



Making a Difference

Two Pioneer Valley Perspectives



Single-Handed Power in the 21st Century

BY COMBINING HIS HIGHLY PERSUASIVE rhetorical and logic skills with the uniquely 21st century tool that is the internet—and adding in his own matchless passion and persistence—Eric Reeves has demonstrated just how powerful one person from the Pioneer Valley can be on a world-wide stage.

More at home with Milton and Shakespeare, this professor at Smith College was challenged in 1999 by Doctors Without Borders to do something about the world's most under-reported humanitarian disaster. The people of Sudan, beset by a perfect storm of poverty, racism, a militaristic government, civil war, *Continued inside*



“It’s Part of Life”

THE TRADITION OF GENEROSITY runs deep in the families of both Peter Picknelly and his wife, Melissa. His grandparents were both known for their support of many different causes—his grandmother was the first to contribute toward the care of the horses used by the City’s mounted police.

Evidence of the philanthropy of his father, the legendary businessman, hotelier, and Springfield civic partisan, abounds throughout the City of Springfield.

The responsibilities of caring for those less fortunate were also a central theme for her family.

With the death of *Continued inside*

Making a Difference

Continued from cover



Eric Reeves

government, civil war, and genocide, with loss of life reaching into the millions, needed a champion. Reeves attacked the subject with the ferocious determination of a skilled researcher, and then generated an avalanche of essays, letters, op-ed pieces, e-mails, interviews, and talks around the world. As a result he has become one of the most recognized voices for this devastated country, regularly read and consulted by policy makers, elected officials, leaders in both business and education, and the news media. He has been credited with a major role in the transformation of the official positions of the US Government and the UN toward the Khartoum government, and in the attitudes of investors and businesses toward the oil-rich region.

His latest tool in this effort is also a modern invention—an advised fund at the Community Foundation to which he and his family have given generously and which has already attracted other funding. While humanitarian needs are the fund's current priorities, he has also started a "Schools for Sudan" project:

"All of the peoples of southern Sudan, but particularly in the area where we are working, have tremendous hopes that education can lift their children out of poverty in this brutally war-ravaged land, and the stultifying dependence on international humanitarian aid. Their first priority, before even medical treatment, even before food, is always schools and education—it is their future."

Sudan Aid Fund Prospectus
www.sudanreeves.org

In our midst, Reeves is a powerful example of how one person can make a difference.



Peter and Melissa Picknelly

With the death of Peter's father and Melissa's parents, Peter and Melissa wanted to send a strong signal about the continuation of that tradition. The Community Foundation provided a convenient, tax efficient way to do that by establishing the *Peter and Melissa Picknelly Charitable Fund* at the Community Foundation, a donor advised fund from which grants to other charities can be recommended at any time.

"It's part of life—a two-way street," says Peter, emphasizing that, from the beginning, the success of the family businesses has been due primarily to the support of their employees and the community; giving back is the natural thing to do.

Peter and his sister, Mary Jean, with the help of their father, had already established an emergency fund at the Foundation which has made several hundred grants to Springfield's poorest children whose immediate needs—for clothing, dental care, etc.—were not being met by existing social services.

The advised fund, however, gives Peter and Melissa a highly flexible tool to support the wide range of causes in which they are interested, from shelters for battered women to the United Way, the arts, and Springfield civic causes.

And their four children are clearly soaking up the family tradition. When Peter and Melissa gave the monies they would have spent on Christmas gifts for each other to A Fresh Start, a battered women's' shelter in Holyoke, it wasn't a reach for their children to share their birthday presents with those who would otherwise receive none. The inclusion of their children as successor advisors to the fund formalizes the passing of the torch to yet another generation.

Our Mission: THE COMMUNITY FOUNDATION OF WESTERN MASSACHUSETTS SEEKS TO ENRICH THE QUALITY OF LIFE OF THE PEOPLE OF OUR REGION BY: Encouraging philanthropy
∞ Developing a permanent, flexible endowment ∞ Assessing and responding to emerging and changing needs ∞ Serving as a resource, catalyst, and coordinator for charitable activities ∞ Promoting efficiency in the management of charitable funds

One in five children under age 18 live in poverty in the Pioneer Valley.

