

Re-think. Re-invent. Re-engage.

By Sheri Brown, Vice President of Grants and Initiatives



Jim Cummings, Mary Riedel and Jan Cummings at the Re-engage for Good: A Community Call to Action event.

Every 60 seconds, a baby boomer turns 60. Two out of five boomers are planning to retire by 2010.

The first baby boomer began collecting social security this January. Just as they altered society's perception of youth in the 1960s and 70s; baby boomers will challenge current perceptions about age and experience and will re-define life after 60.

For the past year, the Community Foundation of Broward has been studying the related issues, trends and potential effects that boomer retirement will have on Broward. With this in mind, we have launched Re-engage for Good, a call to action designed to capitalize on the talent, energy and enthusiasm of retiring baby boomers. Our aim is to inspire and encourage them to seek civic leadership roles that will make Broward more vibrant for all of us - and for the community to embrace the new retiree as a resource for community solutions.

We believe boomers need to re-think retirement, to re-invent themselves and to re-engage in the community.

Re-think Retirement. Once the 60 hour work week is a thing of the past, boomers need to think strategically about how will they structure their next 20 - 30 years. Knitting and golf will not be enough to satisfy this generation that has taken on causes, gender and racial equality, war and the "establishment", with passion and vigor. The opportunities for boomers are endless, whether it is a second career because they "always wanted to be a teacher", or nonprofit work to further affect social change.

Re-invent Themselves. Define who boomers are, what they want their identity to be, and create the plan to make it happen. Life after 60 should be governed not only by new ways of thinking but also by new ways of doing. Take courses to help carve a new path, get involved in the political landscape to advocate for community change, or initiate a new program or service. These are only a few of the endless options for boomers.

Re-engage for Good. Individuals who have a sense of purpose and feel connected to the community and the world around them live longer and healthier lives. Retired boomers have the opportunity to be change-makers, innovators, and creative leaders who can transform our community.

Our community call to action launched with a report to the community that outlines specific steps businesses, governments, nonprofits, foundations and boomers themselves can take. You can download a copy of the report at cfbroward.org/reengage.

We presented these findings to a group of 150 business and community leaders in December. Senator Bob Graham and author, Abigail Trafford presented additional strategies that communities can take to help these new retirees re-engage. You can read Trafford's seven tips for building a 're-engaged' community at cfbroward.org/reengage.

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The mission of the Community Foundation of Broward is to provide leadership on community solutions, and foster philanthropy that connects people who care with causes that matter.

1401 East Broward Boulevard
 Suite 100
 Fort Lauderdale, FL 33301
 cfbroward.org

Not Just Names on Our Letterhead

By Leslie Tworoger, *Chairman of the Board*



Leslie Tworoger

The Community Foundation celebrated a number of milestones last year: a record amount of gifts - \$10 million and a record number of grants - \$5 million. The Foundation also continued our leadership on community solutions. Two notable projects include: youth transitioning out of the foster care system, we have now devoted more than 10,000 hours and \$1.5 million to provide services and support for these once forgotten youth; and the Community Foundation was selected as one of only 30 community foundations nationwide to develop strategies to inspire and encourage baby boomers to seek civic leadership roles that will make Broward more vibrant for all of us.

We have many people to thank for these accomplishments; among them is our committed Board of Directors.

Staggered, six year terms keep a balance of historical knowledge and fresh voices on our Board of Directors – both necessary for good leadership. Recently, we celebrated four Board members who completed their maximum term of six years of service. They were instrumental in our accomplishments and the Foundation is grateful for their vision, leadership and gift of time. Our thanks goes to:



Christy Lambertus and January event sponsors: Bruce Hecker, Joan Crain, Arlene Pecora and Stacey Orange

Christy Lambertus – Christy was the 2007 Chairman and has been active in the life of the Foundation since its formative stages with Libby and Jack Deinhardt, our Founders. Christy is a member of our Legacy Society.

Barbara Castell – Barbara was key in leading the marketing and communications efforts of the Foundation – she brought skills and time and talent that will guide our communications strategies for years to come.

Fred Hicks – Fred provided thoughtful insight to our grants committee and was the leader in our technology systems upgrades.

Steve Hyatt – Steve served on every committee during his six-years of service and helped enormously when the Foundation was transitioning CFOs.

