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# CREAM CITY™ FOUNDATION



CREAM CITY NEWS WINTER 2003

BUILDING OUR COMMUNITY THROUGH PHILANTHROPY  
AND COMMITMENT

To learn more about CCF and to view upcoming events, visit [www.eventkeeper.com/19n](http://www.eventkeeper.com/19n)

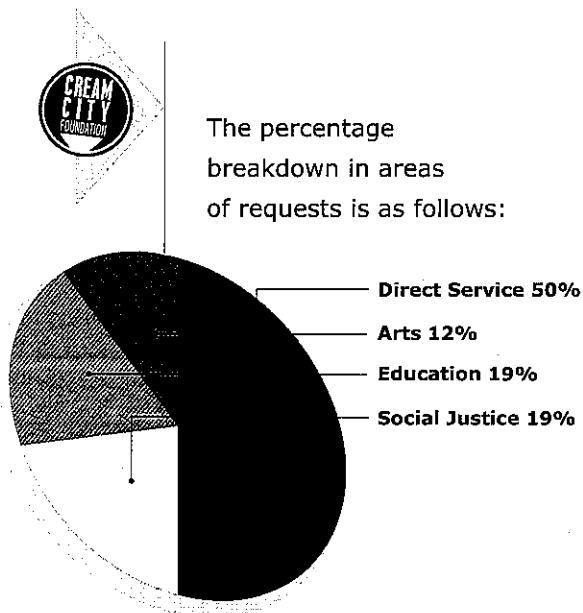
## CCF RECEIVES RECORD AMOUNT OF REQUESTS

CCF has received a record amount of requests for its 2002 Grant Cycle. According to Scott Gunkel, Chair of the Grants Committee of Cream City Foundation, Cream City Foundation has received \$51,700 in grant requests from seventeen (17) LGBT organizations – an average grant request of a little over \$3,000. This amounts to a record number of requests in the 20-year history of the foundation.

The amount of requests submitted so far represents nearly a 120% increase from the amount of money dispersed from the foundation in the 2001 grant cycle and represents a tremendous increase (172%) from the average amount of \$19,000 in grants dispersed from 1997 to 2000. "The increasing number of dollars requested clearly demonstrates why it is so critical for the foundation to increase its reserves, so we may respond accordingly," says Gunkel. "We are a foundation that exists to solely support the LGBT community. Organizations need to know they can continue to turn to us for support."

CCF has placed a priority on funding emerging organizations. In the current grant cycle, four grants were provided to new organizations and only seven of the applying organizations have any paid staff. The remainder are volunteer-driven. "The foundation is beginning to explore how it can take a leadership role in working with organizations to help them succeed, whether through funding, workshops or technical assistance," said Denise Wise of Cream City Foundation.

The percentage breakdown in areas of requests is as follows:





## PRESIDENT'S LETTER

### Moving to the Next Level

In last year, I have seen the foundation progress rapidly in building its capacity and infrastructure to move the foundation to another level. What exactly does it mean to move to a new level? That means the foundation would reach a point where it has a greater amount of reserves, and a more permanent endowment, to respond to the requests we receive. It is even more important we reach that level in light of our record number of requests we are experiencing.

Clearly the foundation cannot reach the next level without the resources necessary to provide the leadership and talent to reach our goals. That has been evidenced by the rapid progress and successes we have achieved within the last year. That could not have been accomplished without the leadership of our Executive Director, Michael Salinas. As we transition to the next level, the foundation is committed to continuing our movement upward – and continue on a path directed by the leadership we have been so fortunate to have.

Sincerely,

Denise Wise  
President

## SALINAS TO LEAVE THE

### FOUNDATION ASK OF THE FOUNDATION'S BASIC PURPOSE

Michael Salinas, Executive Director, announced that he is leaving the foundation in order to pursue his Masters degree in regional planning. His work will lead him out of the state and back to the Southwest, where he was raised. "It is with very mixed feelings that I leave the foundation," said Salinas. "I have been truly blessed to be surrounded by a group of people so dedicated to supporting the LGBT community. To be a philanthropist, one needs to be a visionary, yet grounded in awareness of the basic needs that organizations have in order to be successful within their missions. The people who make-up the board of this foundation have certainly been selected because they demonstrate the leadership and understanding of what it means to give back to the community. The same can be said for our donors and supporters. It is not always easy to raise money in philanthropy. But, our donors understand how their gifts are literally investments, leveraging far greater returns within the LGBT community."

