

Funding the Philanthropic Framework

Over the past twenty-five years, a significant infrastructure has developed to improve and sustain nonprofits and philanthropy. The emergence of the “nonprofit sector” as a viable partner in our economy alongside business and government has been gradual and still has far to go. Although the nonprofit sector has grown in financial size and visibility, it has not yet reached the stage where established standards of practice and public image have positioned the nonprofit sector to influence society as a whole.

Today, many organizations exist at the national, state, and local level to strengthen the field. As this infrastructure matures, it must develop the ability to network effectively, focus on the promotion of organizational excellence, and create a unified, coordinated approach to external relations and advocacy. As in any “industry,” this requires the integration of research and practice, responsible management and

governance, a trained and dedicated workforce, a network for learning and information, and an informed public.

New York State has many organizations dedicated to the quality and improvement of the nonprofit sector. They include higher education programs for nonprofit management; information centers like The Foundation Center cooperating collections in libraries throughout the state; volunteer centers to connect individuals to nonprofits; field-specific intermediaries like community development corporations; individual and organized consultants; nonprofit support centers for management support and capacity building like the Alliance for Nonprofit Excellence, or Buffalo’s Not For Profit Resource Center at United Way; and membership organizations like the Council for Community Services of New York State for

Continued, see page 5

Last Complimentary Newsletter

Since the founding of the Funders Alliance in 2000, this quarterly newsletter has been provided to over 1400 funders throughout New York State through the generous support of member dues. The newsletter is a benefit of membership in the Funders Alliance of Upstate New York. Nonmembers who wish to continue to receive the newsletter should consider membership or a paid subscription. Call 585.232.2380 for more information. ↻

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Special Insert



Funders Alliance
Annual Conference
Program 2004

Non-Profit Org.
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Change Beyond Charity - September 2004 Annual Conference

Industrialists of the early 1900s, using their entrepreneurial skills to share their wealth, created the institution of the charitable foundation. Foundations have been known risk-takers, funding innovation in science, education, and management. George Gund, creator of Ohio's Gund Foundation, believed the private foundation concept provided the most positive, far-sighted vehicle for intelligent underwriting of creative solutions to social ills in a manner which would not be limited to his own lifetime (Geoffrey Gund, President). Carl Schramm, president of the Ewing Marion Kauffman Foundation, reminds foundations to be "real catalysts for change in their communities and in society."

In keeping with this American entrepreneurial spirit, the Funders Alliance conference theme this year is *Change Beyond Charity*. We have planned a 2-day "lunch to lunch" conference at the Ramada Inn Geneva Lakefront. Inspiring speakers will share stories about leaders in social change, about community players who improve quality of life and systemically strengthen families to create healthy communities. They will speak with us about assessing the value and impact of what we do.

"Change beyond charity is working to invest your time and your organization's money to build vibrant communities with a bright future."

- Annual conference program

On September 20, Dr. Mark Gearan, President of Hobart and William Smith Colleges, former advisor to President Clinton, and Director of the Peace Corp (1995-1999) opens the conference, welcoming all to Geneva and highlighting the importance of partnerships for community change. Concurrent sessions continue the theme with: The Process of Strategic Philanthropy, incorporating planning and evaluation; Public Trust in Philanthropy, how to build it and keep it; or join corporate colleagues for a session on Corporate Citizenship: Investing in our Future.

A Monday evening reception brings conference attendees and guests together at Houghton House (an arts center on the college campus). The nonprofit organization, Women for New York State Wines, will offer tastings of NY wines and grape juices accompanied by gourmet hors d'oeuvres. Relax and connect with old and new friends!

At the Tuesday morning plenary session, Lew Feldstein, president of the New Hampshire Charitable Foundation and co-author with Robert Putnam of *Better Together: Restoring the American Community*, will speak with us of organizations that are re-weaving the social fabric of our country. He brings hopeful news about civic institutions that are taking new forms to adapt to new times and new needs. Community foundation staff and trustees will have the opportunity to meet with Lew during a special session on Monday, to discuss regionalism and affiliates. Concurrent sessions on Tuesday include Due Diligence: The Value of Research, with Harris Interactive; New York's Water Resources: Improving the quality of our lives with speakers from the Finger Lakes and Hudson River Valley; and Community Partnerships - Susanna Krey of Northeastern Ohio's Fund For Our Economic Future, Alma Balonon-Rosen from The Enterprise Foundation, Geneva's director of planning and economic development, and others talking about partnerships for community development.

