Bell noted, “The Foundation is very pleased to announce this extraordinary achievement by 19 local nonprofit agency partners.” He added, “Over time, as a result of the gifts from the Perdue Family and the Kresge Foundation, together with the community’s gifts, this effort will generate grants that will benefit these agencies many times over the original \$12 million raised in this campaign.”

The challenge campaign began three years ago in order to provide qualifying nonprofit agencies the opportunity to significantly build permanent endowment funds held at the Community Foundation. In the past three years 19 local nonprofit agencies have collectively raised \$6 million in order to receive an additional \$6 million in matching funds provided by local philanthropists Frank and Mitzi Perdue and the Kresge Foundation of Troy, Michigan.

The funds raised through the Perdue-Kresge Challenge will be held at the Community Foundation and will support the works of the 19 nonprofit partner agencies here on the Lower Eastern Shore of Maryland, forever. Partner agencies became eligible to participate in the campaign through a rigorous selection process. The Foundation worked with every partner agency at the start of the campaign to establish individual fund raising goals based on the respective capacity and need of each nonprofit.

Greg Stein, Board Chair of the Community Foundation said, “Our goal was to provide both large and small nonprofit organizations serving the lower shore with this extraordinary opportunity to significantly build their respective permanent endowments.” He added, “Through the hard work of the agencies, their volunteers and the generosity of the citizens of our region, the campaign has met or exceeded the expectations of everyone involved.”

The 19 nonprofit partner agencies that participated in the endowment campaign are:

- [Atlantic Club](#)
- [Atlantic General Hospital Foundation](#)
- [Coastal Hospice](#)
- [Delmarva Council of the Boy Scouts of America](#)
- [Delmarva Education Foundation](#)
- [Dove Pointe](#)
- [Easter Seals](#)
- [Furnace Town Foundation](#)
- [Girl Scouts of the Chesapeake Bay](#)
- [Lower Shore Enterprises](#)
- [MAC Incorporated](#)
- the Magi Fund
- [Peninsula Regional Foundation](#)

- [Salisbury Neighborhood Housing Service](#)
- [Salisbury University Foundation](#)
- [Salvation Army](#)
- [United Way of the Lower Eastern Shore](#)
- [Wellness Community Delmarva](#)
- [Wesley Theological Seminary](#)

The Community Foundation is planning a reception on February 25, 2005 to celebrate the success of the Perdue-Kresge Endowment Campaign and publicly recognize each of the 19 partner agencies for their fund raising success and service to the community.

Although the matching fund challenge campaign has been completed, all partner agencies will continue to accept gifts from the community to build their respective endowments at the Foundation. For more information about the partner agencies who participated in the Perdue-Kresge Endowment Campaign, click on the web links above, or see the links below this story for details on the endowments.

The Community Foundation of the Eastern Shore is a nonprofit foundation dedicated to improving the quality of life in Somerset, Wicomico and Worcester counties. By building and professionally managing charitable endowments for local nonprofits, the Foundation helps ensure that present and future generations will benefit from a thriving nonprofit community.

For additional details on each partner agency and the purpose for which their endowment will be used, please click on the following links or, for a paper copy of the information, contact the Foundation office at (410) 742-9911.

**Perdue-Kresge Partners Talk About
the Benefits of Participating in the
Foundation's Endowment Challenge:**

"The Wellness Community relies solely on private donations to support our programs for cancer patients and their families. We are thrilled to have an endowment that generates income that we can count on each year.

"Our Perdue Kresge Endowment has inspired another private foundation to offer us a challenge grant to continue our efforts to grow endowment funds. Out of necessity, many small, not for profits like ours focus simply on making it through the year. The Perdue Kresge Endowment forced us to think of our future. Our organization, our community and future generations will all benefit as our Perdue Kresge endowment fund grows"

**Joan Herbert Mulvanny, ED,
The Wellness Community**

"The training provided by the Community Foundation was the first training of this type we have ever received or even had access to in this geographical area. It was outstanding and certainly strengthened our team's skills and expertise. I also serve as the treasurer on another small community non-profit organization and I have adapted this training for use in fundraising drive this organization is planning. So, I am sure the benefits of the training have gone well beyond the 19 partners.

The application process was one of the most helpful and productive management and team building exercises our agency has ever participated in. It forced us to do a thorough self-evaluation, strengthened the board's involvement in fundraising, and helped us develop a comprehensive endowment campaign. Even if we had not been selected as a partner, the time and effort we spent on the application

was worth it.

The prestige of being a Perdue Kresge Partner helped with the community see our agency in a new light. It is like having the highest stamp of approval or honor that could have been bestowed by the Community Foundation. It improved staff morale and helped reaffirm their commitment to our organization's mission.”

**Margaret “Peggy” Bradford
MAC Area Agency On Aging**