It’s all in our perspective. I was reminded of this recently when someone put a familiar picture in front of me and asked the inevitable question, “Which do you see first, the vase or two faces?” If I see the vase first, which I always do, no doubt the other person will say that they see two faces! If I stare at the picture long enough, I see the vase and then the two faces switching back and forth as if I’m turning a light switch on and off. Clearly, it’s all about perspective.

As we enter this giving season, our perspective counts more than ever, and the great news is that we have a choice about how we view things. Seeing challenges as opportunities will absolutely help us to change people’s lives. Many of the East Tennessee nonprofits we are so passionate about are facing the challenge of meeting their budgets in the midst of shrinking revenues and the increased needs of those they serve. An unexpected, well-placed gift may have an even greater impact than we will ever know, but by making that gift we are doing more than changing other people’s lives - it’s really changing us and changing our perspective - how we view others, how we view our communities, and even how we view ourselves. But no matter your perspective, your giving helps others AND it helps yourself. We thank you for your generosity and wish you Happy Holidays!

Michael T. McClamroch
ETF President & CEO

W e’ve Laun ched
Our New W e b Site!!

Same Address - Different Look
www.easttennesseefoundation.org

We really LIKED our old Web site, but we really LOVE the new one! And, we know you will too. The new Web site offers:

- Easier navigation to locate information
- In-house updating so the content stays current
- More interactive exchange of information
- A streamlined, uncluttered, and attractive look
- Step by step instructions for grants and scholarships

We always encourage your comments and feedback on how we can improve our services. So please visit our Web site and let us know what you think about this new cyberspace tool!
ETF Grant Applications Move Online!

Since East Tennessee Foundation first began making competitive grants, the process has involved paper — lots and lots of paper! Nonprofit organizations seeking a grant had to prepare a large packet of information that included an application form and a long list of supplemental materials, such as audits, tax returns, lists of board and staff members, and letters of support. One grant program might attract 70 or more applications and our scholarship programs generate more than 300 applications each year. ETF needed multiple copies of each application — one for the permanent file and one for each staff member and volunteer involved in the review process, which usually meant a dozen or more copies of each application. The volunteers who served on the grants panels received thick notebooks containing all the applications for their review. When grant or scholarship deadlines approached, ETF staff was drowning in paper, which made processing the applications a major challenge.

Finding a better way to manage the growing volume of applications and related information became an increasingly important topic of conversation over the past few years. Last fall, ETF staff began investigating options for online grant management. After carefully considering more than a dozen products, the staff arrived at a consensus that Foundant Grant Life Cycle Manager could help ETF make its grant management process more efficient and more user-friendly and could be implemented at a reasonable cost without extensive training or consulting fees. The features of the Foundant system will help ETF staff to increase efficiency while allowing us to maintain or enhance service to our grantees, donors and panel members.

ETF decided to do a pilot implementation of the new system on a few of our lower-volume programs, so that we could test the new system without creating major disruptions for our applicants and grants panels. The Affordable Housing Trust Fund (AHTF) was the first program to go “live” on the new system in January 2012. The first applicant to try the system was enthusiastic about the user-friendliness of the system and submitted the first online application just a few days later. The AHTF Advisory Board agreed to test the evaluation capabilities of the new system. One member of that group described the online evaluation as “easy-peasy”! The AHTF Advisory Board has evaluated all applications in 2012 using the online system. We also tested the program with one scholarship (the Strader Family Fort Scott High School Scholarship) and with the Mount Rest Fund grant program, both of which worked well, although those are not completely paperless yet! The Women’s Fund of East Tennessee is the latest program to embrace the new online process, accepting online Requests for Consideration.

The new grant management system is accessed through the ETF website and, because it is “in the cloud,” users can work on it anywhere they have Internet access. One of our staff members even developed an application form while waiting for a plane! That means that applicants can work on their submissions at the office or at home. Reviewers can read an application at their desks, but they can also do so on their iPads or smart phones whenever they have free time. Applications and evaluation comments can be displayed on a screen during panel meetings. The new system also makes it easy for staff to track applications and follow up on reporting and other requirements.

For 2013, all of ETF’s scholarship programs and the remainder of the field of interest competitive grant programs will be online. We are very excited about this new tool that helps us ensure that our grantmaking makes communities stronger and lives better.
NEW FUNDS

We recently opened two new funds at East Tennessee Foundation that memorialize two young lives and remind us all about the need to make the most with the time we have here on earth. Though these stories are distinct, each illustrates how a family struck by tragedy chose to thoughtfully honor a lost loved one by helping their community.

Calvin Dwayne Howard was just 38 years old when he was shot and killed on August 15, 2012, apparently as a result of a dispute about a field he had sprayed for a neighbor. As the owner of Production Acres, Inc., a 1,600 acre farm in Lancing, Morgan County, Tennessee, that produces hay and feed corn and sells hay to over 1,000 customers, Calvin loved farming. He was the seventh generation of his family to farm that land in Lancing, Tennessee, so perhaps he was born into his love of farming. Calvin was survived by his three children, his parents and siblings, and his wife, Tamara, who continues to run the farm business. In October 2012, Tamara established the Calvin Howard Agricultural Scholarship Fund to provide college scholarships for individuals from the eastern half of Tennessee to begin or continue their education in agriculture. According to his wife, Calvin understood that farming has come a long way since our grandfather’s generation and that success today requires knowledge in many diverse areas such as climate, nutrition, chemistry, logistics and business. Describing how her husband’s love of farming was so deep that he really wanted to see others succeed at family farming as a career and how that desire impacted her decision to start this scholarship fund, Tamara Howard remarked, “It’s what Calvin always said he wanted to do, so that’s what I’m going to do.”