Salinas and the board have worked hard to increase the internal capacity of the foundation as it works to build a permanent endowment. Salinas says the endowment is critical to ensure the LGBT community has the resources necessary to meet future needs. "The fact is, there are very little philanthropic dollars in the region that are directed to LGBT issues. Who knows what needs or crises will arise in our future. The foundation must have the ability to effectively respond." As Executive Director, Salinas's goal coming into the foundation was to not only increase the internal capacity of the foundation, but to also improve its infrastructure in order to grow successfully. Salinas cites several rapid successes the foundation has experienced in the last year to meet his goal, including:

1. The revitalization of the John M. Cowles Memorial Scholarship Fund. The foundation will work to continue to build the reserves of this specialized fund;
2. A record amount of dollars distributed to the LGBT community in 2002;
3. An emphasis on supporting emerging organizations;
4. A streamlined and efficient grants process;
5. A template for the foundation to manage more donor-advised funds;
6. A refocusing of the foundation's overall mission and goals;



7. The implementation of its Ten Pillars, a giving circle designed to provide infrastructure support for the foundation; and
8. The acquisition of improved technology to effectively manage growth, including a state-of-the-art donor database system.

Most exciting, says Salinas, is the partnership with the Greater Milwaukee Foundation (GMF) through the Milwaukee LGBT Funding Initiative. "The GMF is considered one of the best-run community foundations in the country. CCF is honored to partner with such a fine foundation for the betterment of the LGBT community."

Salinas is working with the board to ensure a smooth transition and is optimistic that the foundation will continue its upward progress. "Moving the foundation to the next level takes time. But, the foundation has certainly matured and is poised to continue moving forward. And that bodes well for the many organizations in our community."

In this case, the funds were of a smaller amount, so it was directed to spend-down the entire dollars raised to benefit the food pantry. Donor-directed funds are a very common way for community foundations like CCF to give donors a greater say in how their funds are distributed. "It also gives our donors greater flexibility in how they can give," says Michael Salinas, Executive Director of the foundation. "With donor-directed funds, its just one more way that foundations can work with their donors to become philanthropists. Many people believe that philanthropists are only people who own millions of dollars. That's just not true. Every single person who bid and won a stocking or Santa from the silent auction, by the very virtue of the funds going to the foundation and then reinvested into the community, is a philanthropist." And how can \$1,000 be invested in the community? According to Randy Bash, Director of ARCW's Food Pantry, the \$1,000 raised can provide 6,250 pounds of food and other items for people who come to the pantry. And for Brehm and **THIS IS IT**<sup>®</sup>, it's just another way he continues to give back to the community.

## **THIS IS IT!**<sup>®</sup> raises \$1,000 for CCF: Funds Directed to AIDS Resource Center of Wisconsin's Food Pantry



Each holiday, **THIS IS IT**<sup>®</sup> hangs beautiful, sometimes fun, but always original, Christmas stockings to celebrate the season. You may have seen them the last time you waltzed in to the friendly establishment. Usually, two elaborate Santa's grace each end of the long bar. But the festive hangings are note solely for decoration. For Joe Brehm, he gets a lot more mileage out of them. "This year we held a silent auction for all our stockings and our two Santa's," says Brehm, proprietor of the mainstay tavern. "January can be a tough time for many people who are struggling. So, I wanted to use the proceeds from the auction to benefit others trying to make ends meet." Brehm has been a long-time supporter of Cream City Foundation and understands well its role in the LGBT community. Brehm wanted the funds to go to CCF, but asked that the foundation direct the funds toward the food pantry at the AIDS Resource Center of Wisconsin (ARCW). The process Brehm selected is modeled on the idea of a donor-directed fund. Community foundations usually require that a donor can establish a donor-directed fund with a certain minimum amount of money, say \$25,000.

### A Community Foundation Primer

The majority of CCF funds are held in an unrestricted fund, that is one that is not specifically designated to particular uses by the donor. As the foundation grows, it is working to provide certain donors greater flexibility in how they can give to the foundation.

There are other types of funds besides donor-directed funds that can be managed by community foundations like CCF. The foundation's John M. Cowles Scholarship Fund, for instance, is considered a restricted fund. Listed below are definitions of other various types of funds.

**Donor Designated Funds** A fund held by a community foundation where the donor has specified that the fund's income or assets be used for the benefit of one or more specific public charities, usually at a set minimum amount. (continued on back)

# THANKS FOR YOUR SUPPORT AND GENEROSITY!

## Ten Pillars

The Ten Pillars are a group of individuals who are recognized as "sustainers of the foundation today, and visionaries for the future."

The Ten Pillars are a group of philanthropists that pledge \$25,000 over four years, as the foundation works towards building a permanent endowment to fund future critical needs of the LGBT community into perpetuity.