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Geneva—Central NY in the spotlight

Why choose Geneva for the annual conference? Geneva is centrally located, representative of our historic Upstate communities, and a mini-lab for community development.

Geneva is a small city of 14,000 residents, located on Seneca Lake (the largest Finger Lake.) It has a revitalized downtown, an emerging public-use lakefront, a vital industrial park, a unique industrial incubator, and a rehabilitated residential area. Manufacturers using the Erie Canal and the railways founded Geneva. Geneva Medical College, now Hobart College, granted the first medical degree to a woman in the United States, Elizabeth Blackwell. William Smith College was founded specifically to educate women. Geneva has beautiful historic residential districts, museums, and an opera house. Geneva is preserving its historic character while encouraging economic growth.

The City of Geneva has worked to stimulate the economy, providing incentives for new business and industry to locate here. A Governor's Office Small Cities Grant and public/private partnerships have improved and redeveloped the Lake and Exchange Street area. Geneva has generous housing rehabilitation and homeownership programs, improving neighborhoods and stabilizing the community.

The Finger Lakes region is a destination for tourists around the world. Bring your family to boat or swim in Seneca Lake. Walk or jog along the lakeshore (2.5 miles). Play golf on area public courses. Check out the Wine Trail, for the scenery as well as the wines. Visit historic sites. Dine at a fine restaurant. Find a treasure at an antique shop or a bargain at a flea market, or at the Waterloo Outlet Mall.

Come and learn how our small cities can leverage the bucolic atmosphere of Upstate New York and revitalize our region.



Change Beyond Charity - Annual Conference Scholarship Fund

To encourage staff and trustees of smaller foundations to attend this year's conference in Geneva, the Rosamond Gifford Charitable Foundation in Syracuse has taken the lead with a donation to create a scholarship fund. The fund will provide foundation trustees and staff of small/medium-sized foundations the opportunity to defray part of the cost of conference registration. In Kathy Goldfarb-Findling's words:

"I believe we have a great opportunity to help small to medium funders access the resources available at the annual conference of the Funders Alliance through a scholarship fund. Providing scholarships allows us to introduce potential members to our organization. We might also be able to entice current members who have not as yet attended a conference by providing this additional help. Frankly, it is my feeling that many of the small to mid-sized funders actually stand to gain the most by sharing information and networking and they are also probably the least able to justify the expense."

Guidelines for trustee/staff scholarships for *Change Beyond Charity*, 2004 Funders Alliance conference:

1. Volunteer trustees/directors and paid staff eligible from private foundations and community foundations with assets under \$10 million and no paid trustees.
2. Funders Alliance members and nonmembers eligible. Applicants must be active grantmakers. One scholarship per organization.
3. Scholarships up to \$200 are available for full registrations only (see enclosed conference brochure).
4. To apply: send a letter of request on foundation letterhead indicating your need, asset level and list of grants made in your most recently completed fiscal year to:

Rochester Grantmakers Forum
919 Winton Road South
Rochester, NY 14618-1633
5. Requests must be received by July 15. Applicants will receive notification shortly thereafter. ↩

Programs! Get your Programs!

The Funders Alliance hosted two different Roadshows this spring. One roadshow demonstrated the advantages of funder collaboratives with members of the Donors Education Collaborative [see winter 2004 newsletter], and the other reported on the Changing Face of NY. The first Collaboratives program was held in Rochester with 15 members attending and an overall evaluation of 4.6 (out of 5.0). A second "show" in Buffalo had 22 participants, and an overall rating of 3.3. A third site will be scheduled this fall in Albany.

