

GROWING THE COMMUNITY.

Together.



COMMUNITY FOUNDATION
of WESTERN MASSACHUSETTS

Contents

Letter from President and Chair	1
Newly Established Funds	2
About CFWM	3
Team Jessica	4
Valley Gives	6
George Keady	7
Tom and Fran Chechile	8
Legacy Society Members	9
Julie Hill-Spivey	10
Scholarship Facts	10
Contributor Data	12
Ashley and Paul Pereira	13
Kistner Foundation	14
Grants Data	14
Reading Success by Fourth Grade	16
Volunteer and Staff Listing	18
Financial Highlights	20
Church Street Home Fund	22
Dietz & Company	23
Tech Foundry	24
How to Start a Fund	25

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

Vision

The Community Foundation of Western Massachusetts is a catalyst for positive change in the region; engaging partners, raising flexible endowment funds, leveraging resources to solve problems and contribute to the common good.

We envision a western Massachusetts that is thriving, collaborative and generous, where there is opportunity for all.

We take an intentional, results-driven approach and see ourselves as a hub for civic engagement and as a permanent resource.

About the Cover

This year's cover was selected as an example of the wonderment and hope generosity spreads in our community, just like seeds being blown into the air. Our donors, volunteers, and staff make it possible to grow the community. *Together.*



COMMUNITY
FOUNDATION
OF WESTERN MASSACHUSETTS

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Photo: Paul Schnaittacher

Katie Allan Zobel and Dana R. Barrows

Dear Friends,

The fiddlehead has represented the Community Foundation of Western Massachusetts for nearly 25 years. In early May, if you look closely along the forested paths or backyards of the Pioneer Valley, you can spot these sure signs of spring. Aptly named, as the furred fronds of the young fern looks like the head of a fiddle, fiddleheads symbolize new growth, as well as permanence.

It's fitting that the Community Foundation's logo is a fiddlehead since we provide nonprofits with grants that help grow the Valley; students with scholarships to expand their education; and steward hundreds of funds that allow individuals and businesses to leave a permanent legacy for the causes that matter most.

Looking back at 2014-15 we saw growth in many aspects of our work. Our assets grew to over \$121 million. We gave out more than \$8.1 million in grants, scholarships, and loans. We raised close to \$2.7 million for area nonprofits in our third year hosting Valley Gives. And over three years, the Valley Gives pilot helped 559 local nonprofits raise a total of nearly \$5.9 million from more than 24,400 generous donors, many of whom gave online for the first time. Starting in May 2016, Valley Gives will launch anew in the spring as part of the Foundation's new Capacity grantmaking program.

While we are immensely proud of the milestones we've achieved, our real strength will be in the permanent mark we leave on this region. None of this growth would have been possible without the incredible generosity of over 1,100 contributors, combined with the dedication and hard work of a small staff, and an army of more than 150 volunteers.

The stories in this annual report reflect just a small slice of the many spectacular things happening up and down the Pioneer Valley. On behalf of the Foundation and the Trustees, we'd like to thank the dedicated staff and volunteers, the smart and motivated students, the committed nonprofits, and our generous contributors for working with us to grow and strengthen this amazing place we call home.

Sincerely,

Katie Allan Zobel
President and CEO

Dana R. Barrows
Trustee Chair



Funds of the Community Foundation

There are currently 560 funds held by the Community Foundation, which have been created either for the benefit of or by residents of the Pioneer Valley. They represent the tangible conversation of the generosity of the region into an invaluable community resource.

A complete list of all Community Foundation funds can be found on our website at: communityfoundation.org, or by request by emailing giving@communityfoundation.org or calling 413-732-2858.

The following 15 new funds were established at the Foundation in the fiscal year that ended March 31, 2015. We are deeply grateful for these welcome additions to the community resources available to the Pioneer Valley.

- Dietrich and Julie Schlobohm Arcadia Wildlife Sanctuary Fund
- Allison and Jeff Sullivan Family Fund
- Chestnut Fund
- Church Street Home Fund*
- Craig M. Epstein Memorial Scholarship Fund*
- Dietz & Company Architects Fund
- DNG Family Fund
- Easthampton Learning Foundation Endowment Fund*
- Giving Forward Fund
- John T. Hickey Preservation Fund for the Holyoke Merry-Go-Round
- Massachusetts Pharmacists Association Foundation
- Rintoul Family Fund*
- Thomas J. Chechile Memorial Scholarship Fund
- Trustees of Smith Academy Fund
- Virginillo-Falvo Scholarship Fund*

**The funds marked with an asterisk are specially noted because, as endowed funds, they will provide perpetual support for the quality of life of the region.*

See the inside back cover to find out how to start your own fund at the Community Foundation.

Fiscal year 2015 impact

(April 1, 2014 – March 31, 2015)

Contributors to the Foundation **1,133**

\$8.6 MILLION Total amount donated

Scholarships and education loans dispersed **\$2 MILLION**

The Foundation received scholarship requests from **2,468** applicants, and
gave a total of **1,181** awards to
784 students

\$8.1 MILLION Grants, scholarships, and loans

Total assets for which the Foundation
has grantmaking responsibility
(including Bank of America Trust Assets)

\$146 MILLION

150 Active volunteers

Year established **1991**

Serving **69** cities and towns in the three counties of western Massachusetts

New England's largest and only fully accessible playground built with heart and determination

Vicky Martins Auffrey was approached about naming a fully accessible playground in her daughter's name shortly after Jessica died in 2009 of complications related to Rett syndrome, a degenerative neurological disease.

After being initially absorbed in grief from the loss of her daughter, Vicky jumped in with both feet to help with a variety of fundraising events that five years later would, according to Vicky, lead to the largest and only 100 percent accessible playground in New England.

To make this a reality, volunteers formed Team Jessica, Inc. and met in Vicky's kitchen at least monthly for over five years. They held "every fundraiser you can think of," according to Vicky. They sold bricks, organized a large Twister game, sold apple pies, held beer and wine tastings, and had a dinner and auction on the Belchertown Common.