2000 U.S. Census as cited in the Pioneer Valley Planning Commission's 2003 State of the People Report



FROM THE TOP

Dr. Carol A. Leary, Chair, Board of Trustees welcomes the guests and introduces the press conference panel members.

Bruce Brown, Chair, Strategic Initiatives Committee outlines the impact of child poverty in the Pioneer Valley.

Orlando Isaza, Chair, Community Foundation Distribution Committee details the outreach to the nonprofit community and the decision making process for grant awards.

5 & Under Initiative

Access to Opportunity for Children in Poverty

THIS COMMUNITY FOUNDATION INITIATIVE SUPPORTS HIGH IMPACT EDUCATIONAL PROGRAMS THAT ENABLE IMPOVERISHED FAMILIES WITH CHILDREN FIVE YEARS OF AGE AND YOUNGER TO IMPROVE THEIR LIVES BY ADDRESSING THE ROOT CAUSES OF THEIR POVERTY.

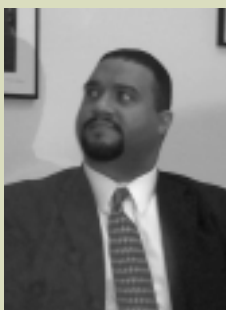
The Strategic Initiatives Committee worked for three years under the leadership of Committee Chairman Bruce Brown.

We are pleased to inform you that the 5 & Under Initiative has moved to the implementation phase.

- ☞ *On January 24th a press conference was held to announce the 5 & Under Initiative to the community.*
- ☞ *Community Foundation supporters received an informational letter from President Kent Faerber about the initiative.*
- ☞ *Seven information meetings have been held for 85 representatives from Pioneer Valley nonprofit organizations.*
- ☞ *Proposals were received from 26 nonprofit organizations on the first deadline.*
- ☞ *\$500,000 of Competitive Grantmaking funds have been designated to the 5 & Under Initiative in 2006.*
- ☞ *\$36,000 additional dollars have been contributed by generous donors to this initiative for 2006 awards.*

EDUCATION

THE EDUCATION DEPARTMENT is completing another successful application season. A press conference was held on March 2, at the Foundation offices to announce this program to the community and to recognize the generosity of the donors for the 94 funds that support this valuable effort.



“When I drive down I-91 through Springfield and see the giant MassMutual building, I shake my head and think ‘Thank God for them.’ Now, I’m graduating. Debt-free. The MassMutual Scholarship has been my saving-grace over the last four years. In addition to helping my tuition get paid, the scholarship has allowed me to be less focused on finances and more focused on school. As a recipient of this scholarship, I realize that if an enormous company has faith enough to give me all this money and to think that I can succeed, surely I can.”

– Christopher, recipient of Naurison Award and a MassMutual scholar for four years of his undergraduate study at the University of Massachusetts.

Chris is again an applicant for scholarship funding as he plans to pursue a medical degree at Tufts University as a member of the class of 2009.

FROM THE TOP

Ronald A. Copes, Vice President Community Relations, MassMutual Financial Group accepts a gift from Dr. Carol A. Leary, Chair, Board of Trustees.

Gilberto Amador represented the Education Committee, an integral component of the scholarship process. Over 100 volunteers participate annually.

Community Foundation scholarship recipients – Where are you now?

Over the past 15 years, the Community Foundation has assisted thousands of local students in achieving their higher education goals. We would like to hear from those recipients and share their stories.

If you received a scholarship or loan from the Community Foundation, we'd love to know where you are today! Please tell us about your life or work, as well as any thoughts about the impact of the award on your education. Be sure to include your name, address, phone number, and what year you received an award. Please email wmass@communityfoundation.org by May 1, 2006.

TECHNICAL SUPPORT

Helping Nonprofits Build Fundraising Capacity

DIRECTORS OF DEVELOPMENT KATIE ALLAN ZOBEL AND KRISTIN LEUTZ will once again offer Fundraising Fundamentals workshops. In response to feedback from the nonprofit community, they will also offer a new option for staff and volunteers responsible for development—One-on-One coaching.

Please visit www.communityfoundation.org or call (413) 732-2858 for more information on these options:

Fundraising Fundamentals: The Building Blocks to Success

FREE Workshop to assess and improve development programs.