The Changing Face of NY roadshow in Skaneateles, with Neal Lane, Director of the NYS Office for Aging, presented the impact of New York's changing demographics for 15 members. It dealt with the effect that the Baby Boomer Bulge and increased immigration will have a decade from now. Neal shared significant data on the NY population. With greater numbers of older people and frail elderly, immigrants and

Continued, see page 7

Alliance News

Public Policy Update

The Public Policy Committee of the Funders Alliance has developed a statement urging NYS legislators to reject Governor Pataki’s budget proposal to allocate the proceeds of nonprofit health care plan conversions to the state budget. The statement proposes that the proceeds of such conversions should be maintained in charitable foundations or funds to increase health care benefits for those in need in our communities. This statement and a cover letter from Joanne Florino, chair of the governance team, and Liz Wilder, executive director, was sent to all NYS senators at the end of May. Follow-up phone calls will be made by Funders Alliance members to the 24 Upstate NY senators reinforcing our message. The full text of the statement and cover letter can be viewed at the Funders Alliance website, www.grantmakers.org/FundersUpstate/publicpolicy.htm.



Congressman Jim Walsh thanks Liz Wilder for her visit

This is the second step the Funders Alliance has formally taken to advance a public policy agenda on behalf of the nonprofit community to benefit philanthropy in our state. In February, member delegates from the Funders Alliance visited eight Representatives and Senator Clinton’s office as part of the annual Foundations on the Hill sponsored by the Council on Foundations and the Forum of Regional Associations of Grantmakers. Members were able to deliver the message that as a regional association of grantmakers, the Funders Alliance is a resource for our legislators to understand policy decisions affecting philanthropy and the nonprofit sector. ➡



Congresswoman Louise Slaughter received the Funders Alliance message. (r to l) Liz Wilder, Rep. Slaughter, Jennifer Leonard and Joanne Florino

NOTE: Delegates not pictured: Mary Eberl and Catherine Gura

Member News

Judy Lyons, President of the **Community Foundation for the Capital Region** is retiring in June. From an applicant pool of over 100, we welcome Kristen Fredrick as the new community foundation president. Ms. Fredrick comes to the foundation with a diverse background in business and marketing, as well as extensive experience in the nonprofit sector. Ms. Fredrick will begin her term on June 10, 2004. More information can be found at: www.cfc.org/Newsroom/newsroom.htm

Ten Albany High School students serving on the “Youth in Philanthropy” advisory committee of the **Community Foundation for the Capital Region** awarded \$10,000 to three area organizations. For more information contact: Maureen Yee 518-446-9638. (To read more about this type of program, see this issue’s Featured Member section on page 5.)

The Gifford Foundation has moved to a new address: 126 N. Salina Street, Syracuse, New York 13202. Their phone and fax remain the same.

The **Western New York Grantmakers’** new website is currently in production. Preview the site online at: www.wnygrantmakers.org.

The Schenectady Foundation, a public charitable trust serving people who live or work in Schenectady County, announced the approval of five new grants totaling \$410,000.

The Rochester Effectiveness Partnership (REP), a collaborative project of funders, evaluators and nonprofit service providers, has just concluded a final evaluation of seven years of the teaching and implementation of participatory evaluation for capacity-building. The **Rochester Grantmakers Forum** (RGF) and a number of Funders Alliance members participated in this project. For an executive summary or more details, visit the RGF web site at www.grantmakers.org or contact Beth Bruner at 381-3098 or brufound@eznet.net.

Ellis Hospital ICU.....	\$200,000
Family Education and Support Program.....	\$100,000
Duanesburg Community Center.....	\$75,000
Schenectady Youth Court.....	\$25,000
Volunteer Physicians Program.....	\$10,000

Funding *continued*

nonprofits or the Funders Alliance of Upstate New York for grantmakers. As a membership organization, the Funders Alliance offers grantmakers the opportunity to become members of a community of practice in philanthropy. The Funders Alliance brings members together with nonprofit service providers, business, and government to promote philanthropy as the “third sector” in our economy. Support the Funders Alliance and its work on your behalf by joining today. Your member dues “fund the framework.” To join other funders across the state who support this regional association to strengthen and promote grantmaking, visit our web site at www.grantmakers.org/FundersUpstate. ↪

NOTE: See the Funders Resources section of this newsletter for a list of national organizations supporting philanthropy and nonprofits. For additional information about funding infrastructure and investing in the future of the nonprofit sector, call the Funders Alliance office for a complimentary copy of a special infrastructure issue of *The Nonprofit Quarterly*.