They also applied for and received a Foundation grant in 2014 for \$25,000 to help them build the 13,000-square-foot playground. Through Valley Gives, with prizes and grass-roots fundraising, the group raised almost \$12,000. The original goal for the project was \$350,000 but they ultimately raised almost \$500,000.

"We wanted to make sure we could make the playground accessible for everyone. It's overwhelming how much money we needed to make that happen," Vicky says.

When Jessica was alive she was in a wheelchair but her family wanted to make sure she was included in all family activities. Her brother is involved in sports and Jessica would go with the family to many of those events. She was in fully inclusive classrooms and graduated from Belchertown High School. The one place she couldn't go was to the local playground.

Ground was broken on Jessica's Boundless Playground on Sept. 13, 2014, on what would have been Jessica Martins' 24th birthday. "Jessica would have been so happy and proud because her whole life stood for inclusion," Vicky says.

Today, with the playground being completely accessible from the parking lot to every piece of equipment, children who never had the opportunity can now play freely. Vicky also notes that it's not just children who benefit. "Parents, grandparents, and veterans with disabilities can now take their children to the park." The playground, located at 59 State Street in Belchertown, is busy almost every day and has become a destination for people from throughout the region.



Jessica's Boundless Playground was built with love and in memory of Jessica Martins. At right are several of the Team Jessica members who helped make the playground a reality.





Photo: Ryan Williams

Valley Gives shatters records and proves we're stronger. Together.

By all accounts Valley Gives was an overwhelming success. In total, Valley Gives Day events of 2012, 2013, and 2014 helped 559 local nonprofits raise nearly \$5.9 million from more than 24,400 generous donors, many of whom gave online for the first time.

After we were done celebrating the 2014 Valley Gives Day, the Community Foundation began evaluating results, nonprofit and donor surveys, and in-person listening sessions held immediately after Valley Gives 2013 and 2014.

Here are some highlights of what we learned:

- In 2013, only 21% of the nonprofits participating in Valley Gives Day were all volunteer organizations (no paid staff). In 2014, this proportion doubled, to 42%, as did the proportion of nonprofits with annual budgets under \$100,000, from 27% in 2013 to 41% in 2014. This means much of the growth in numbers of participating nonprofits since 2013 is due to small organizations with limited resources.
- Over the three years, Valley Gives had a major impact on nonprofits' use of social media, even in cases in which an organization already had a website and Facebook, Twitter, YouTube, and Instagram pages. Nonprofits registered in 2014 who responded to the exit survey reported significant increases in website subscribers, Facebook "likes," and YouTube and Instagram followers. The number of website followers more than tripled, for example.
- Over three years, 24,437 unique donors contributed to nonprofits in the Pioneer Valley through Valley Gives Day. A total of 2,119 donors participated in all three years.
- Each year, the amount of money raised during Valley Gives Day has increased substantially over the previous year's total. In 2014, Valley Gives raised a grand total of \$2,676,595, which represents a 128% increase from 2012 to 2014.
- While about four-fifths (83%) of 2014 Valley Gives donors have given online in the past, nearly one-fifth (17%) have never done so. This is roughly the same proportion as in 2012 when about 20% said Valley Gives was their first online experience. In 2014, 5% of the donors reported that they had never given to any nonprofit before giving on Valley Gives Day. Roughly 1,400 donors are new to giving because of this giving event.

Thank you for making Valley Gives 2014 such a success! Together, we made an amazing difference not only for hundreds of nonprofits in western Massachusetts, but for all of our communities as well. Whether your gift was going to help support the arts, make a difference in a child's life or preserve our environment, your generosity is directly going to help make western Massachusetts a better place to live.

Photo: Paul Schnaittacher



TOTAL 2014 DOLLARS:
\$2,676,595

UNIQUE DONORS:
14,189

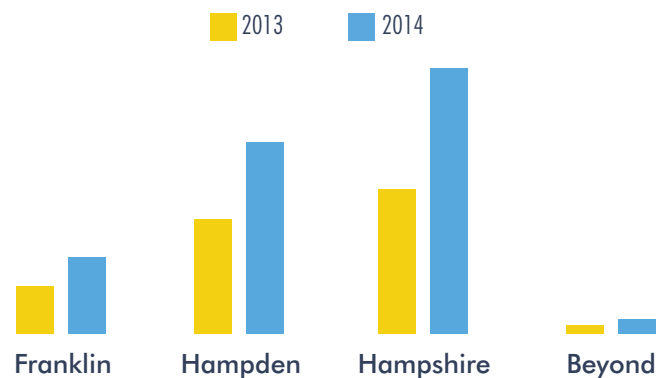
DONATIONS:
28,824



Photo: Paul Schnaittacher



GIFTS MADE BY COUNTY



How businesses invest in the Community Foundation's mission

George Keady has a long-standing relationship with the Community Foundation. In his role as Senior Vice President of Wealth Management for Keady Foard Montemagni Wealth Management Group, he refers clients who want to set up donor advised funds to the Foundation. A few years ago he became a Trustee.

So it made perfect sense for his business to support Valley Gives and sign on to the Foundation's Business Leaders in Philanthropy Program. The program provides a way for local businesses whose charitable interests align with the Foundation's mission to take a leadership role by publicly supporting our work and inspiring others to be generous.

"It was fun to be a part of the first Valley Gives Day and to see it grow over the years. My partners—Jim Foard and Tony Montemagni, as well as our Wealth Strategy Associate Pete Alminas—understand the mission of the Community Foundation and the needs in the Valley," George says.

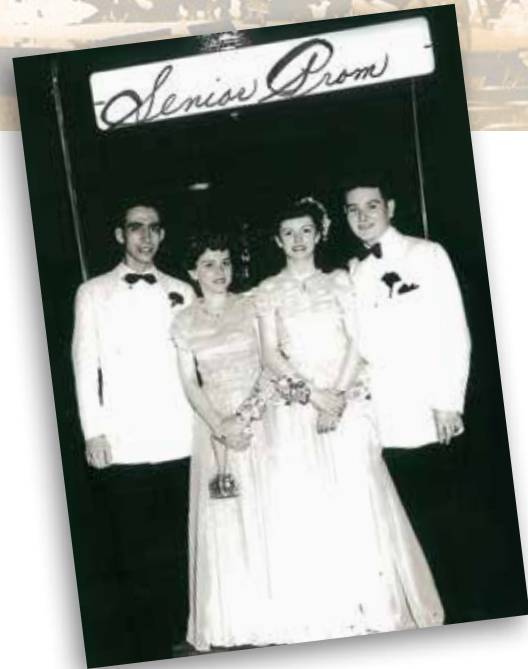
"It's important to our clients and our employees to know we care about the place where we live and work and that we're charitably inclined," George adds. This relationship is the perfect way to do just that.



