

Madison Gives

Spring 2021

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Mission

The mission of Madison Community Foundation is to enhance the common good through philanthropy. **Join us.**



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PROVIDING SUPPORT, TOGETHER

A Note from President Bob Sorge

Madison Community Foundation (MCF) is the community's foundation. It belongs to all of us. It's the place where we come together as neighbors and friends to make our community stronger. By its very essence, it's an inclusive space that welcomes all who have the inclination and capacity to make a positive difference through philanthropy. Gifts to our fall campaign ranged from \$5 to \$500,000.

What this positive difference looks like is as unique and varied as the 1,196 different funds MCF stewards. For A Fund for Women (AFFW), in 2020 it meant directing grants to support women and girls of color, who have been (and are) disproportionately affected by the pandemic.

For MCF's Grantmaking Committee, it meant leveraging MCF's discretionary resources to help nonprofits weather the disruption to their programming and revenue streams. One such grant allowed us to work with Scholz Nonprofit Law, which helped 298 people from 170 agencies access more than \$27 million in resources from the Paycheck Protection Program.

Individuals and other foundations came together with MCF to build awnings for food pantries so they could distribute food safely throughout the winter; to support Overture Center and its resident arts organizations while performance venues are shuttered; and to support outreach to underrepresented populations to encourage their participation in the 2020 Census – bringing at least \$22 million in additional resources to support our community over the next decade.

Together, MCF and its fundholders distributed \$26.3 million to support a wide variety of causes in our community, and donors added \$35.5 million to build permanent endowments and support several capital campaigns. The articles in this newsletter highlight just a few of the magnificent stories of the incredible people who make our community a better place for all.



DARCY RETIRES TO STOP AND ENJOY HER ROSIE

On March 5, long-time Stewardship Director Darcy Kobinsky retired so she can provide more "gramma time" to her granddaughter Rosie. "Our daughter Amber is returning to in-classroom teaching, and with Rosie at such a fun age, I couldn't resist this opportunity to help out with Rosie's care."

Darcy began her career at MCF more than 15 years ago. "I've watched MCF grow and do so many wonderful things for our community," she said. "I've met so many wonderful people along the way that I consider friends. I'll miss that, but plan to remain active in the community and stay in touch."



WATCHING THE COMMUNITY'S FOUNDATION GROW AND CHANGE

Jim Cavanaugh has watched MCF go through tremendous change over the years of his service on the Board of Governors. (Jim first joined the Board in the 1980s.) We asked him to reflect on his many years on the Board, and the changes he's seen as the foundation has grown and matured.



You served on MCF's Board of Governors before, and have been on the Board again since 2012. What are some of the biggest differences you've seen in MCF over that time?

I was on the Board from 1987 to 1997, and served on the grantmaking committee that whole time. I chaired the committee from 1990 to 1992. During that time, MCF received the Marie Graber bequest (see "A Gift That Changed a City" below), and it changed the organization almost overnight because it nearly doubled MCF's portfolio.

As big as that change was, the growth between 1997 and 2012 was even more impressive. The increase in MCF's assets during that period was very dramatic. Greater assets, of course, meant greater grantmaking capacity and a larger staff. Also, by 2012 the community at large was much more aware of MCF's existence.

What has been your most rewarding experience as a Board member?

When I was chair of the grantmaking committee, we streamlined the grant application process. As a result, the committee was no longer inundated with paper. Instead, nonprofits had to make their case in two pages or less. That was rewarding because I think it produced great engagement by committee members.

You've been on the Grantmaking Committee for a long time. What do you value most about MCF's approach to grantmaking?

In general, I value the process. While it is staff advised, it is not staff driven — committee members have real input. But the thing I value most about MCF's grantmaking is its nimbleness. When the Great Recession hit in 2008-2009, MCF immediately pivoted to address the community's needs, just as it did for the COVID crisis.

Do you have any favorite grants that MCF has made?

