

# Madison Gives

Fall 2022

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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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Greetings friends,

Each fall, Madison Community Foundation (MCF) sends a letter inviting all in our MCF family to consider making a gift to have an enduring impact on our community. Our appeal isn't in support of a specific program or fund. Rather, it encourages everyone to give in a way that's personally meaningful.

Philanthropy is something that helps strengthen our community; something we can all participate in, whether we are able to give \$1 or much more. Through our appeal, we welcome gifts of any amount to support MCF's grantmaking, certainly. We also welcome gifts to the endowment fund of your favorite nonprofit to help it build a sustainable source of support for its mission, or gifts to your own named fund.

We believe that our greater Madison-area community is enriched by the diversity of our members and the breadth of their generous support.

We are stronger today because so many of you have come together to build our Community Impact and Field of Interest Funds, support the arts, our environment, learning for all, our public spaces, strengthen the capacity of our outstanding nonprofit partners, and more. Together we all work together to ensure support is always available to benefit our neighbors and sustain the things we value.

We are stronger because of the many organizations who are passionately working to accomplish their missions, supported in part by Field of Interest grants.

We are stronger today because of passionate people and the organizations they run. People like Bill Lunney and Judie Pfeifer — and so many others — who have grown the Foundation for Dane County Parks and created its endowment fund to ensure that our parks remain accessible, vibrant places contributing to our health and wellbeing long into the future.

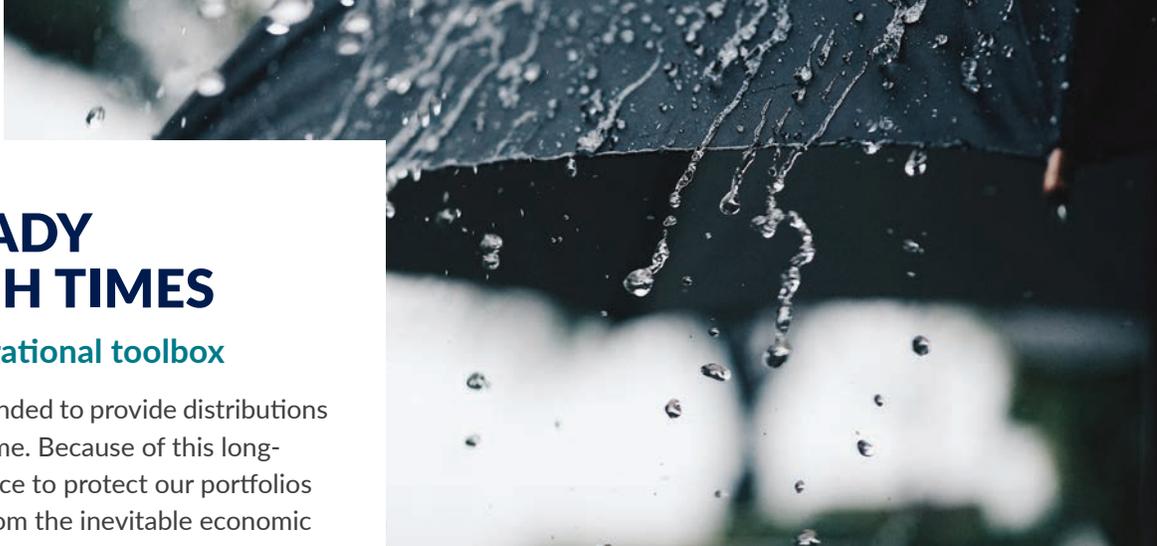
Just over the last few weeks it has personally been very meaningful to me to experience just some of the ways in which MCF has enriched our fortunate community: we all celebrated the 25<sup>th</sup> anniversary of the Monona Terrace Community and Convention Center, and I had visiting grandchildren here who loved experiencing the Henry Vilas Zoo, the Goodman Pool, Olbrich Gardens and the new Goodman Skatepark at McPike Park. MCF was a key partner in making all of these projects happen.

As the community's foundation, we strive to reflect your interests and we thank you for all you do to make our community the strongest place for all.

With much appreciation and best wishes,

Roberta Gassman, Board Chair  
Fundholder, Legacy Society Member





# HOLDING STEADY DURING TOUGH TIMES

## A peek inside MCF's operational toolbox

MCF manages endowments intended to provide distributions today and for generations to come. Because of this long-term focus, MCF has tools in place to protect our portfolios and endowment distributions from the inevitable economic and market ups and downs.

Two of the primary tools MCF uses are our strategic asset allocation, which helps dampen the effects of volatility on our investment portfolios, and our spending policy, which helps keep distribution levels stable.