Pete Alminas, George Keady, Jim Foard, and Tony Montemagni

CATHEDRAL

Leaving a legacy to mark two lives well lived



Tom Chechile and his sister Fran grew up in Springfield where they led a wonderful life and worked hard to achieve their goals. Both retired at an early age and a few years ago they decided to look for a way to leave a legacy once they're gone.

When they met with their attorney, Jeff Roberts, he recommended they reach out to the Community Foundation to create an endowment to be funded through their estate plans. They established the Thomas J. Chechile Memorial Scholarship Fund to specifically help deserving students graduating from Cathedral (now renamed Pope Francis High School) pursue a career in accounting, finance or money management.

Fran and Tom chose to help students in this way to give back in honor of their own experiences in the Springfield public schools, and to reflect their professional careers in business.



Tom and Fran Chechile

A Cathedral graduate, Tom volunteered his time at Junior Achievement to help teach young people about money management and how business works. He worked for Baldwin Duckworth Chain Belt Company (later known as Rexnord) in the maintenance department. While there, he attended night school at Western New England University to study accounting and finance, which opened the door to a rewarding and successful career. His accomplishments included establishing a credit union for employees at the local office. After 37½ years with the company, he retired as assistant controller.

Fran retired early from Hamilton Standard, a division of United Technologies (now known as Hamilton Sundstrand), where she was an executive secretary. They both wanted a way for their legacy to continue on for many generations. "The Foundation helped us to make this a reality," Fran says.

Leaving a legacy for the future

The Community Foundation of Western Massachusetts works with many individuals to help them build their philanthropic plans to achieve their vision for a better community and world beyond their lifetime.

The causes they support are as varied as the people, from feeding hungry families, to protecting the landscape we all enjoy, to creating cultural experiences to educate and inform, to helping students realize their college dreams. The support of the Foundation’s Legacy Society members is evident in the beauty and vitality of western Massachusetts. Donors become members of the Legacy Society through any of the arrangements listed to the right:

- Bequest by Will or Trust
- Retirement Plan Assets
- Gift of Life Insurance Policy
- Charitable Remainder Trust
- Charitable Lead Trust
- Charitable Gift Annuity
- Designation as Beneficiary of Qualified Retirement Plan Assets

Learn more about how we can help you create a plan for your legacy, or tell us if you have already made similar arrangements so that we may recognize everyone who supports the long-term mission of the Community Foundation.

To discuss the possibility of becoming a member of the Legacy Society, call the Philanthropic Services Team at 413-732-2858.

Current Legacy Society Donors

Dana R. Barrows	Norma Friedman	Susan Monks
S. Prestley and Helen Blake	Paula and John Gallup	Dr. Robyn A. Newhouse
Mary Lord Brown	Theodore and Norma Gewanter	Louis F. Oldershaw
Marcia E. Burick	Frederick Griffiths	Karen Parker
Priscilla Carter	Willard O. and Elizabeth K. Hale	Priscilla L. Pike
Annie Cheatham and Ann Gibson	Lester and Roberta Halpern	Cecile Ploran
Thomas J. Chechile and Frances M. Chechile	Teresa A. Harris	John F. Ptaszek, Jr.
Shera Cohen	Wil Hastings	Eleanor Rothman
Jill Ker Conway	Jean vonL. Hayes	Terry and Frances Ryan
Kenneth Cote and Elaine Alonso Cote	Amy Jamrog and Kim Cook	Donald and Patricia Savage
William A. Darity	Charles M. Johnson	Barbara Shaffer
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Kent and Scottie Faerber	Kristin B. Leutz	Gladys B. Sullivan
Jack and Deb Ferriter	Edward and Shirley Livi	Robin C. and Audrey A. Taylor
Maurice and Peg Ferriter	Susan Lowenstein	Frances A. Townsend
Karen Fisk and Maurice Proulx	Susan and Morton Lynn	Richard and Sandra Wallis
Edward Fleming, III and Jane Fleming	Mary-Lou Mehrrens	Robert and Eileen Zewski
Ian Fraser	Richard Milstein	Katie Allan Zobel
	Steven and Moira Mitus	Anonymous (32)

A journey from first-generation college student, to college counselor, to scholarship reviewer

Julie Hill-Spivey was born and raised in Springfield. She is the first in her family to attend and graduate from college. While attending Westfield State University in the mid-1990s, she was a participant of the Urban Education Program, which helps first-generation college students with academic and personal support. It was through this program that she learned about the Community Foundation. She completed the application and received the James Z. Naurison Scholarship.

As an English major, Julie said “having this scholarship enabled me to buy books and other supplies I needed.” Since graduating in 1997, she has made a career of helping first-generation students like her get through college—first at Westfield State as a counselor/recruiter, then at Holyoke Community College as an academic counselor, and currently at American International College, where she is assistant director of Student Support Services.

This year, for the first time, Julie was a member of the Foundation’s Scholarship Review Committee, which reviews and selects scholarship recipients. Julie said she had “no clue” how involved the process was. She says it was well organized and she liked working in a group to help determine who should receive a scholarship.

“It was really helpful to hear other people’s opinions on the applicants,” she says.

She was also able to share information about the process with her students, some of whom don’t understand the importance of writing a good essay. “Anyone can fill in the blanks on the application. It’s the well-written essay that often makes the difference between getting a scholarship or not,” she says.

Scholarship Facts

The Community Foundation received scholarship requests from 2,468 applicants, and gave a total of 1,181 awards to 784 students. Scholarships and loans totaled \$2,024,665 in FY2015.