In the six years that they served on the Board - Foundation assets doubled, grantmaking increased 175% and we have taken an expanded leadership role in the community.

We also welcomed a new class of four very talented members to the Board.

Wendy Masi, Wendy is the retired Director of the Mailman Institute for Early Childhood Studies at NOVA Southeastern University.

Frederick Miller, Frederick is the Regional President of the Atlantic Region for Pediatrix Medical Group.

Jacquelyn Rogow, Jacquelyn has been a member of the Florida Bar since 1977 and is a community leader, serving on numerous boards and committees.

Paul Tanner, Paul is Senior Vice President of Lehman Brothers

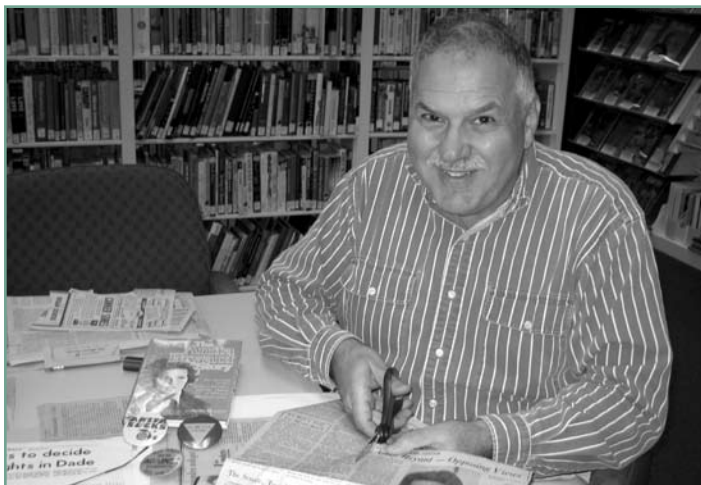
As 2008 chairman, I look forward to Community Foundation accomplishments at the end of this class in 2014.



Portraits

Chuck Ross – the Stella Fund

By Barbara Witte, Vice President of Philanthropic Services



Chuck Ross

When Chuck Ross retired from his professional life as the founding art director and part owner of *Veranda* magazine, he embarked upon a new career as a philanthropist. “We were about to sell the magazine to Hearst, and I wanted to give something to charity. An attorney showed me how I could gift a portion of the company to the community foundation to create a charitable Fund, and save taxes at the same time.”

Chuck moved from Atlanta, home of *Veranda* magazine, to Fort Lauderdale three years ago. “I did research and found that Fort Lauderdale has a nice mix of community and diversity. Now that I am settled, I look forward to learning about local organizations from the Community Foundation of Broward that can benefit from my philanthropy.”

The Stella Fund that he established enables Chuck to give in his own, personal way. Named after his grandmother, who made each of her 21 grandchildren feel special, Chuck sees his philanthropy quietly and steadily advancing her value to care for others.

I recently sat down with Chuck to talk about philanthropy, *Veranda* and murder mysteries.

Tell us about how you created the beautiful home magazine *Veranda*. I worked for ten years at *Architectural Digest*. Lisa Newsom was the editor of *Southern Accents* during some of that time. We each left those jobs, and it was Lisa’s idea to start

Veranda. She has said many times that she would never have done it if I hadn’t agreed to be art director, and she generously let me own a piece of the business.

We built *Veranda* up from a very small subscription base to more than 400,000, and eventually sold it to Hearst, which is how I got the money to pursue philanthropy.

What are your thoughts on philanthropy? It is the best feeling in the world. I think I get more from it than the recipients of my gifts.

Also, I think it’s wonderful that people want to use their money to help others, but I have tremendous respect for the person who gets in there and works with people in need--persons who volunteer their time and lend their expertise are the ones I admire and hope to emulate.

You mentioned you admire people who give of their expertise – you are doing that now. Can you tell me about it? Yes, I am a volunteer at Stonewall Library & Archives. I’ve redesigned the newsletter and displays and am working in its archives. Now that I am retired, I am thrilled to be able to add this dimension to my philanthropy.

Of what accomplishments in philanthropy are you proudest? A high school student who wanted to pursue acting received a scholarship through my Fund. He needed a scholarship because his father did not support his dream. I am pleased to say that he will graduate from Julliard this year.