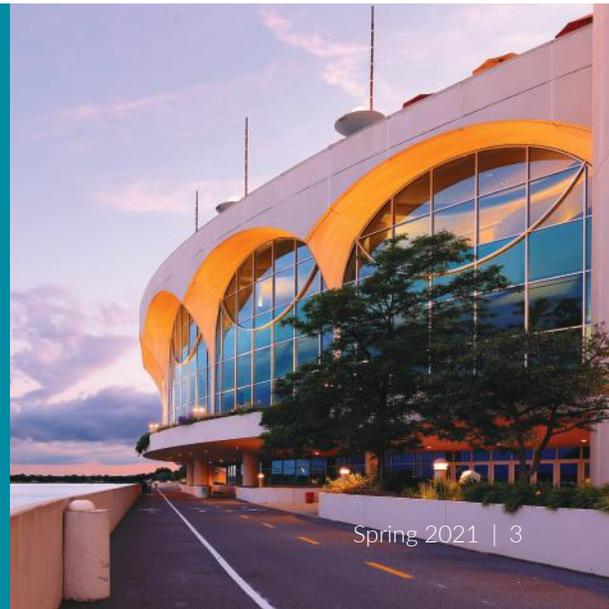
There have been a lot of grants over the years that have impressed me. Most recently, I really liked the grant to assist a consortium of food pantries construct cold weather, COVID-safe, drive up facilities.

Jim Cavanaugh most recently served on MCF's Board of Governors from 2012 through 2020. He was President of the South Central Federation of Labor for 25 years, and has served on a number of nonprofit boards in addition to MCF's, providing valuable insight and bringing working people's perspective to these organizations. Jim and his wife Vicki live in Madison, as do their two daughters and six grandchildren.

A GIFT THAT CHANGED A CITY

In 1991, Marie Graber made a \$15 million unrestricted legacy gift to MCF. It was a gift that changed Dane County forever. Graber's gift was the basis for MCF's Community Impact Fund and MCF's competitive grantmaking program. Distributions from her gift have built and supported hundreds of Dane County's best loved community projects and programs.

Monona Terrace, new public libraries, community gardens, affordable housing, food pantry upgrades, biking and hiking trails, Henry Vilas Zoo, the Olbrich Rose Garden, Boys and Girls Club, Dane County Parks, and the Madison Children's Museum are just a few of the capital projects that were built with MCF grants from the Community Impact Fund.





BAYVIEW FOUNDATION BUILDS A RESILIENT COMMUNITY

The pandemic has had a powerful impact on everyone, but some were harder hit than others. Virtual school was more difficult when coupled with language barriers or lack of reliable internet service. Food insecurity was complicated by fear. Lack of digital fluency heightened isolation. The Bayview Foundation has worked to support residents of the Bayview Townhouses through all these challenges, and to maintain the sense of community that is at the heart of what they do.

Supporting Families Through Virtual Learning

Only 15% to 20% of the Bayview children were attending classes regularly at the start of virtual learning last spring. Language barriers and lack of stable internet were two big hurdles to participation. So, supported by a grant through MCF, Bayview got to work to change that.

The first step involved converting the after-school program to provide in-person support for virtual learning: making plans for providing breakfast and lunch, for the additional staff needed, and to find the balance between still being “Bayview,” the fun after school program, while also being “teachers.”

“Relationship building is the key,” explains Alexis London, Bayview Foundation’s executive director. “Kids need that sense of connection and physical proximity to others; the closeness. So we put the kids into very small pods that stay together throughout the day. The small groups not only help minimize the risk of exposure during the pandemic, but also foster that connection for the kids.”

Today, 85% to 90% of Bayview students attend classes regularly, both through the in-person program and a variety of drop-in support options offered both during and after the school day. Daily after-school options include art, creative writing and college prep clubs.

Assessing and Addressing the Community’s Needs

Early in the pandemic, staff from Bayview spent time calling all 102 households on a weekly or biweekly basis, checking on residents and asking what they needed: 80% of families asked for food support either because they lacked resources to purchase food or because they were scared to leave their homes.

Bayview quickly built a food distribution program onsite, but discovered that some of the food in a typical food pantry box ended up going to waste. It wasn’t culturally relevant to the immigrant families who make up the majority of the community. Working together with Rooted, the Hmong Institute and the Madison Area Food Pantry Gardens, they were able to supplement the care boxes from Second Harvest with fresh produce from local farms and vendors. Each week, Bayview residents were able to pick up items such as bok choy, cabbage, onions and tomatoes.

Finding Ways to Maintain Community

The fresh vegetable distribution days also turned into a way to bring people together during the pandemic. “Community building is such a central part of what we do, of who we are, at Bayview,” London explained. “The fresh vegetable distribution gave people an opportunity to see their neighbors and talk for five minutes.”

