



Madison

COMMUNITY FOUNDATION

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MCF Announces Community Impact Grants



At the end of 2022, Madison Community Foundation (MCF) announced \$697,500 in community impact grants to 12 nonprofits throughout the Madison area. The grants address opportunities and support organizations in five focus areas: learning, community development, arts and culture, environment, and organizational capacity building. With these 12 new projects, MCF has invested more than \$2 million in competitive grants in our community in 2022.

“These organizations are building – new programs, new staff, new facilities.” said Tom Linfield, MCF’s Vice President of Community Impact. “The community is enriched by each new development, from funding business entrepreneurship, to providing arts education in the schools, to strengthening the county’s parks. These nonprofits are helping make the Madison area extraordinary. Madison Community Foundation is proud to invest in these key organizations.”

“These grants are possible because of the generosity of thousands of donors who have come together to support our community through MCF’s Community Impact Fund,” explains, Bob Sorge, MCF’s President and CEO. “Their gifts – large and small – collectively provide MCF the capacity to make meaningful grants to these organizations.”

2022 Grant Awards

Nurturing Educational Success Through Mentorship

\$30,000 over two years to Black Girl Magic Educational Services to develop a mentor program in schools focused on supporting identity development, leadership skills, cultural representation and mental health awareness for Black girls.

CI Grants, continued on page 4

Help the Community Impact Fund grow.

GIVE TODAY



Feathers in Our "CAPs"

Anna Burish recalls her experience as a member of the first cohort of MCF's Chartered Advisor in Philanthropy (CAP) program. Consisting of three graduate-level courses, CAP aims to help advisors deepen their understanding of the relationship between philanthropy and financial and estate planning.

Over the past year, I was part of the inaugural cohort of local advisors and Madison Community Foundation (MCF) to earn a Chartered Advisor in Philanthropy (CAP) credential through the American College of Financial Services.

As a longtime financial advisor with The Burish Group – UBS Financial Services Inc. and newer board member of MCF, this seemed like a perfect opportunity to combine my professional and civic lives while learning new skills and meeting others who help people achieve their financial and philanthropic goals.

The aim of the CAP program is to provide a common body of knowledge for donors, development professionals, tax planners, attorneys and wealth advisors so they can better integrate charitable planning into a donor's or client's overall financial, business and estate plans. Comprehensive planning takes a team, and together we can help people achieve a positive impact for themselves, their families and their communities.

The CAP program consists of three graduate-level courses with a curriculum that spans the art and science of philanthropic planning – from the values and experiences that motivate giving (the "why") to the tools and the tax implications that make it possible and strategic (the "how").

Each course lasted about three months and included online presentations, books, articles and videos. While the coursework was self-directed, our study group met monthly to discuss what we were learning, case studies and practical applications.



Getting to Know Julia Carabelli

In December, we welcomed Julia Carabelli as our Digital Content Specialist. Julia will primarily be designing and scheduling social media posts to highlight nonprofits, donors, awarded grants, events, MCF staff and board accomplishments, new blog posts and much more. She will also be writing and editing blog posts, updating the MCF website, assisting with publications and collaborating with each department on new ideas to strengthen the MCF brand.

New to the Madison area, Julia is excited to become acquainted with and enrich our community.

"My goal was to find a position in the nonprofit industry because I wanted my career to make a difference," Julia commented. "MCF's team comes to work every day with making a difference in the Madison community in mind. I am excited to get the chance to bring that hard work to light by telling the stories of the donors and nonprofits that make this all possible. Coming to the office, being greeted by the Capital, and looking out at the Overture Center each day is truly surreal."

Julia recently graduated from the University of Wisconsin – La Crosse (UWL), where she studied Marketing and Sociology with a minor in Sustainable Business. "I developed a passion for nonprofit work and environmental and food justice in my time at UWL and feel this position blends my educational background perfectly," Julia explained.

Julia worked for the La Crosse County Visitor's Bureau, or Explore La Crosse, as their Marketing Engagement Intern as her first taste of working for a nonprofit. While there, she developed the 2022 La Crosse County Visitors Guide and went on many adventures, from exploring caves and megalithic gardens to photographing national fishing tournaments.