Change *continued*

Ruth Tebbetts Brousseau, The California Wellness Foundation, concludes the conference on the topic of professional and personal renewal, and creativity in grantmaking, to inspire our work.

Come get to know historic Geneva [See sidebar on page 2.] The conference hotel, Ramada Inn Geneva Lakefront, sits in a public park on beautiful Seneca Lake. Take the time to visit historic sites like the National Women’s Hall of Fame, the Erie Canal, Rose Hill Mansion and Belhurst Castle. Enjoy the Seneca Lake Wine Trail. **See the enclosed conference brochure for details and registration information and visit our website at www.grantmakers.org/AnnualConference.htm** ↪



New from Interactive Applications Group (iapps): Foundations for Success: Emerging Trends in Grantmakers’ Use of the Internet. Drawing on the firm’s ten years of experience working with some of the nation’s most forward-thinking foundations, the guide focuses on image transparency, network building, knowledge management and e-grantmaking. For a free copy, visit www.iapps.com.

Featured Member

The Tripp Foundation, a family foundation with assets of \$2 million in Elmira, New York, has been making grants to benefit the surrounding community since 1972. It has remained in the family for over two generations, carrying both the name and legacy of its founders. The Funders Alliance recently spoke with Turk Rose, President of the Tripp Foundation and grandson of the couple for whom the foundation was named.

F.A. Of the family, who else is currently involved in the foundation?

T.R. The Tripp Foundation is strictly made up of family members. At any one time, we have up to three generations involved, as is the case now. We have nine members on the board, and all but one live in the area.

“We’re not going to sacrifice a good program just to build capital”

-Turk Rose

F.A. How has the foundation managed to keep family involved?

T.R. There have always been young people, family members in their 20s, interested in becoming members. We welcome any and all family members to participate in meetings, though only trustees can vote.

News of foundation business circulates mostly through word of mouth. We are a tightly knit family and everyone knows what everyone else is doing. We do, however, make an effort to recruit younger members of the family and get them involved with the foundation.

F.A. Has the foundation’s geographic focus changed at all since its creation in 1972?

T.R. Funding has expanded since the creation of the foundation to include the Corning area. We feel that we are a part of a larger region and Corning and Elmira are not separate. We have also expanded to include Schuyler county, Watkins Glen in particular. However, we are still primarily focused on the original areas of Elmira and Dundee.

F.A. How does the foundation handle its funding priorities?

T.R. Our interests tend to focus giving on arts and cultural programs as well as youth activities in our area. We accept and review applications from any 501(c)(3) in the region. Any family member can bring in an application. The request is debated and then that member is excused and the vote occurs. There is not a tremendous amount of disagreement, though we do have interesting and active discussions among family members.

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We Are Our Members

The Funders Alliance of Upstate New York is a membership organization for staff and trustees of organized philanthropy. Our members come from public and private foundations, generous families, entrepreneurs and their descendants, large corporations and small businesses, civic organizations, and government agencies. All of our members are involved in the thoughtful distribution of public and private money in our communities.

Our members value the programs and services of the Funders Alliance and the knowledge they derive from formal and informal contact with other grantmakers throughout the state. Each member of the Funders Alliance brings valuable dedication and experience to share with others. Our members have told us that the Funders Alliance has helped to lessen their isolation as funders and to broaden their approaches to solving community problems.

We invite all of you to join the Funders Alliance to reap the benefits of a vibrant membership organization for grantmakers. A membership application can be found on our web site at www.grantmakers.org/FundersUpstate.



Three Reasons to Connect with
Your Regional Association of
Grantmakers.

Networking
Skill Building
Knowledge

Call 585.232.2380 for more information.

FUNDERS ALLIANCE OF UPSTATE NEW YORK
GRANTMAKERS ALLIANCE OF NORTHEASTERN NEW YORK
ROCHESTER GRANTMAKERS FORUM
WESTERN NEW YORK GRANTMAKERS ASSOCIATION

Featured Member *continued*

F.A. What are some of the most important grants the Tripp Foundation has made in recent years?