May 16, 2006
8:30 a.m. – 11:30 a.m.
Holiday Inn and Conference Center
Hadley

November 15, 2006
8:30 a.m. – 11:30 a.m.
Community Foundation Offices
Springfield

This popular workshop will identify the fundamentals of building and nurturing a holistic fundraising effort focused on individual giving. Topics include; Networking and Needs Assessment, Evaluating Fundraising Readiness, Creating an Action Plan. Discussion sessions will include Major Gifts, Annual Giving, or Planned Giving.

Participants will complete a pre-workshop assessment in order to tailor content to individual needs. Registration required at www.communityfoundation.org.

NEW! One-on-One Development Coaching Sessions for Staff and Volunteers

Individual 60-minute fundraising coaching sessions will be offered to help nonprofits strengthen their development efforts. These sessions are appropriate for organizations just beginning fundraising, those embarking on a campaign, or seeking creative input on annual fund, major gifts, or planned giving programs. This will not eliminate the need for development staff, committees or consultants; however we can provide customized advice and guidance that goes beyond the fundamentals discussed in our workshop.

Sessions are limited and will be reserved on a first-come, first-served basis. Each participant will be asked to complete a pre-session development inventory questionnaire so that the session will focus on assessing the development program, setting goals, and prioritizing an action plan. Please check www.communityfoundation.org for registration information.

Do More

For the most vital needs of your county,
goodFor students who need an education,
For your Community Foundation, so we may do more...

Good for your community.

If you wish to support the work of the Community Foundation, please use the enclosed envelope or go online to make a gift at www.communityfoundation.org.

FUNDS

New Funds Established

Eleven new funds were established at the Community Foundation from November 17, 2005 through February 27, 2006. \$886,143 in contributions to those funds were received from individuals and organizations.

On behalf of the entire community that benefits from these funds, we extend our heartfelt appreciation to those who contributed to them.

The Association For Community Living Endowment Fund

Carson Center Fund

William A. and Vinnie E. Dexter Endowed Scholarship Fund

Dinkelaker-Donnelly Family Fund

Mark Douville Charitable Fund

Dianna and Leon Feffer Scholarship Fund

Juliusz Feigenbaum Fund

Filler Community Fund

5 & Under Initiative Fund

Lubov Blumin Mirsky Fund

Anonymous Fund

GRANTS AT WORK

2006 Competitive Grant Program

The Competitive Grant program has two deadlines for applications in 2006. The next deadline is August 21, 2006—for an application and more information visit www.communityfoundation.org.

IN FALL 2005, THE COMMUNITY FOUNDATION Competitive Grant program received applications for 100 Competitive Grant projects requesting \$1,266,200. \$575,900 was awarded to 76 projects from Hampden, Hampshire, and Franklin counties.

The photos below are a sampling of the projects funded through the Competitive Grant program.

Best Buddies Massachusetts provides those with an intellectual disability a chance for friendship and support through a match with non-disabled



individuals. These pairings make possible social networks that would otherwise be unavailable, adding activities and companionship to the lives of both "buddies." Best Buddies received Community Foundation funding to support 25 additional matches in Hampden County. The photo shows volunteers at a recognition event.

World-class jazz musicians mesmerized thousands of public school students during performances in honor of Black History Month. Craig Taborn (pictured), Uri Caine, and Vijay Iyer astounded audiences with their incredible piano skills. Northampton Center for the Arts organized concerts for the schoolchildren and 450 Pioneer Valley residents. Workshops were offered in three Northampton schools—a once in a lifetime opportunity for budding musicians.



Cracked pavement and rusted swings are replaced by safe surfaces and brightly colored equipment at the Springfield Day Nursery's King Street and Chestnut Street childcare centers. Thanks to a Community Foundation grant award, the children now enjoy updated playground areas, renovated classrooms and common areas, and installation of outdoor safety features.



PHOTO BY SAMUEL M. SINTER

Pioneer Valley Habitat for Humanity teamed with Smith Vocational High School students to build a duplex in Northampton. This project made homeownership a reality for two low-income families. Community Foundation's Competitive Grant program supported this project and will fund a home in Turners Falls for a mother and her four children, with construction set to begin this spring.

SAVE THE DATE

Celebrating **15** Years of Service

Community FOUNDATION

2006 ANNUAL MEETING

THURSDAY, OCTOBER 19
12-1:30 P.M.

THE LOG CABIN
BANQUET AND MEETING HOUSE

Invitations will be mailed in September