American Girl Fund for Children: 35 Years of Supporting Local Arts, Environmental Programs and Youth

Thanks to American Girl's Fund for Children, local arts and environmental programs thrive

Tanisha welcomes her family to her first art exhibition at Little Picassos. Bennie and Max take turns pedaling the bicycle blender to make salsa from the garden in a summer program offered by Rooted. Sandy and her classmates head out on a wetland walk wearing rubber boots paid for by a grant from Nature Net's Nature Express program.

These are not their real names, but these are real kids, expanding their creativity and knowledge thanks to Dane County programs funded by American Girl's Fund for Children. Because of this fund, thousands of children get to engage in arts, cultural, and environmental programs every year.

The Fund for Children's goal, and the purpose behind its grantmaking, is to support innovative programming related to the arts or the environment for Dane County children, from birth to 18. To date, the 35-year-old fund has awarded more than \$11 million in grants to numerous area nonprofits, including Little Picassos, Rooted and the Aldo Leopold Nature Center's Nature Net program.

Little Picassos

Little Picassos founder Leora Saposnik was a volunteer with the Road Home when the idea for a child-focused arts organization came to her. An artist herself, Saposnik was passionate about children, the arts and equity. She saw that children experiencing homelessness and other economic challenges lacked access to art enrichment. So in 2015 she started Little Picassos to provide a nurturing place for children to create and learn about art and artists.

The Fund for Children has supported Little Picassos from its inception. "Their support gives us the ability to provide the best quality artist-grade materials to our kids," explained Saposnik. "It makes ours one of the best art programs in the city. It allows us to elevate our art." Each Little Picassos' program culminates in a gallery opening for the whole community.

During the COVID-19 pandemic, Little Picassos pivoted to providing weekly art bags for at-home projects. Saposnik and her staff hosted live online art-making sessions and produced video sessions in both English and Spanish. "We heard from many of our families that the chance for their children to create was a real lifeline" during a time when inequities became more pronounced, Saposnik said.

Little Picassos' move to MyArts, Madison's new Youth Arts Center, in 2021 "was a dream come true," said Saposnik. "We love the idea that our kids will overlap with other artists." Little Picassos teaches young people about life as a working artist, often tapping visiting artists themselves. Opportunities for collaboration with other artists and programs have multiplied since the move, which is perfect: Fostering collaboration is one of the Fund for Children's goals.





CI Grants, continued from page 1

Showcasing Black Culture

\$100,000 to The Center for Black Excellence and Culture toward the capital campaign for the Center, which will showcase Black art, history and innovation, and provide leadership development for all ages.

Expanding Accessibility in Natural Spaces

\$30,000 to Foundation for Dane County Parks to increase its fundraising capacity, allowing the Foundation to continue to improve accessibility and inclusivity in our parks, and ensure the organization's long-term infrastructure and success.

Supporting Education for 70th Anniversary Campaign

\$37,500 to the Goodman Community Center for its "Goodman Love & Legacy Campaign" to support staff education and skill building around strategic fundraising as the Goodman Center approaches its 70th anniversary.

Creating Organizational Growth

\$30,000 to Logan's Hearts & Smiles to increase staffing and build 200 accessibility projects for families with disabled children over the next five years.

Promoting Art, History & Culture

\$40,000 to the Madison Public Market Foundation to support art at the Public Market, particularly works celebrating Madison's Indigenous, Black, Hmong and Latinx artists and communities.

Removing Barriers to Books

\$40,000 to Madison Reading Project for the purchase of a larger, climate-controlled, lift-equipped Big Red Reading Bus, more than doubling its outreach and free book distribution across Dane County.

Building Diversity in the Arts

\$35,000 to Madison Youth Choirs for its "Amplifying Every Voice" project to expand participation, remove barriers to entry and increase diversity in the Youth Choirs.

Expanding Capacity of Music Education

\$30,000 to Prairie Music & Arts to create an outreach coordinator position to help expand and develop new culturally responsive programming in the school system.

Growing Development Capacity

\$75,000 to Rooted WI to increase staffing and strengthen their communications strategy to improve visibility, access, engagement and overall donor retention.