### Tool #1: Strategic Asset Allocation

In our 80 years of existence, MCF has seen its share of market ups and downs; we understand that volatility in the markets is inevitable. We protect our investment portfolios from these fluctuations by using a strategic asset allocation strategy focused on long-term returns.

By strategically allocating our portfolio across various asset classes, we minimize our dependence on the performance of individual investments. Because each asset class responds differently to different economic situations, a strategic asset allocation helps minimize volatility over the long term. By reducing volatility, asset allocation likely will increase the compounded portfolio return over time.

For decades, investors concentrated on three traditional public asset classes — stocks, bonds, and cash or cash equivalents. This is the asset mix used in our environmental, social and governance (ESG) portfolio.

MCF's diversified portfolio goes beyond this basic allocation to include a healthy mix of alternative investments: hedge funds, private equity funds, natural resources and real estate. These asset classes can further diversify a portfolio because their performance isn't tied to that of traditional asset classes.

### Tool #2: Total Return Spending Policy

The second tool in MCF's toolbox is our "total return" spending policy, which smooths out the effects stock market fluctuations have on distributions from year to year. The amount available for distribution each year is based on a percentage (historically between 4% and 5%) of the fund's average value over the past 20 quarters (five years).

The long window means the market's peaks and valleys moderate each other. This maintains more balanced and sustainable distributions, and minimizes the impact of market fluctuations on a nonprofit's operating budget or an individual fundholder's annual distribution amount.

### Committed to the Community

MCF has a long history of serving the Madison area. Our strategic approach to investing and asset allocation and our prudent spending policy safeguard the financial health of the endowments in our care so they can provide ongoing support for the community, even in challenging times.

We remain focused on stability and long-term portfolio growth, and maintain the discipline required to ride out the economic uncertainty of the moment. These tools help us accomplish what really matters: to continue to provide resources to the nonprofit organizations our fundholders have chosen to support.

## Endowments Can Help Mitigate Inflation's Bite for Nonprofits

Inflation erodes an organization's spending power as the cost of goods and services increases. Some organizations may also experience fluctuations in giving, as donors adjust to the effects of inflation on their own finances.

Nonprofits that receive annual distributions from an endowment have an advantage during these periods of uncertainty — they have a consistent, relatively predictable stream of income to rely on. Even though we're experiencing a dramatic increase in inflation and market volatility, nonprofits can rest assured that MCF works hard to minimize the impact of that volatility on distributions.

# PRESERVING A VALUABLE COMMUNITY ASSET



“A park is not just a piece of land, it is a vibrant part of the community; it is a source of pride and a place for people to reconnect with the natural beauty around us.”

–Bill Lunney

The Foundation for Dane County Parks is dedicated to improving the quality of life throughout Dane County by sustaining a park system that will improve residents’ physical and mental health, conserve land, and preserve environmentally sensitive areas. That’s a mission that Bill Lunney and Judie Pfeifer embrace fully.

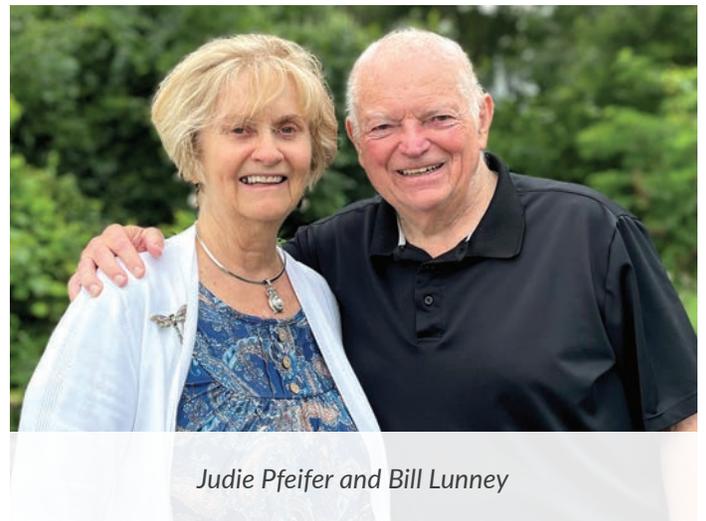
Now retired, the couple spends a large part of their time sharing their passion for parks and working to support and grow the Foundation. Bill, who served as the Chair of the Dane County Parks Commission for more than 30 years, is President of the Foundation’s Board, and Judie serves as the Board Secretary. Both are volunteers.