Providing over
\$2 million in
SCHOLARSHIPS

Top 10 Colleges/Universities Receiving

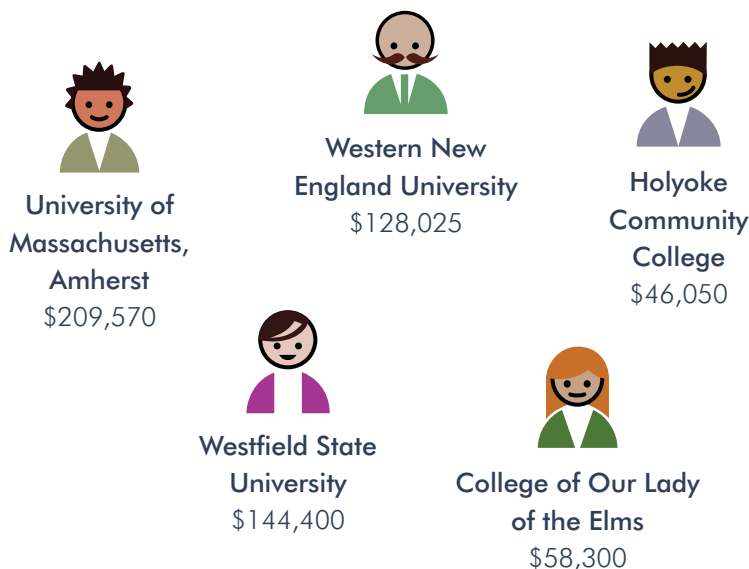


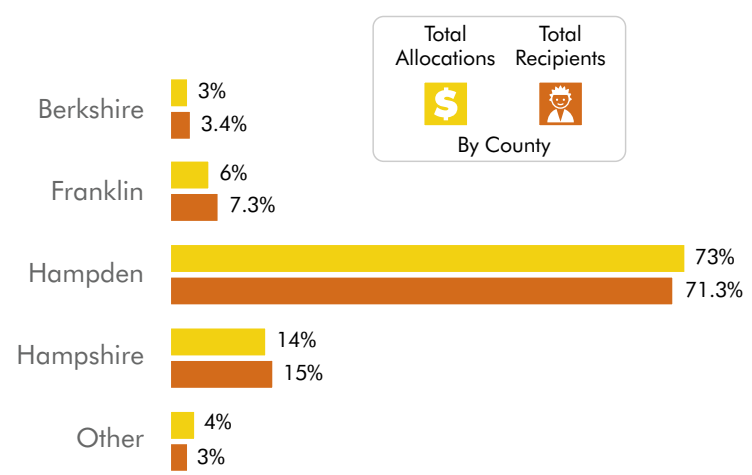


Photo: Paul Schnaittacher

Scholarship Dollars



Scholarships by County



About Our Contributors



**Total
Amount Donated,
by County**
\$8,661,759

Franklin	\$1,150,407
Hampden.....	\$4,902,315
Hampshire	\$1,693,192
Outside Pioneer Valley	\$915,845

Number of Contributors, by County

Franklin	61
Hampden.....	506
Hampshire	347
Outside Pioneer Valley	219



Photo: Ryan Williams

A commitment to strengthening the Pioneer Valley

Four years ago, when Ashley Pereira was working as an executive assistant to the president at the Community Foundation, she started donating to the Annual Fund. As a show of support for the organization, the push has always been to have 100 percent staff participation in the Annual Fund, which is used to support the operations of the Community Foundation.

While working at the Foundation, Ashley was able to see first-hand the “incredible impact the grants to nonprofits made in the community.” She also saw what a difference the scholarships made to so many students.

Even when she left the organization and moved on to other opportunities, Ashley and her husband Paul felt it was important to continue making a contribution to the Annual Fund. It’s just one of many ways they use their money to help make an impact on the Valley. They also support several other causes including the National Kidney Foundation and Big Brothers Big Sisters of Springfield.

“The Community Foundation is doing such great work and it’s a tremendous benefit to the area. We’re happy to be able to have a small part in helping to fund programs that make such a difference in the region,” Ashley says.

Springfield elementary school students get to experience a number of “firsts”

More than 80 fourth grade students from Gerena Community School in Springfield experienced a series of “firsts” thanks to a \$10,000 grant to the Kistner Foundation, Inc. For many of the students visiting Red Gate Farm in Buckland, it was the first night sleeping away from their family, their first time out of Springfield, and their first time in a rural setting.

“They also experienced eating new things,” says Ben Murray, program director at Red Gate.

The program started three years ago as a way for urban youth to experience life on a farm. Spending 48 hours learning about working with agriculture, the students rotated through three areas: the vegetable garden, the forest, and the barn. They also prepared meals together and slept in wooden platform tents.

According to Ben it’s not a strict curriculum, but is based on what’s happening on any given day and what the students are interested in. For example, Ben says “If the students are working on clearing the brush and we learn that a lamb is being born in the barn, we’ll switch gears to go experience that.”

The program is designed so the students see all aspects of a working farm. Red Gate, however, is not dependent on making money by farming the land. Instead, they get funding through grants, donations, and by charging tuition. The grant from the Foundation provides funding so young people can attend the program tuition free.

“The first year we worked with Gerena, I told them if they could get the students up here, we’d provide everything else,” Ben says.



Top 10 Grant Award Totals by Interest Area





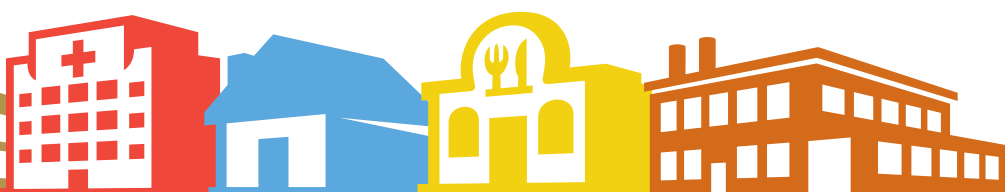
Health	Environmental Quality Protection	Agriculture Food & Nutrition	Civil Rights, Social Action, Advocacy
\$246,932	\$179,382	\$153,650	\$127,355

Grant Distribution by Region

All grants, including scholarships, competitive, advised, and designated.