Accelerating Black Entrepreneurs & Business Education

\$150,000 to the Urban League of Greater Madison for the Black Business Hub and the Hub Accelerator Program, which will support and accelerate Black entrepreneurship through courses, grants, loans and increased job opportunities in South Madison.

Strengthening Longevity and Program Reach

\$100,000 to Urban Triage to build their endowment. This 1:3 challenge grant will build development infrastructure, hire and train new staff and ensure sustainability of the organization's many community programs.

**Chartered Advisor
in Philanthropy
Program**

**CAP Program,
continued from page 2**

Our discussions were enriched by the diverse perspectives of our group, which included business and estate attorneys, a trust officer, a nonprofit development professional and a wealth advisor. At the end of each of course, we had to pass a controlled test that was given through the American College of Financial Services.

My husband, Andy, and I are both first generation college grads and believe in giving back, especially while we are alive. The course work helped me have strategic conversations with Andy about our own personal philanthropy – the values that inspire our giving, how those align with our priorities, what we'd like to happen with our assets after our lifetimes and the legacy we hope to leave for our family and community.

Even after decades working as a wealth advisor, the CAP experience is helping me have deeper conversations with clients regarding philanthropy. Through the CAP credential, I have an expanded context for the role of giving for individuals and families, a better sense of how nonprofits fit into the picture, and greater familiarity with the breadth of tools available to help people achieve their goals. In my role I witness how including a philanthropic component in financial plans adds a level of meaning and purpose that clients really value.

I'm grateful to Madison Community Foundation for including me in their first CAP cohort, to The Burish Group for investing in my professional development and to my classmates for making the experience so enjoyable – I've gained personal insights, professional skills, and new colleagues and friends. We're excited to send another Burish Group advisor through the experience in 2023 and to continue to help elevate awareness, knowledge and practices surrounding philanthropy in our community.



Anna Burish is a Financial Advisor with The Burish Group at UBS Financial Services. Anna also is a member of MCF's Board of Governors.

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Fund for Children, continued from page 3

Rooted

Youth programs are an important part of Rooted, an organization devoted to increasing equitable access to land, fresh food and learning opportunities. Rooted operates urban farms and offers youth programming at Troy Farm on the north side and Badger Rock Middle School on the south side, and offers youth programs including (in collaboration with the Goodman Community Center) at the Goodman Youth Farm adjacent to Kennedy School on the east side. The Fund for Children's grants to Rooted help support staff salaries and supplies for gardening and preparing food.

Ginny Hughes started as Kids Garden Manager in 2012 and now serves as Deputy Director of Operations. "Many of the kids we see don't have a lot of opportunities to spend time outside and to develop a relationship with a place," Hughes observed.

Bronte Adamson, Troy Kids Garden Manager, began as a trainee in 2018 and today leads youth programming at Rooted's Northside educational site. "I've seen how empowering it is for the kids to be involved in every part of the process from spring through fall," she said, "especially the exciting parts like harvesting and getting to cook and eat what they grow."

The bicycle blender is part of an outdoor kitchen where young people prepare quick, fun dishes like salads and pizzas. Adamson said, "Some kids are not excited about getting dirty in the garden, but they'll cook every time and they love to share food with their peers."

During the height of the pandemic, Rooted pivoted to delivering ingredients, recipes and how-to videos to community centers so that kids could continue to have farm-to-table experiences.

Rooted's program's also sometimes blend art into the gardens, connecting the dots between the arts, culture and environmental aspects of the Fund for Children's focus. In summer 2022, program participants used natural materials from the gardens in art-making.



The grant's impact on young people is evident in the program participants who return as employees when they are older. "They're able to teach other kids what they learned here," said Hughes. "They're giving forward, becoming land stewards." Adamson added, "The most powerful feedback I get is when the kids ask if they can come back with their families."

The ultimate evidence of Rooted's impact on the young people it serves? One child said, "this garden is better than the splash pad!"

Aldo Leopold Center's Nature Net

One Fund for Children grant recipient takes a different approach, leveraging funds to help other organizations provide experiences in nature, rather than providing direct programming. Nature Net, an initiative spearheaded by the Aldo Leopold Nature Center, provides "one-stop shopping" for environmental education resources for area teachers and families.