They believe parks are a vital part of a healthy community. “A park is not just a piece of land,” Bill shared. “It’s a vibrant part of the community; it’s a source of pride and a place for people to reconnect with the natural beauty around us.”

Preserving the parks and making it easy for more people to access them is what the Foundation for Dane County Parks, and Bill and Judie, are dedicated to.

## Bridging the Gap

Dane County historically has been generous in supporting the County’s parks. But as with any type of government budget, the level of generosity can change depending on



Judie Pfeifer and Bill Lunney

the priorities of each administration. And some much-desired projects can fall outside even a generous County budget. That’s where the Foundation for Dane County Parks steps in.

As a public charity designed to support the parks, the Foundation works with the County not to replace money for parks in the County’s budget, but to help provide support for projects that fall outside that budget.

“There are critical needs that we can help spearhead and make available to the community as a whole,” Bill explained.

“We work very closely with Dane County Parks to provide for areas that their budget constraints make it impossible to do otherwise.”

## Increasing Access for Everyone

Making the parks accessible to more people has become a driving force behind much of the Foundation’s work.

“As our Foundation has evolved, accessibility has become even more significant to us,” Bill shared. “Not just for people with physical and emotional challenges, but for populations that often are disconnected from access to nature. Reaching out to those populations is essential as the county grows and changes.”

The installation of accessible piers, a project MCF supported with a grant in 2019, is one part of that effort. Through the Accessible Piers Project, improvements have been made at Babcock County Park and Salmo Pond. A new pier at Fish Camp County Park is in the works, which also will have a kayak lift to make boating accessible.

“We’re helping to spearhead fundraising for the piers, and the County Parks Department is spearheading design,” Bill explained.

The Foundation also is supporting efforts to increase access to the parks for people who may feel disconnected with nature or uncomfortable in the parks. Recent projects have included:

- Partnering with SSM Health and Dean Health Plan on a “Healthy Parks, Healthy You” initiative to offer seasonal health-related activities to encourage families to become familiar with the parks.
- Co-sponsoring a family-oriented COVID-19 vaccination event.
- Engaging youth from Centro Hispano in the Junior Naturalist program.

Funded by a grant from the Foundation’s endowment held at MCF, the Friends of Capital Springs Recreation Area hosted Ho-Chunk Nation youth for a week-long program at William G. Lunney Lake Farm County Park.

“The education program included signage showing the Ho-Chunk names and traditional uses of plants like the common milkweed,” Judie, who also serves as the Treasurer of the Friends of Capital Springs Recreation Area group, explained. “The kids had no idea how their ancestors used these plants. And they were so excited to make that connection.”

And connecting people to the parks and nature is what the Foundation for Dane County Parks is all about.

You can learn more about the Foundation for Dane County Parks at [foundationfordanecountyparks.org](https://foundationfordanecountyparks.org).



## Providing Support Forever

The Foundation for Dane County Parks provides a great deal of support to the Parks Department through its regular operations. But it also is building the Friends of the Dane County Parks Endowment to provide — in perpetuity — money each year to support the parks.

“Grants from the endowment have to be for projects in one of three areas: volunteerism, education or interpretation,” Judie Pfeifer, who serves as Treasurer of the Foundation’s Board, explained. These focus areas help spur on projects by providing funds to Friends groups, which today exist for 19 of the County’s parks.

Since 2019, when it made its first awards, the Endowment has made 25 grants across the county.

# SPOTLIGHT ON FIELD OF INTEREST GRANTS

MCF stewards more than 50 Field of Interest funds and awards nearly \$1 million in grants each year. We use our deep knowledge of the community to identify and select projects in each focus area that will have strengthen programs, make projects accessible to the public, engage community members, and increase impact.

Field of Interest funds allow donors and fundholders to pool their support around a broad area of interest, rather than a specific project or organization. MCF has established eight Field of Interest funds focused on arts and culture, basic needs/social services, children and youth, community development, the environment, the elderly, learning, and nonprofit capacity building.

Donors can add or transfer funds to any of these eight funds. Staff then explore agencies and programs that are a good fit for the fund parameters. Fundholders also can establish a fund focused on any cause or area they wish to support.

Grants awarded this year so far include:



## Dane Arts Mural Arts

\$15,000 from The Neighborhoods Fund and the Betty Jane Perego Fund for Multicultural Youth Programs to provide training for local Latinx artists in how to produce community-engagement public art, and then pair them with young Latinx youth for hands-on experience creating murals while also helping them develop their portfolios and learn important skills for job readiness.