Franklin	10%
Hampden	43%
Hampshire	18%
Other MA	12%
Other	16%

Based on location of nonprofit headquarters.



Local funders work together to support early childhood education

The Funder Collaborative for Reading Success has engaged 17 local funders over the past four years to support a Springfield early literacy initiative called Reading Success by Fourth Grade, which is led by the Irene E. and George A. Davis Foundation. During its first phase of planning and grantmaking the Collaborative raised \$1.3 million and distributed grants to 11 organizations totaling \$1 million.

The overall intent of the initiative is to improve grade-level reading with *Phase 1* priorities to support children's language, emergent literacy, and reading skills including:

- Family education and engagement focused on building families' capacity to support education;
- Increasing the capacity of early education and care, out-of-school time, and summer learning programs; and
- Providing more opportunities to access high-quality early education and care, out-of-school time, and summer learning programs.

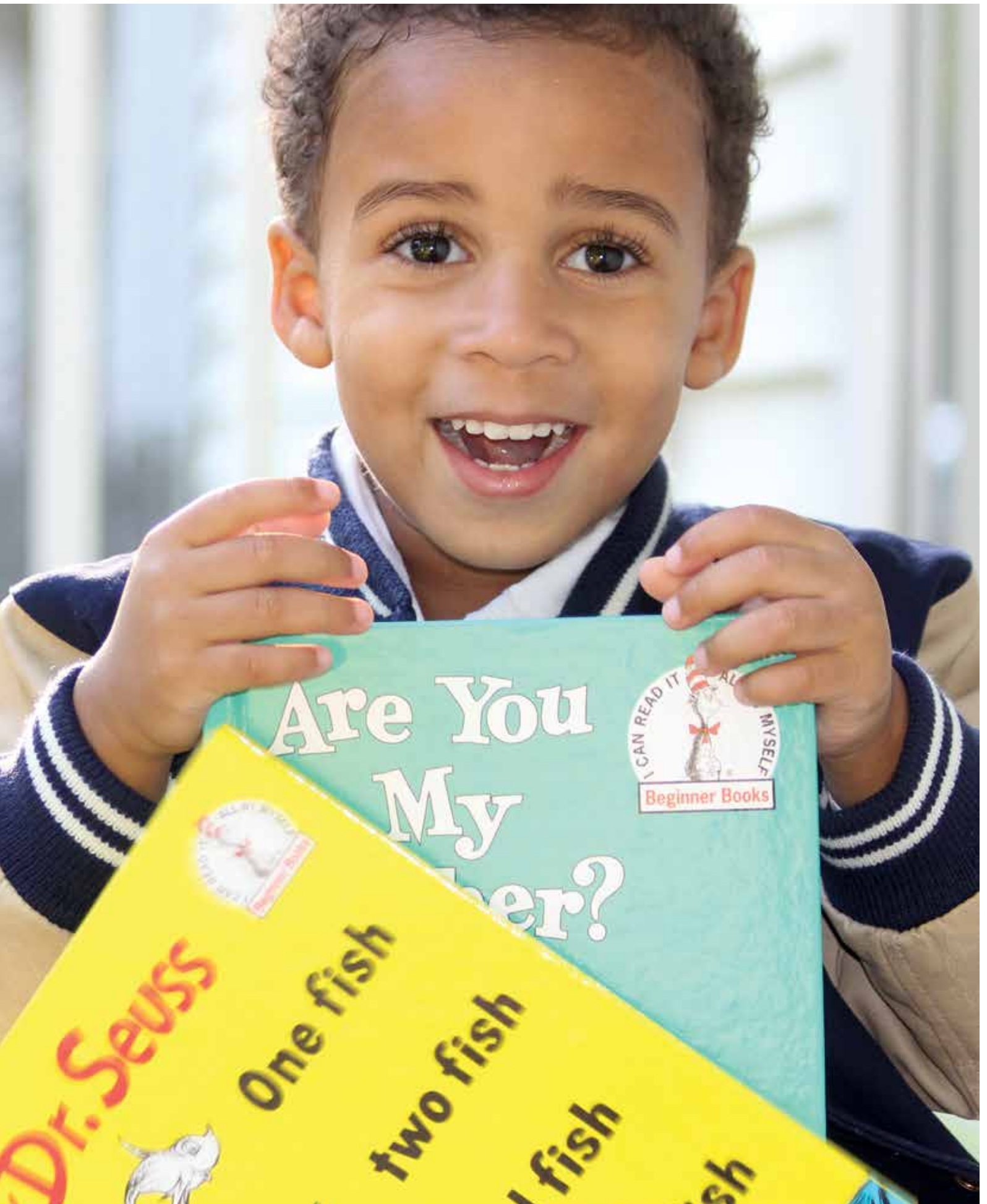
The Collaborative is now engaged in a planning process for *Phase 2* and is fine-tuning the goals and priorities and seeking support from funders.

The following three grants were awarded in FY2015 totaling \$228,962:

- Regional Employment Board of Hampden County
Hasbro Summer Learning Initiative
- Springfield College
AmeriCorps—Student Success Corps: Reading Corps Program
- Parent-Child Home Program, Inc.
Bridging the Achievement Gap for High Risk Children in Springfield

Funders to date:

- Babson Capital Management, LLC
- Bank of America, Charles Hall Foundation
- Baystate Health Systems, Inc.
- Berkshire Bank Foundation
- The Beveridge Family Foundation
- Community Foundation of Western Massachusetts
- Irene E. & George A. Davis Foundation
- First Niagara Bank
- Hampden Bank Foundation
- MassMutual Financial Group
- Nellie Mae Foundation
- PeoplesBank
- People's United Community Foundation
- SIS Charitable Fund at the Community Foundation
- TD Charitable Foundation
- United Bank Foundation
- United Way of the Pioneer Valley



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Kiyota Woods
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Angela Wright



Photo: Paul Schnaittacher

Trustees (from left): Amy Jamrog, Willie L. Hill Jr., Karin L. George, Ronald P. Weiss (counsel), Elizabeth H. Sillin, Dana R. Barrows, (Chair), John G. Gallup (Charter Trustee), Ellen Brout Lindsey, Ralph S. Tate (Vice Chair), Dianne Fuller Doherty, Alfred L. Griggs (Emeriti), David E. Pinsky, George Arwady, Kerry L. Dietz, and Irene Rodriguez Martin. This photo was taken in the UMASS facility in Springfield, which was designed by Trustee Kerry L. Dietz of Dietz & Company Architects.