To capitalize on that opportunity, Bayview started incorporating other elements into the outdoor distribution. “We added a smoothie bar, which gave people a chance to talk for a few minutes while they enjoyed their drink,” London continued. “We brought in organizations doing voter outreach before the election. We helped register people for the census.” (An MCF grant helped fund a number of community organizations, including Bayview, doing outreach in communities that typically have low census participation.) These outreach programs were very successful: through these events, 53 Bayview households (just over half) completed the census.



Keeping the Community Connected

“One of the hardest parts of the pandemic has been knowing that you’re only scratching the surface” of people’s needs, London shared. Bayview continues to reach out to residents regularly to hear about their concerns and to try to connect them to the information and resources they need.

Today, Bayview is hosting Zoom trainings for adults and seniors that include not only basic instruction, but also community practice sessions in English, Spanish and Hmong. They also have initiated a social hour online, and are working to connect residents to accurate information about the vaccines and address hesitancy.

“In the end, it’s all about those meaningful touches,” says London. “Those relationships with the kids and their families and how, together, we make each other stronger and more resilient — those relationships are what make a community. And community is what Bayview is all about.”

About the Bayview Foundation

The Bayview Foundation was established in 1966 to develop affordable housing in the Triangle, an area bordered by Regent, Washington and Park streets. Located just a mile from downtown, the Bayview Townhouses are across from Brittingham Park and Monona Bay. Bayview is committed to helping families grow and thrive by supporting them through affordable quality housing, educational opportunities, access to services, and art and cultural programs. Approximately 300 low-income residents, primarily immigrants and refugees, live in the 102 Bayview Townhouses. Redevelopment of the housing and community center are underway, and construction of a new apartment building will start this spring, so watch for changes.

BAYVIEW PORTRAITS

The Bayview Portraits project is a two-year effort to honor and celebrate the current residents of the Bayview Townhouses, and to document their histories for future generations.

The project is a collaboration between the Bayview Foundation and artists Jennie Gao, the project’s storyteller, and photographer Jamie Ho. Together, they have created portraits and captured the stories of many families in the community. A digital exhibition of the Bayview Portraits is planned for later this spring.

Photo by Jamie Ho



FREQUENTLY ASKED QUESTIONS ABOUT YOUR ENDOWMENT DISTRIBUTIONS

Each March, MCF sends letters to everyone who holds endowment funds with us detailing the amount available for distribution that year. The response is a wave of distributions to our community's nonprofits, and many questions about how distributions work. Following are some of the most frequently asked questions we receive:

- 1. How is the distribution amount calculated?** The available distribution is currently calculated as 4.25% of the average balance over the past 20 quarters, according to MCF's spending plan.
- 2. Do I have to make a distribution right away?** No, you can recommend a grant from your fund at any time during the year.
- 3. What happens if I don't recommend any grants or use my allowed distributions?** If you don't recommend grants from your fund, or don't use the full amount allowed, the balance remains in your fund. MCF encourages all fundholders to make distributions from their funds each year to ensure their giving is making a difference.
- 4. What if I have a plan for my fund's future that doesn't include recommending grants right now?** Just let us know via email or by phone. Our policy states that you should give away your available grant dollars each year OR let us know if you have a plan (such as growing your balance) to do otherwise.
- 5. Do I have to give my distribution to one organization?** No, you can recommend grants to as many organizations as you'd like, as long as they meet our minimum requirement of \$200 per grant.
- 6. Can I give more than the annual amount?** Because MCF's funds are designed to provide support forever, fundholders can't distribute more than what is allowed under MCF's spending policy. If you missed making a distribution last year and would like to "double up" this year, please call us to discuss your options.
- 7. How do I recommend a grant?** When you are ready to recommend a grant, you can:
 - "Recommend a Grant" through the fund portal on the MCF website (www.madisongives.org);
 - Complete a grant recommendation form (found at madisongives.org/grantform) and mail it to us;
 - Email your recommendations to the donor engagement team: support@madisongives.org
 - Call the donor engagement team at 608.232.1763 with your recommendation.
- 8. If I'm supporting the same organizations each year, can I automate distributions from my fund?** Yes, you can set your fund up to make automatic distributions each year until you notify MCF otherwise. Contact Connie Tibbetts at ctibbetts@madisongives.org.
- 9. How can I learn about nonprofits working in the areas I want to support?** While some fundholders have a very clear idea of which organizations they want to support, others rely on MCF to help identify the organizations working in the areas they most want to support. MCF's philanthropic advisors are happy to share our knowledge of the opportunities in our community, and help you target your giving in a way that is meaningful to you. Or, if you enjoy doing your own research, you can use the Greater Madison Nonprofit Directory (found in the upper right corner of our website) to learn about more than 6,000 organizations.