**BUILDING OUR COMMUNITY. PROMOTING PHILANTHROPY.**

CCF is a not-for-profit community foundation. Your donation is tax-deductible to the extent allowed by law.

**Yes**, I want to help support the quality of life for our LGBT community in Southeastern Wisconsin.

I/we pledge:

- \$2,500 Champion
- \$1,000 Advocate
- \$500 - 999 Sponsor
- \$250 - 499 Builder
- \$100 - 249 Supporter
- \$25 - 99 Friend

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Home Phone \_\_\_\_\_ Work \_\_\_\_\_  
E-mail \_\_\_\_\_

**Payment Method / Check or Credit**

Check enclosed \$ \_\_\_\_\_  
Please charge my  Mastercard  Visa  
Number \_\_\_\_\_  
Expiration Date \_\_\_\_\_  
Signature \_\_\_\_\_

**Please Dedicate My Gift**

In Honor of: \_\_\_\_\_  
Occasion \_\_\_\_\_

In Memory of: \_\_\_\_\_

Please send an acknowledgement to:

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_  
Zip \_\_\_\_\_

**Pledge Over Time**

I/we pledge \$ \_\_\_\_\_ /month \_\_\_\_\_  
beginning \_\_\_\_\_ and ending \_\_\_\_\_

**Matching Gifts**

My employer provides matching funds and I've enclosed the form.

Employer \_\_\_\_\_

**Please send me information**

*I'd like information on becoming a CCF Volunteer*

*Please contact me regarding Ten Pillars*

*Please send me information on making other gifts (stock property)*

*I am considering a planned gift, such as a bequest, to CCF*

*I have already designated CCF in my will*



- Celebrating 20 years of charitable giving to the LGBT Community
- Over \$250,000 in grants provided since 1982
- Working to build a permanent endowment to fund future needs of the LGBT community
- Administers and distributes funds to LGBT students through the John M. Cowles Memorial Scholarship Fund

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PROMOTING PHILANTHROPY.**



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MILWAUKEE, WI 53212

**Field of Interest Fund** A fund held by a community foundation that is used for a specific charitable purpose such as education or the arts.

**Restricted Fund** Assets or income that are restricted in its use, in the types of organizations that may receive grants from it or in the procedures used to make grants from such funds.

**There are also ways that donors can leave a legacy with the foundation. Listed below are some various options:**

**Charitable Remainder Trusts** A charitable remainder trust allows you and/or other designated beneficiaries to receive income from a trust for your lifetime(s), or for a period of years. At the end of that time, the balance of the trust is transferred to Cream City Foundation.

**Charitable Lead Trusts** A charitable lead trust allows you to designate Cream City Foundation to receive a regular, fixed amount from a trust for a specified time period or the lifetime of a designated person.

At the end of that time period, the remainder of the trust passes to your designated heirs or other non-charitable beneficiaries.

**Charitable Bequests** The term "charitable bequest" is used to describe anything you give or leave to Cream City Foundation from your estate through a will or a revocable living trust. An "estate" is any property, money or personal belongings that you may have at the time of your death. Most people leave an estate when they die, even though they may not have a great deal of wealth. Even an individual with a small estate can arrange to leave a charitable bequest.

**Beneficiary Designation** By designating Cream City Foundation as the beneficiary of your life insurance or retirement assets, you can enjoy some flexibility in your charitable giving as well as certain tax advantages. Cream City Foundation will receive the specified assets upon your death, and you have the option of changing the eventual recipient throughout your life.

*If you'd like to explore one of these options of leaving a legacy, please contact Cream City Foundation at 414-225-0244 or [creamcityfnd@voyager.net](mailto:creamcityfnd@voyager.net).*

## CCF Announces 2002 4th Quarter Grants

- \$1,000

Center Advocates was approved a grant of \$1,000 for their Developing Leaders, Building a Plan project under the CCF area of social justice to develop LGBT leaders and a strategic plan to work on LGBT public policy. The foundation also offered a challenge grant of \$2,000 should Center Advocates match the \$1,000 grant within the calendar year.

- \$1,500

The chorus was approved \$3,000 from CCF, under the area of Arts, to fund their presentation of "One Night Only", an evening of eclectic choral and ensemble singing. Men's Voices Milwaukee is a choral ensemble dedicated to musical excellence and the performance of a broad range of men's choral music.

- \$2,000

The research center was approved a grant of \$2,000, under CCF's social justice area, for their Communities United Against Hate project. The project is a community-based,

coalition-building project against hate crimes, including hate crimes against the LGBT community. Funds from CCF would help underwrite the Milwaukee effort, a series of organizing meetings, speak-outs and seminars.

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