Not pictured: Sanford A. Belden, Peter J. Daboul, Dr. Theresa L. Jenoure, George C. Keady III, Steven M. Mitus, Robert L. Pura, and Michael Rollings. Trustee Emeriti: Robert S. Carroll, Stephen A. Davis, Carol A. Leary, and Elizabeth D. Scheibel. Charter Trustee: David Starr.

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 Andrea Gauvin
 Karin L. George
 Alfred L. Griggs
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 Meyers Brothers Kalicka, P.C.,
Auditors
 Ronald P. Weiss, Esq.,
Legal Counsel

Financial Highlights

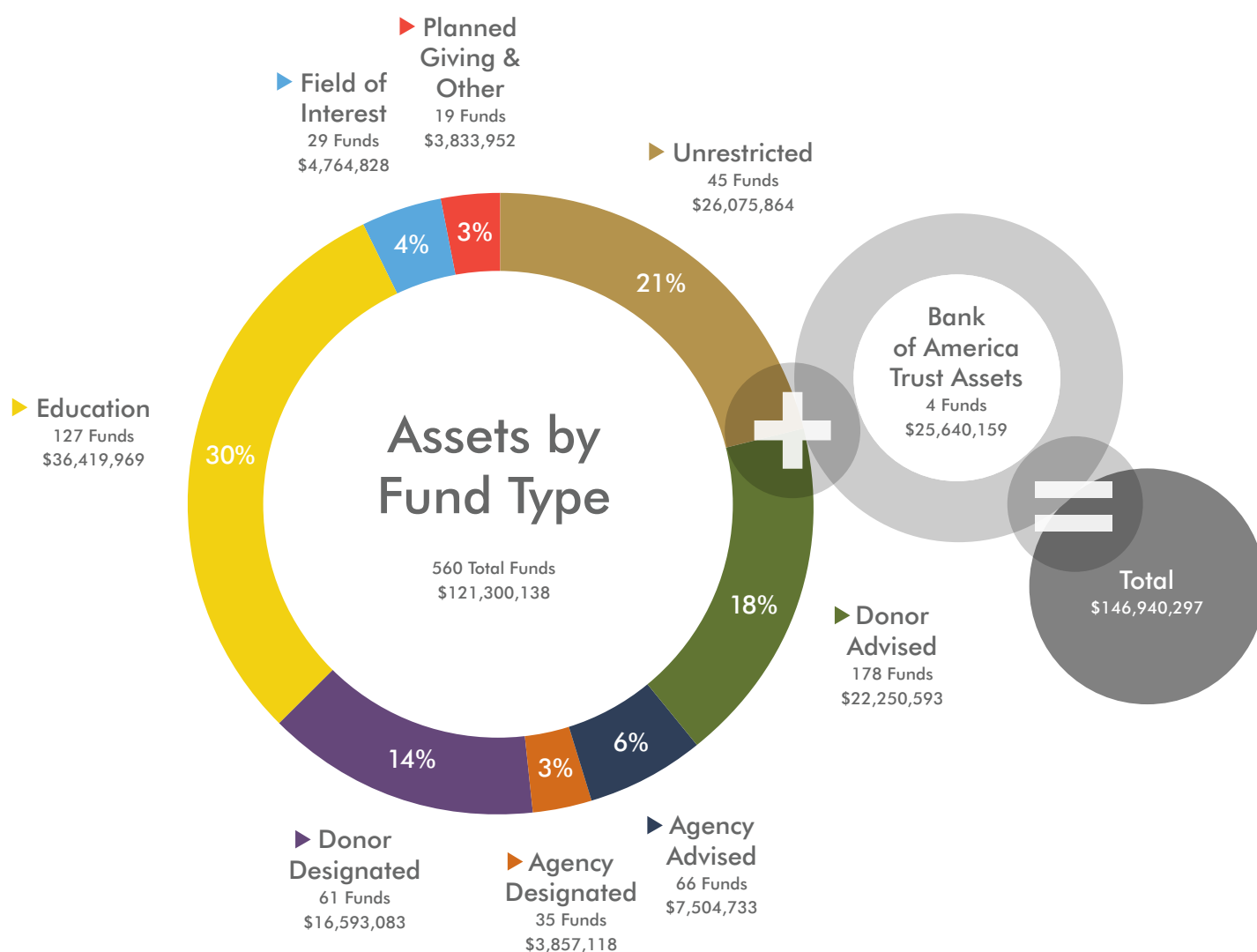
	2015	2014	2013	2012	2011
Total Assets ¹	\$146,940,297	\$140,228,035	\$128,428,853	\$121,311,323	\$118,849,600
Operating Expenses ²	\$1,680,732	\$1,623,958	\$1,805,203	\$1,449,892	\$1,341,960
Operating Expenses as a Percentage of Total Assets	1.1%	1.2%	1.4%	1.1%	1.1%
Contributions ³	\$8,509,054	\$8,091,066	\$8,702,160	\$8,350,847	\$5,524,529
Grants ⁴	\$7,567,384	\$7,696,239	\$9,892,917	\$7,321,401	\$8,901,664

¹ Includes trust assets owned by Bank of America for which the Community Foundation provides grantmaking services.

² Does not include investment management fees.

³ Includes fees received from Bank of America for providing grantmaking services.

⁴ Includes grants from trust assets owned by Bank of America for which the Community Foundation provides grantmaking services.