Nature Net grew out of a suggestion from Pleasant Rowland that the Aldo Leopold Nature Center take a lead role in fostering environmental education and outdoor learning across south-central Wisconsin. "Pleasant saw that all these nature education sites could be each other's partners instead of competitors," explained Betsy Parker, who has been with the Aldo Leopold Nature Center since 2000, progressing from program assistant to Nature Net Director.

Nature Net's brings together information from 21 member organizations into one place. It offers families and educators a single location to find hands-on outdoor learning and exploration options. The website includes a blog highlighting seasonal topics and offering links to nature-focused websites and events, and printed Nature Passports, which are fun, fact-filled guides to all the Nature Net sites.

"Keeping elementary-age kids busy in the summer is tough, with so many kids opting straight for screens," Parker said. "The Nature Passports help parents offer a goal, like 'let's get six Nature Net sites stamped on our passports.'"

Fund for Children, continued on page 7



**Julia Carabelli,
continued from page 2**

In both her hometown, Rockford, IL, and La Crosse, Julia has also been a swim coach for ages 8 to 18 for many years. “It is so rewarding to see swimmers work hard and meet their goals and teach them life skills through a sport I love,” Julia shared. She is still an avid swimmer and hopes to dive into the Madison swim community once she is more settled.

Julia had her sights set on starting her career in Madison because of its multitude of artistic venues, wide variety of cultural foods, access to nature and overall vibrancy. “I enjoy spending time outdoors: hiking, biking, swimming and hammocking,” Julia also added, “I also love art whether it be painting, embroidery, graphic design or visiting a gallery or museum.” In her free time, Julia can be found exercising her green thumb, rummaging through estate sales, or checking off another bookstore from her map of Midwest independent bookstores.



**Fund for Children,
continued from page 6**

For educators, Nature Net offers curriculum-based resources, a virtual library, and Nature Express, which supports teachers with up to \$300 in funding for nature and environmental education experiences.

Before the pandemic, the funding was often used to pay for field trips. With COVID-19, “I decided to pivot the program, to help teachers get creative,” Parker recalled. “I asked, where would a little seed money help? Teachers have used Nature Net grants to buy field guides, binoculars, cameras for outside lessons. One bought raincoats for every student in her class. Another bought rubber boots.”

Parker’s latest addition to the Nature Net initiative has been termed IDEA — an acronym for inclusion, diversity, equity and access — because nature and environmental education should be available to all.

About the American Girl Fund for Children

Pleasant Rowland was inspired to start the Fund for Children because she wanted children to become stewards of our area’s artistic and our natural resources, according to Julie Parks, Senior Director of Public Relations for American Girl. “Pleasant saw the need to support culturally rich experiences for local kids who wouldn’t necessarily be exposed to them otherwise.”

The fund, now in its 35th year, got its start through a unique partnership with the Madison Children’s Museum, where a group of dedicated employees and volunteers manage an annual benefit sale of donated American Girl merchandise. The sale’s proceeds, which are split equally, help support the museum’s operations and programs and fuel the local grants distributed by the fund. American Girl continues to be the largest arts funder in Dane County, and a significant funder of environmental programs as well.

Want to Leave a Legacy of Giving?

We can work with you and your advisors to create a charitable legacy, supporting the causes and organizations you care about long into the future. Learn more about planned giving at www.madisongives.org/giving/gift-and-estate-planning or call us at 608-232-1763.

Upcoming Dates to Remember

MAR

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Nonprofit Fundholder Conversations: Storytelling for Fundraising

Our popular Nonprofit Fundholder Conversations are back for 2023. In this session, our Community Impact team will lead a hands-on workshop on developing a compelling one-pager to tell your organizations story. [Register today.](#)

MAY

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Madison Gives

Save the date for our annual celebration of philanthropy in our community. Registration information will be coming soon.

SEP

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Legacy Society Luncheon

Legacy Society members, save the date for our fall luncheon at the Overture Center.

Last Word

As the community's foundation, MCF works to help community members achieve their philanthropic goals, allowing them to tap into MCF's expertise in charitable giving, deep knowledge of the community, and commitment to permanent, sustainable philanthropy.

Have an idea for a story? Have exciting news you'd like to share?
Join the conversation.



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