T.R. We created a fund with the Community Foundation of the Elmira-Corning Area to get young people involved in philanthropy. We challenged the Community Foundation to raise \$100,000 that we then matched. The income of this fund was turned over and managed by a board of area high school students that would address community issues that they deemed important.*

Occasionally we will latch on to something really big such as the Community Foundation challenge grant and we are willing to invade our capital to do so. Some foundations avoid invading capital at all costs, but we've been able to grow from \$550,000 to \$2,000,000 even while occasionally making these significant grants. We're not going to sacrifice a good program just to build capital.

Among some of the other large grants the Tripp Foundation has made: we started a fund at the local art museum to help honor outstanding art students; we established a scholarship at Elmira College; and we have made significant contributions to the performing arts center in Elmira.

F.A. Since creating the student-managed fund, how have things progressed?

T.R. The program is now in its third year. In the first two years, our young philanthropists distributed approximately \$5,000 annually. Our local newspaper, *The Elmira Star Gazette*, a Gannett newspaper, picked up the approximately \$2,500 annual administrative costs those first two years. This past year's figures will be about the same, but the Tripp Foundation is picking up the bulk of the administrative costs this year. It is expected that when the economy improves and as the fund grows it will generate enough income to sustain the \$5,000 annual giving plus cover all administrative costs.

After the second full year of operation, the youth group made a presentation to our Board of Trustees. This was an exciting and very positive exchange for all parties.

F.A. Why did you join the Funders Alliance?

T.R. Well, we initially started as members of Rochester Grantmakers Forum and then the Funders Alliance of Upstate New York was created and we felt that the Funders Alliance activities are more germane to our foundation, given our size and location. The Funders Alliance is more statewide, it includes rural areas like ours, and consequently seems more likely to address issues that are most relevant to us.

I think it is true of everything else in life, the more you talk with people, the more ideas you spark and the more you are able to explore those ideas. In talking with members of the Funders Alliance we have found just that. It has provided a forum for us to share our experience, and learn from the experiences of others. →

To learn more about the Tripp Foundation, or to discuss the ideas in this interview, readers may speak with Turk Rose directly at 607.562.7308.

* The youth group is mentored by a Community Foundation staff member, Randi Hewitt. Members interested in learning more about this program may contact her directly at 607.734.6412.

Would your organization like to be featured in this section of our newsletter?

Please contact us at:

fundersupstate@grantmakers.org

minority elders (and thus higher rates of illness and disabilities), with greater levels of poverty that are correlated with people no longer working or with those with low employment skills, New York's communities must plan for the future. *And it isn't only about aging!* An increasingly diverse workforce will possess a wide range of talent and skills. There will be more volunteers available. The younger workforce is dwindling. Grandparents are raising grandchildren. Accessible transportation systems and emergency systems must be available for non-English speaking residents. Hospital beds will be more in demand. Through Project 2015, New York's 36 state agencies from all disciplines gathered together (a historical first!) to plan and investigate solutions for the different look of New Yorkers in ten years.

This roadshow rated 4.3 overall, with knowledge gained from the program rated 4.5 out of 5.0.

How can funders help in their own geographies?

- Host a roadshow to acquaint fellow grantmakers with the problems and opportunities of our changing population.
- Ask your grantseeking organizations about their support or involvement with Project 2015 and their state agency.
- Plan to meet with other grantmakers in Geneva on Tuesday, Sept 21 at breakfast to discuss follow up activities for Project 2015 or donor collaboratives.

If you want either Roadshow to come to your area, please contact Lisa Dahl at lisa.dahl@grantmakers.org or 585.232.2380. 📍

Funders Resources

The following information is excerpted from *The Nonprofit Quarterly*, special Infrastructure 2004 issue. For more information, visit an organization's web site or call the Funders Alliance office for a complimentary copy of *The Nonprofit Quarterly*.