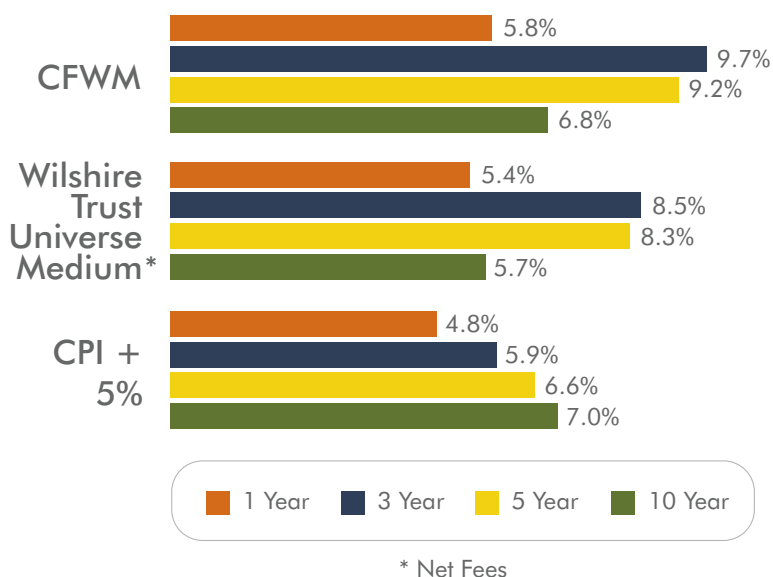
Investment Commentary

The Community Foundation of Western Massachusetts' Global Growth Portfolio generated a 5.8% percent return in fiscal 2015, producing an investment gain of roughly \$4 million. Over the past 10 years, the Global Growth Portfolio has grown from \$37.4 million to \$72.3 million. With returns of 6.8% (net of investment related fees), the Global Growth Portfolio's performance exceeded the Wilshire Trust Universe. CFWM's ten-year return ranked comfortably in the top half (+1.1% annualized above the median) of the Wilshire Trust Universe conducted by Wilshire Associates. CFWM's excellent long-term record stems from a disciplined and diversified asset allocation policy and an emphasis on lower-cost investment solutions.

The long-term overriding benchmark for the Global Growth Portfolio is 40% Wilshire 5000 Index, 30% FTSE All World Ex-US, and 30% Barclays Aggregate Bond Index. More specifically, assets at fiscal year-end were invested in 38% US Equity, 30% Non US Equity and Emerging Markets, 9% Direct Hedge Funds, 5% Private Equity Related Investments, 4% Real Assets, 14% Fixed Income, with 20% of total assets invested in two outsourced endowment solutions.

Comparison of Returns on Investments

Period ending March 31, 2015



Distributions 2014-2015

Competitive/Mission (Discretionary) Grants	\$775,861
Bank of America Competitive/Mission Grants	786,500
Advised and Designated Grants	4,061,052
Special Purpose	504,306
Scholarships and Loans	2,024,665
Total	\$8,152,384

Statements of Financial Position

March 31, 2015 and 2014

Assets	2015	2014
Cash and money market funds	\$5,461,452	\$5,639,608
Investments	109,041,989	101,896,928
Assets held under charitable trusts	3,200,200	3,268,557
All other assets	3,596,497	3,488,534
Total Assets	\$121,300,138	\$114,293,627

Liabilities and Net Assets

Liabilities		
Accounts payable and accrued expenses	\$64,867	\$30,475
Liability under unitrust agreements	1,888,222	1,992,830
Agency Funds	8,580,919	7,479,744
Total Liabilities	\$10,534,008	\$9,503,049
Net Assets		
Unrestricted	\$30,954,046	\$30,624,432
Temporarily restricted	75,121,124	69,475,185
Permanently restricted	4,690,961	4,690,961
Total Net Assets	110,766,130	104,790,578
Total Liabilities and Net Assets	\$121,300,138	\$114,293,627

Sale of beautiful Victorian home leads to ongoing help for seniors in Franklin County

In the 1940s the nonprofit organization Home for the Aged of Franklin County purchased a beautiful Victorian house on Church Street in Greenfield. The home became a way to support active senior women who had limited resources. The women living at Church Street Home had private rooms, shared baths, and beautifully furnished common areas. By 2012, rents averaged \$650, including all meals and a hostess on duty 24 hours a day.



Chantal Dupuis and Amy Clarke in front of the former Church Street Home

“We never charged rent that was close to what it cost to run the home,” says Chantal Dupuis, who was a board member of the organization.

Once a bustling residence, over time it became more and more difficult to fill the rooms of this large house. When the house was full the nonprofit only used the interest on an endowment fund for the house. Once the residence was down to only four women, they needed to tap into the endowment to pay the costs of running the home. “As much as it broke our hearts to let the house go, we knew it wasn’t the best use of our money,” Chantal says.

Amy Clarke—who was a volunteer grant reviewer for the Community Foundation at the time and board president of the Church Street Home—thought maybe there was a way the Foundation could help. Once the house was sold and the nonprofit was dissolved, the funds were used to create the Church Street Home Fund at the Foundation, which will annually support Franklin County Home Care’s programs and activities for seniors and their Home Repair Program. They also used the money to help the Interfaith Council of Franklin County with providing housing assistance for seniors.

“We feel so good that we can help seniors in Franklin County forever. We’re so grateful to the Community Foundation for helping us to use our money wisely.”

— Amy Clarke

Celebrating 30 years in business by giving back to the community



Like most small to medium sized companies, Dietz & Company Architects, Inc., led by Owner and President Kerry Dietz, was inundated with sponsorship requests.

So a few years ago Kerry, a Trustee of the Community Foundation, approached us about finding a way to be more strategic about how the business gives back to the community. Working with our Philanthropic Services team, Kerry set up a corporate advised fund at the Foundation.

Since its inception in 1985, Dietz & Company Architects has been located in Springfield, Mass. This year, to celebrate its 30th anniversary, they decided to use some of the money in the fund to give back to the community. To do that, they organized three major events and got staff involved in each. The first one was sponsoring a house with a \$5,000 grant to the Revitalize CDC Green-N-Fit Neighborhood Rebuild. Dietz & Company staff spent the day working on the house and

recruited employees of the construction management firm Barr and Barr to help out.