You have chosen two community foundations as partners in philanthropy - why? It’s easy! The foundation handles everything for you--investment, administration--and yet you still get to determine what organizations and causes you help. Also, the two foundations I’ve worked with--Atlanta and Broward--have a history of doing well with investment returns.

What are you working on now? Although I retired three years ago, I am rather active, writing occasional articles for *Veranda* or art directing photo shoots for interior designers, which I really enjoy. A friend of mine, who also volunteers at the library, works at a mystery bookstore and has lent me many murder mysteries, most of which I seem to solve. So with his encouragement, I’ve started writing my own mystery.

Foundation Welcomes New Funds

The following Funds were opened since September 2007

The Louise and Richard Allen Family Fund was established

by Louise and Rick Allen in late 2007 to support children's, Jewish and other causes that are important to them. Louise and Rick are both attorneys who reside in Weston and became familiar with the Community Foundation of Broward through our professional advisors network.

Downtown Fort Lauderdale Rotary Foundation Fund

Understanding the importance of a strong community, the Downtown Fort Lauderdale Rotary established their Fund to ensure their support of our community will continue in perpetuity in Broward County.

Steven C. Lowensten Five Dollar Fund

The Five Dollar Fund by Dr. David Kyner and Richard Bray was established in honor of Steven Lowensten. Mr. Lowensten and friends would contribute any \$5 bill that they had in their pocket at the end of a day to "the jar". At the end of the year, the \$5 bills provided for a memorable experience for them. Today, The Five Dollar Fund supports charitable causes that honor Steven's memory.

Albert J. Rollo "Extraordinaire" Music Fund

The "Extraordinaire" Fund was established by Mr. Edward W. Landgren in honor of his partner Albert J. Rollo. Albert was a classical pianist and musician. The "Extraordinaire" Fund is an endowed Fund that will support music programs for youth forever.

The Setnor Byer Family Fund

The Setnor Byer Family Fund was established in early 2008 to allow the Setnor Byer family to come together in philanthropy. Theirs is a donor advised Fund, together the family will meet and make grant advisements.

Stella Fund

The Stella Fund was established in 2007 by Chuck Ross. Mr. Ross wanted to give back to his new community. The Stella Fund is a donor advised Fund that will make grants to a variety of organizations, including, The Stonewall Library & Archive, GLBT organizations and other nonprofits who assist those who want a hand - up, not a hand - out.



Robbi and Daryl Miller

Daryl G. Miller Charitable Fund

The Daryl G. Miller Charitable Fund is a permanently endowed Fund established by Dr. Miller in 2007 to support health and nutrition education. Dr. Miller chose the Community Foundation as her philanthropic partner because the endowed Fund will allow her daughter to be involved in philanthropy.



Greg Moore and Richard Urwin

Unwin Moore Children's Voice Fund

Richard Unwin and Greg Moore care deeply for children who have no parents and by all purposes are wards of the State. As a guardian ad litem, Greg knows only too well the needs of children. Their compassion led them to establish a Fund that will give assistance and a voice to these innocent youth.

Mary N. Porter Fund

A philanthropist during her entire life time, this is Mary's third Fund at the Foundation, established to support the charities of her choice.



Philanthropy: Form v. Function

By Linda B. Carter, *President and CEO*



Linda B. Carter

Is today's philanthropy movement the same as it was 50 years ago? The answer is no.

As baby boomers move into their "giving years" we see trends that are changing the face of philanthropy. These trends can be categorized as "form and function".

Form: More donors are creating their own engines for philanthropic giving. According to Giving USA, private foundations grew more than 22% from 2001 to 2005, while assets at the largest U.S. donor-advised funds* reached \$19 billion - an increase of 21% from the year prior.

This pattern has also held true at the Community Foundation of Broward. In the past four years the number of donor-advised funds grew by 31% with their total value increasing by almost 300% to just over \$17 million. These statistics demonstrate a movement to create more formalized vehicles to implement individual and family philanthropy.

"As baby boomers retire, they will have more time to focus on their philanthropy as it will continue to give them purpose."