## Capital City Theatre

\$40,000 from the Great Performance Fund for Theater at Overture to produce *Shining in Misery*, a musical that will be having its world premiere in Madison as part of the new World Premiere Wisconsin festival.



## Madison Reading Project

\$7,000 from the Betty Jane Perego Fund for Multicultural Youth Programs for the Multilingual Scholars program, which provides books to organizations that serve a high percentage of dual-language learning children and families.

## Madison Children's Museum

\$20,000 from the Ecumenical Fund for Nutrition for its Pay What You Can Café. The Café will provide between 14,000 and 20,000 low- or no-cost meals to children and their families. Estimates also show that 40% of the food in the U.S. is wasted before it reaches a grocery store. The Museum is partnering with Little John's to reduce this waste by turning it into healthy meals. Doing this, the café is expected to keep 1.5 tons of food out of the landfill.



## Four Seasons Theatre Company

\$30,000 from the Great Performance Fund for Theater at Overture to support the 2022-2023 season, which will include performances of *All is Calm: The Christmas Truce of 1914*, and *Makin' Cake* with Dasha Kelly Hamilton.

## Opera for the Young

\$10,000 from the Great Performance Fund for Theater at Overture for the production of *Cinderella* in Overture's Promenade Hall. This performance is designed to include audience participation by projecting the lyrics and teaching the audience the chorus music before the performance begins.



## Urban Triage

\$25,000 from the Ecumenical Housing Corporate Fund for The Homeless for their Unhoused Neighbors Initiative, which provides a team of specialists trained in trauma-informed care and transformative engagement to work with people experiencing homelessness in Madison.

In conjunction with other community members, Urban Triage provides job training, hot meals, and a range of other support and advocacy services at sites across the city.

## TNW Ensemble Theater

\$15,800 from the Charles Bert Fund for the Elderly and the Walker (William E. and Edna B.) Fund for the Elderly and the Great Performance Fund for Theater at Overture for its STOP TIME on the Road program, which brings participatory workshops to memory care units across the city, providing social connection and stimulation for older adults experiencing dementia and Alzheimer's and to support the production of *Sketchy Ideas*, a multi-disciplinary work that combines theater with visual arts and music.

## Today Not Tomorrow

\$23,000 from the EHC Homeless Fund and the Ecumenical Fund for Nutrition to extend the Market hosted at the East Madison Community Center through the end of the growing season in November. The Market provides free fresh produce, bakery items, a light lunch table, and a "tasting" section introducing new foods to the homeless mothers and their children who Today Not Tomorrow assists.

If you would like to learn more about MCF's Field of Interest funds, or about establishing a named Field of Interest fund of your own, we would be happy to help you. Call us at 608-272-1763. You also can make a gift to one of MCF's funds at [madisongives.org/givetoMCF](https://madisongives.org/givetoMCF).



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## DATES TO REMEMBER

It's never too early to start your year-end gift planning. Talk to your advisor and keep these dates in mind.

### October 31

Meet with your advisor to ensure you're taking advantage of the available gift tax exemptions and deductions, especially before the current rates sunset in 2025.

### December 1

Talk to your broker to initiate any gifts of mutual fund shares or stock you have planned.

### December 15

Submit your final grant recommendations for the year from your fund.

### December 31

Donations must be received by MCF or postmarked by today.



## Getting to Know Jazzmine Haygood

If you've stopped by or called the MCF office this summer, you may have encountered Jazzmine Haygood – MCF's newest staff member. Jazzmine wears two hats at MCF: as Administrative Assistant she supports the Operations and Finance team and she also works with the Community Impact team to provide support for MCF's grantmaking.

"I am very excited to learn more about the amazing work the Foundation does," Jazzmine said, "and the impact it has on individuals and the community."

Jazzmine was born and raised in Milwaukee and is the second youngest of five siblings, with whom she is very close. "My three sisters and one brother are my best friends," Jazzmine explained. "I love spending time with my family and my partner – and with my two cats: Sylvia and Zora."

After graduating in 2019 with a degree in Criminology and Law Studies from Marquette University, Jazzmine decided to pursue a career in the nonprofit field and moved to Madison. She enjoys living downtown – especially being near James Madison Park. "I really enjoy watching the sunset from the park."

Her decision to work in the nonprofit field was driven in part by her desire to make a difference in people's lives. "I'm inspired every day by the knowledge that an act of kindness to another person can make a difference in their day or their life," Jazzmine said. "I often try to do small gestures and be kind to everyone I meet."

Jazzmine has quickly become an indispensable part of the MCF team; we're fortunate to have her here. So join us in welcoming Jazzmine, and be sure to say "hello" if you stop by our office.