They also gave \$5,000 to help kick-start the Veterans' History Project and host a picnic for veterans at the Soldiers' Home in Holyoke. "The staff had a wonderful time serving the meals and then spending time listening to the veterans' incredible stories," Kerry says.

In October, the company will be donating \$25,000 to the Springfield public schools through a competition where teachers will vie for the opportunity to have their classroom projects and activities (up to \$1,000 per teacher) funded. Winners will be announced at a party on Oct. 15.

"Giving back to the community where we work—and many of us live—is part of what we do as a firm. The Community Foundation gave us the advice and tools to make sure we can use that money to have a greater impact," Kerry says.



Working to make Springfield a tech hub in the Northeast

The goal of Tech Foundry—a nonprofit that opened last January—is to teach students technical and workplace skills and to transform Springfield into a major tech hub.

To help bring this dream to life, the Foundation awarded a \$21,000 grant to purchase 25 computers for the first class of students. A total of 24 high school juniors attended a six-week summer program and then were asked to participate in the program for at least five hours after school.

“Having computers was vital to a successful startup of the program. It allowed every student to have an up-to-date laptop to work with,” says Alex Schwartz, Program Director at Tech Foundry.

The money for Tech Foundry comes from donors, not the government, and they needed almost \$500,000 to get started. In addition to the Foundation grant for the computers, Tech Foundry took advantage of Valley Gives Day.

“We were so excited to have an opportunity to increase awareness for what we do and raise money in a different way,” says Director of Operations Natalie Sacco. She noted that they had an anonymous donor who offered the organization \$50,000 if they could match that amount on Valley Gives Day.

In the days leading up to Valley Gives Day in December, Tech Foundry made a big push for first-time donors. On Valley Gives Day, Natalie was up at 6:30 a.m. and worked until well after midnight. “It was one of the most exciting days I’ve had since starting with Tech Foundry,” Natalie says.

The strategy clearly worked. In just 24-hours, Tech Foundry raised \$42,000, which included a \$500 ‘golden ticket,’ \$750

in new-donor bonuses, and \$4,000 as first-place fundraiser for new nonprofits.

“Some gifts were expected from people who have a relationship with the organization and others came completely out of the blue,” says Natalie, noting that they received a \$5,000 donation from someone they’d never even met. Even though they missed the \$50,000 in donations, the anonymous donor still matched that amount bringing the total raised to \$92,000.

Natalie noted that this money helped them do things that aren’t typically funded through other sources. This included a field trip to the Google headquarters in Boston, providing food for students and hosting a graduation ceremony for the first class.

A new class started this past summer at Tech Foundry. This year they are working with high school graduates who don’t plan to attend a traditional four-year college. It’s one of the many exciting things happening in Springfield.



Four simple steps to starting a fund at the Community Foundation

1

Decide when you want to give

You can create your fund now, establish it in your will, or create it through a trust arrangement that benefits your family as well as charity. You may give in honor of an anniversary, to memorialize a loved one, celebrate a special event or support a cause. Tax deductions are earned at the time of your gift, while grants awarded from your fund can continue into the future.

2

Choose what to give

Almost any kind of asset can be used to start your fund, including cash, publicly traded securities, closely held stock, interests in limited partnerships, real estate, life insurance, and private foundation assets. We can also discuss other options with you, such as bequests, charitable remainder unitrusts, charitable gift annuities and charitable lead trusts.

3

Name your fund

Most funds are named for the donor (individual, family, business, association or organization) or as a memorial to someone special. Every grant from the fund will carry this name. You may choose a name that reflects your fund's charitable purposes or your fund can remain completely confidential if you prefer.

4

Focus your fund

We offer a variety of types of funds that are flexible to meet our donors' different charitable interests. Our staff will help you focus your fund on the causes you care about most, while matching you with the best structure to accomplish your goals. Donor advised funds allow you to make the decisions about the timing and amount of grants yourself. Endowed funds provide a sustainable stream of income for your favorite charities in perpetuity. Scholarships help students access higher education. Field of Interest funds give you an easy way to focus your giving on a specific community or charitable interest area. Field of Interest funds also give you access to our local team of volunteers and staff, who assess annual requests from local nonprofits to fund projects throughout the region.

*We make giving easier with administrative services and expert advice from the Community Foundation staff. **For more information or to start a fund, call our Philanthropic Services team at 413-732-2858 or email giving@communityfoundation.org.***



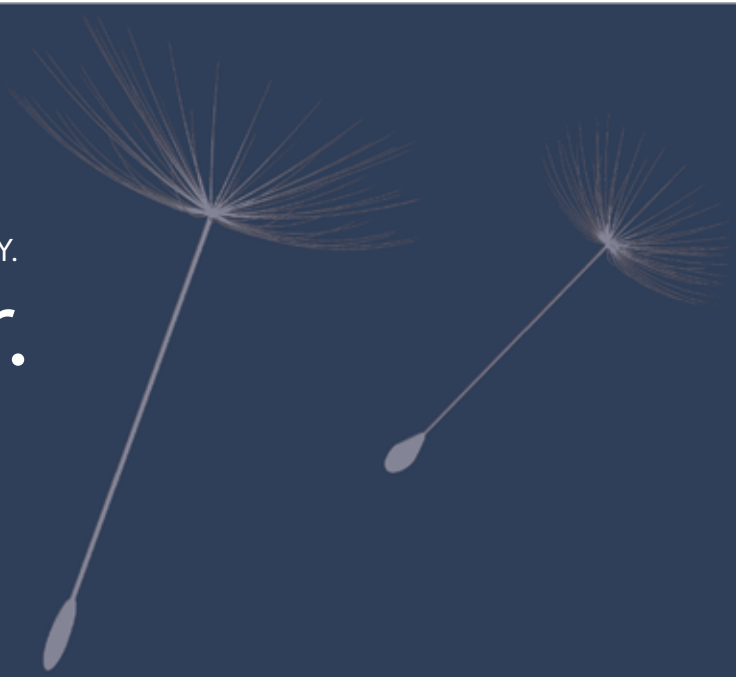
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ANNUAL REPORT 2014-2015

GROWING THE COMMUNITY.
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