Function: The spirit of philanthropy has changed slightly. Rather than donating to an organization, donors are more inclined to support a "special project". Today's donors are drawn to projects in which they feel they can make a difference. This is validated through a 2006 State of the Nonprofit Industry survey, conducted by Blackbaud, that suggests 42% of nonprofits reporting saw an increase in restricted gifts (ones for special projects) over general operating support. This was most demonstrative in philanthropy that was specific to Hurricane Katrina relief – gifts were not made as general aid to national disaster relief organizations, but to rebuild a specific community or address a specific issue, such as placing abandoned pets.

As baby boomers retire, they will have more time to focus on their philanthropy as it will continue to give them purpose. Don't be surprised if boomers forge new directions in existing nonprofits through their support of special initiatives. Or, create a new nonprofit to fulfill their vision of a better tomorrow.

Are these changing trends bad for philanthropy? We don't think so. Donors taking a more pro-active role in their philanthropy will result in a more engaged community. And, by working together, we will make a difference!

** donor-advised funds are vehicles held at public charities, such as community foundations, that allow donors to create a Fund in their name and offer advice on the distributions of grant making. In many ways it provides much of the benefits of a private foundation without having to establish a separate IRS approved entity.*

How has the Community Foundation of Broward responded to these trends?

In addition to regular discussions with fundholders on projects that meet their interests; we recently inaugurated our Community Connect, a program that takes fundholders "behind the scenes" of local nonprofits.

However in the words of renowned chef Emeril Lagasse, "we are going to kick it up a notch!" A major innovation will be unveiled in late 2008 that will transform our services for those who have a donor-advised fund in order to provide greater connectivity to the causes they care about.

Philanthropy Network for Broward is a unique online resource that has been in product development for the past year and currently in beta-testing. *Philanthropy Network for Broward* will allow fundholders to review community projects that have already been vetted by Foundation staff. Because it is web-based, fundholders can access it 24/7 from the comfort of their own home.

By a simple search, fundholders will find projects that fit their personal philanthropic goals. They will also have the option to create a "philanthropy profile" and be alerted when a new project is posted that matches their interests. Be assured, *Philanthropy Network for Broward* will not replace interaction with Foundation staff, but rather will enhance access and information.

This is just one of the many reasons why a Fund at the Community Foundation of Broward is better than a private foundation – complete access to a professional, full-service Foundation team to help you make a difference and change the world.

Managing a Portfolio *in Uncertain Times*

By Anthony Timiraos, *Chief Financial Officer*

Mark Twain once said:

“..... October is a particularly dangerous month to invest in stocks. Other dangerous months are July, January, September, April, November, May, March, June, December, August and February.”



Anthony Timiraos

In a time when the headlines are full of stories about large financial institutions taking write-downs attributed to the subprime mortgage market, many investors may agree with Mr. Twain. Here at the Community Foundation of Broward, managing our portfolio is far from “dangerous.” Our investment management is a well-defined, independent, thoughtful

course, with the goal to assure long-term growth and mitigate volatility. It begins with the Board of Directors, which appoints an Investment Committee made up of Board members with extensive business and investment expertise. The Investment Committee and Finance Staff employ an independent Investment Consultant to monitor market trends, make recommendations on the holdings in our portfolio, and oversee all our Investment Managers. The Finance Staff processes and reconciles the monthly investment statements and presents reports with the consultants for the committee to review. The independent roles of our Board, committee, staff, consultants and managers are also key to this process.

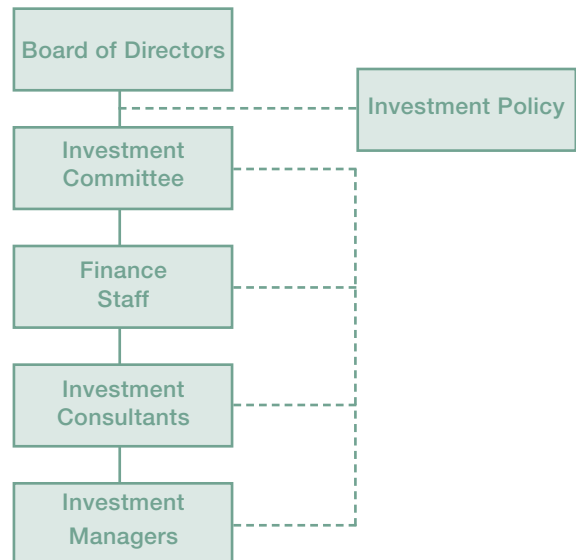
Equally important is the well-defined Investment Policy that is approved by our Board.