Thank you for trusting MCF to steward your fund, and to help you make an impact on our community.

WOMEN SUPPORTING WOMEN

AFFW Is Making Strides in Realizing its Vision

In 1993, Jane Coleman, then MCF's executive director, called together a group of women to explore an idea about strengthening support for women and girls. From that idea came a plan, in which 100 women would each contribute \$1,000 to establish an endowment fund focused on supporting women and girls and helping them meet their full potential. And A Fund for Women (AFFW) was born.

From that start of 100 women, AFFW and its endowment have grown. In 2020, AFFW made more than \$100,000 in grants, and the fund has made grants of more than \$1.3 million since it was founded.

"I believe in the women of this community, and in their future," explains Sue Gaard, Continuing Education Program Director at UW-Madison, and chair of the AFFW Advisory Council. "It's why I have named A Fund for Women in my estate plan and why I am honored to serve as the Advisory Committee chair."

Building on Relationships to Make a Difference

Part of what makes AFFW's grantmaking so effective are the alliances it has forged with many organizations serving women and girls, from the Goodman Community Center to the YWCA, the Foundation for Black Women's Wellness to Centro Hispano. These close working relationships helped AFFW move quickly to address the pandemic's oversized impact on women — especially women of color.

AFFW quickly decided to devote its 2020 grantmaking resources to organizations working with women to ensure they had access to shelter, food and income during the pandemic.

Gaard sees AFFW's work as going beyond just responding immediately to a situation. "In the midst of chaos, we can impart a legacy of hope and strength for generations to come. Through our grantmaking, AFFW can nurture a community where women and girls thrive."

New Donors = New Opportunities

As a component fund of MCF, AFFW is an endowment fund, meaning it is invested for long-term growth to provide support to the community forever. To deepen the impact it can have in the community, AFFW continues to work to build its endowment, most recently through a challenge by founder Jane Coleman.

To encourage donors and supporters to leave a gift to the fund in their will or estate plan, Coleman will make a matching contribution of \$1,000 in the name of each of the first 25 people to make a new legacy commitment. So far, 21 people have responded to the challenge, joining MCF's Legacy Society with a commitment to AFFW.

"An endowment makes so much sense," Coleman said. "Since it never stops growing, A Fund for Women will continue to provide new opportunities for women and girls while building a strong culture of women's philanthropy in our community."

To learn more about AFFW, visit madsongives.org/AFFW. Or, if you would like to discuss naming AFFW in your estate plans, contact adavis@madisongives.org.



"COVID widened the inequities of our community, particularly for women, and the long-term impacts remain uncertain."



SAVE THE DATE

Madison Gives

May 13, 2021 | 5:00 p.m.

Mark your calendars and join us for a virtual celebration of philanthropy in our community. There is no cost for the event this year.

Registration information will be coming soon. Watch our website for more information.

www.madisongives.org/MG2021

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In Memoriam

TILLIE RIPLEY: A LEGACY OF UNENDING COMPASSION

Matilda (Tillie) Ripley was born on June 13, 1920, just weeks before women in the United States gained the right to vote. She died on October 20, 2021, just a few weeks shy of getting to see the first female vice president elected in the United States. Tillie often reflected on everything she had seen in her lifetime: the Depression, World War II, the first man on the moon.

Tillie liked people, and liked to champion those who didn't have a voice. When she was a girl, this meant standing up for her youngest brother, who had developmental disabilities. Even at 100, Tillie had a passion for justice.

"She always wanted to learn more about the world and the community – and where she could make a difference," said her daughter, Susan Christensen. In 2008, Tillie turned to MCF to help her make that difference.

Today, the Matilda Ripley Loving Trust Fund supports a wide range of organizations, from YWCA of Madison to the Southern Poverty Law Center. While Tillie gave to organizations across the nation, she really liked working with MCF to support local groups – helping right here where she lived.

"She liked to see the benefit of her donations all around her," Susan shared. Tapping into MCF's knowledge of the organizations working in Madison, and its understanding of nonprofits overall, helped her feel secure that she was making the best decisions with her giving.

Susan is the successor of the Loving Trust. She worked with her mom before she died to make suggestions about groups that might be working in her areas of interest. Susan plans to use the fund to keep Tillie's legacy of unending support for others alive.