Networks

Funders Alliance of Upstate New York, www.grantmakers.org/FundersUpstate

Grantmakers Alliance of Northeastern New York, www.cfc.org/grantmakers/grantmakers.htm

Rochester Grantmakers Forum, www.grantmakers.org

Western New York Grantmakers Association, www.wnygrantmakers.org

Forum of Regional Associations of Grantmakers, www.givingforum.org

Council on Foundations, www.cof.org

The Association of Small Foundations, www.asf.org

National Center for Family Philanthropy, www.ncfp.org

Committee to Encourage Corporate Philanthropy, www.corphilanthropy.org

National Network of Grantmakers, www.nng.org

Council of Community Services of New York State, www.ccsnys.org

National Council of Nonprofit Associations, www.ncna.org

Independent Sector, www.independentsector.org

Management/Governance Support and Capacity Building

Alliance for Nonprofit Management, www.allianceonline.org

Grantmakers for Effective Organizations, www.geofunders.org

BoardSource, www.boardsource.org

Business Volunteers Unlimited, www.businessvolunteers.org

Net Impact, www.net-impact.org

National Center for Nonprofit Enterprise, www.nationalcne.org

Nonprofit Financial Center, www.nfconline.org

Nonprofit Finance Fund, www.nonprofitfinancefund.org

Idealist.org, www.idealists.org

Innovation Network, www.innonet.org

Nonprofit Risk Management Center, www.nonprofitrisk.org

Center for Community Change, www.communitychange.org

National Organizers Alliance, www.noacentral.org

TechSoup, www.techsoup.org

Npower, www.npower.org

Corporation for National and Community Service eGrants System, www.nationalservice.org/eGrants

Nonprofit Technology Enterprise Network, www.nten.org

Highlander Research & Education Center, www.highlandercenter.org

Rensselaerville Institute, www.rinstitute.org

Public Policy and Advocacy

The Advocacy Institute, www.advocacy.org

The Alliance for Justice, www.afj.org

Charity Lobbying in the Public Interest, www.clpi.org

OMB Watch, www.ombwatch.org

Accountability

BBB Wise Giving Alliance, www.give.org

Center for Effective Philanthropy Charity Navigator, www.charitynavigator.org

GuideStar, www.guidestar.org

National Committee for Responsive Philanthropy, www.ncrp.org

Alliance Calendar

Regional Events

June - September

Joint Meeting With Rochester Grantmakers Forum

June 10, 2004

RIT Inn and Conference Center,
Rochester

Healthy Families: Achieving Family Economic Success

Gwen Robinson, Annie E. Casey Foundation, will speak on Casey initiatives for building healthy families and healthy communities.

- 10:00 am FA Governance Team meeting
- Noon Lunch for All members featuring Gwen Robinson. (Brief RGF member meeting at lunch)
- 2:00-3:30pm Interactive workshop with Gwen Robinson & Tom Kelly, Annie E. Casey Foundation.

Legislative Breakfasts

July & August 2004, TBD

WNYGA Programs

Funder Breakfast Program

Thursday, June 17, 2004

Garden Restaurant, Albright Knox Art Gallery, Buffalo, NY

8:30am-10:30am *Program Related Investments.*

Speaker, Marsha Joy Sullivan, Joy Family Foundation

Funders Alliance Annual Conference

September 20-21, 2004

Ramada Inn Geneva Lakefront,
Geneva, NY

Change Beyond Charity

Keynote Speaker: Lewis M. Feldstein, President,
New Hampshire Charitable Foundation

National Events

July

International Human Rights Funders Group

July 12-13, 2004

Semi-Annual Meeting, Chicago, IL

Contact: Mona Younis,
212.475.1137

Council on Foundations, 2004 Summer Institutes: New Board Members, New Grantmakers, New Foundations

July 18-21, 2004

San Francisco, CA

Contact: Sophie Dunbar,
202.466.6512

October

Council on Foundations, Fall Conference for Community Foundations

October 11-13, 2004

Minneapolis, MN

Contact: Heather Scott,
202.466.6512

December

Council on Foundations, 2004 Winter Institutes: New Board Members, New Grantmakers, New Foundations

December 6-9, 2004

Washington, DC

Contact: Sophie Dunbar,
202.466.6512

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