The policy prevents radical investment decisions and assures a well diversified asset allocation. The combination of experienced leadership, sound investment policy, professional staff, and highly rated consultants and managers has proven over time to be the best, most productive course... and the least volatile.

While market fluctuation will continue to impact us to some degree in the short term, it is our mission to serve the

Broward community for the long term - forever. So, when the month changes to April, May and June and you remember Mr. Twain’s quote about dangerous months....you can rest easy, and trust in our ability and in our independent and thoughtful processes to preserve and grow the charitable asset portfolio; to fulfill our mission, and the missions of the 350 Funds for which we are permanent stewards.

If you would like to know more about our investments go to cfbroward.org/investments.





Are You Making a *Difference With Your Donation?*

By Nancy Rogan, *Manager of Grants and Initiatives*



The Florida Singing Sons Boychoir, a beneficiary of the Neil and Janet Maizner Family Fund, performed for Foundation friends at the January 2008 celebration.

In 2007, the Community Foundation of Broward awarded \$5 million in 555 grants to nonprofits. Before we make any grant, a thorough due-diligence is conducted. There are many best practices that we at the Community Foundation use that can help you when considering your philanthropy.

Before you make a charitable gift, ask yourself:

Will this gift make a positive impact on what I care about in a way that is meaningful to me?

Does the organization have the capacity to implement the program?

Is the organization's staff excited about the project?

Are they committed to achievable results?

To help determine the answers to these questions:

Know what you are supporting. Are you supporting all of the organization's good work – or a specific program?

Go to their website. Did it make you feel confident about the organization?

Talk to others. Do you know others who have supported the organization and feel good about how their gift was utilized?

Make a site visit. Talk to staff. Do they seem knowledgeable?

Request information and follow-up reports. Are you happy with the results?

There are additional sources for information such as Guidestar, or the Community Foundation of Broward. Guidestar is an online service, found at www.guidestar.org, that can verify the organization is tax exempt, provide some background information and several years of their Form 990, the nonprofit IRS tax return. The Community Foundation staff can provide firsthand knowledge of the organization's programs and the level of impact they have had on the community.

As with any financial transaction you have a responsibility to seek out information, ask questions and examine impact - before you make a gift to charity. Due diligence can help you make certain your gift makes a difference to you, the organization, and the community.

Information is a *Click Away*

By Nancy Jones, *Chief Communications Officer*

Philanthropy is present in our lives everyday – 911 emergency response system, the Library of Congress, Earth Day and Sesame Street were all started because of the generosity of others. Part of our mission at the Community Foundation is to foster philanthropy right here in Broward. There are many strategies that we use to accomplish this, including donor education, nonprofit education through our Nonprofit Resource Center, and our grantmaking. Philanthropy is present in our conversations and our communications.

Resources recently added to our updated website, cfbroward.org, offer you easier to find information on philanthropy. The added resources include the latest in philanthropy, Foundation initiatives, and news and information on the issues that face the Broward community.

“Our new and improved website is a knowledge center. It is a great tool to connect people who care with causes that matter,” said Linda B. Carter, Foundation President/CEO.

The Community Foundation website will always be a work in progress – one that is continuously updated - keeping it a current philanthropic resource for you and the community.

And while it will always have new items - there are some consistent items posted for you, too. Be sure to look at:

cfbroward.org/philanthropy for information on how philanthropy makes a difference in the lives of others. Here you'll also find how easy it is for you to start a Fund at the Community Foundation.

cfbroward.org/initiatives for everything that you want to know about the Community Foundation's strategic initiatives. Click on “Re-engage for Good” on the left hand bar to take a look at our work on the civic engagement of baby boomers.

cfbroward.org/nonprofits for our Nonprofit Resource Center. Here you will find useful information on nonprofit best practices and upcoming workshops to strengthen board and staff of nonprofit organizations.

Today the Community Foundation's website is more responsive. It is easier for you to find what you are looking for – with fewer keystrokes. Check back with it frequently as we continue to develop it into a community resource center with articles, reports and trends that are important to Broward. We hope you find it fresh, relevant and easy to use.

This newsletter is made possible by AutoNation.



1401 East Broward Boulevard , Suite 100
Fort Lauderdale, FL 33301
(954) 761-9503
cfbroward.org

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