Another new fund, the Coger Robertson Memorial KHS Orchestra Fund was recently established by Barry and Pam Robertson to honor their youngest son, who died as the result of a motorcycle crash on October 12, 2012. Although he was the youngest of five children, Coger was a talented, confident, charismatic young man who was a big influence on his whole family. The 15-year-old sophomore enjoyed the outdoors and swimming on the Karns High School swim team. He also loved music; Coger played both classical guitar and cello in the Karns High School Orchestra and could often be found playing his instruments in the family’s living room. At first, his family was going to start a scholarship fund to provide college scholarships for students in the Karns orchestra program. However, they ultimately determined that funding the orchestra program itself would impact more orchestral students and thereby better serve Coger’s legacy and reflect his passion for the Karns High School orchestra program. So, they created the Coger Robertson Memorial KHS Orchestra Fund at East Tennessee Foundation, which is a permanent fund to provide annual payments to Karns High School strictly for its orchestra program, to be used for whatever the orchestra program needs. In this way, Coger’s memory will live on at Karns High in support of the music program he so passionately enjoyed.

Anyone may contribute to the Calvin Howard Agricultural Scholarship Fund and the Coger Robertson Memorial KHS Orchestra Fund online at www.easttennesseefoundation.org or by check payable to East Tennessee Foundation. Please be sure to note the name of the fund to which your donation should be applied on your check or in the online donation form.

ATTENTION PROFESSIONAL ADVISORS . . .

Did you know that both of the 2012 Presidential candidates proposed limits or “caps” on deductions including the charitable deduction during the campaign? Given the impending “fiscal cliff”, it seems increasingly likely that the availability of the charitable deduction may be restricted in the next round of tax reform. Visit www.easttennesseefoundation.org/plan.aspx to check out Sherri Alley’s recent article about reasons your clients should consider making charitable gifts in 2012 while they can use the charitable deduction at its present limits. For gift questions or assistance in establishing a fund at ETF, please contact Sherri at sdalley@etf.org or (865) 524-1223.
THE PAT SUMMITT FOUNDATION

PSF Update

The Pat Summit Foundation, a fund of East Tennessee Foundation, continues to garner attention and community support throughout Tennessee and other parts of the country. Below are just a few examples of events, fundraising efforts, and award presentations that have occurred in the last several weeks.

Pat Summit was honored during Homecoming weekend at the University of Tennessee, Martin (UTM), her undergraduate alma mater. A statue was unveiled that featured Pat, her UTM coach Nadine Gearin, and former women’s athletics director, Bettye Giles. Pat was also honored throughout the day at various UTM Homecoming events.

Kara Lawson, a former Lady Vols player and current WNBA player, led a couple of fundraising efforts that have raised significant money and continue to attract donations from supporters across the country. Kara donated funds for every three-point basket she made during the most recent WNBA basketball season; the $35,000 gift amount was matched by her team and by many fans. She also raised money through donations as she prepared to run in the New York City Marathon.

The most exciting event occurred November 14th when the Foundation awarded its first two grants. One grant was awarded to Alzheimer’s Tennessee and one was awarded to the Cole Neuroscience Center at the University of Tennessee Medical Center. Pat Summit presented these checks at an event hosted by Alzheimer’s Tennessee. As The Pat Summit Foundation continues to raise funds, grants such as these will be made to organizations engaged in the fight against Alzheimer’s.

The Women’s Fund of East Tennessee has a single, yet far-reaching goal: To transform the lives of low-income women and girls in East Tennessee. Determined to make this goal a reality, the Women’s Fund will strategically connect the issues faced by women and girls with proven solutions through effective grantmaking and advocacy. To that end, the Research and Grants Committee of the Women’s Fund, along with professional researchers from East Tennessee State University and the University of Tennessee worked together last year to determine barriers to self-sufficiency for women and girls in our region.

After a number of interviews and focus groups throughout the 25 counties served by East Tennessee Foundation, the research team narrowed the responses from community leaders, service providers and clients to five overarching barriers: Education and Work Related Skills, Life Skills, Domestic Violence, Physical or Mental Illness, and Transportation. (The complete research results are available upon request; please contact the Foundation). The Advisory Board of the Women’s Fund, upon the recommendation of the Research and Grants Committee, has chosen to focus preliminary grantmaking on programs which would have the most immediate impact on two barriers: Education and Work Related Skills and/or Life Skills.

The process for choosing exemplary programs that address skill attainment in those two focus areas began in September. The Research and Grants Committee received a number of worthwhile Requests for Consideration and will be visiting organizations in December and January which were invited to submit full proposals. Donors to the Women’s Fund will then vote on the final proposals. This lengthy, well-planned approach to grantmaking is believed to be the best method to transform the lives of low-income women and girls in our region and this is what the Women’s Fund is all about! Recipients will be announced at the Annual Women’s Fund Luncheon in April 2013.
On October 24th, over 300 of Coach Summitt’s friends and family gathered in Clarksville, TN to celebrate her storied career and show their support in her battle against early-onset dementia, Alzheimer’s type. During the “Evening With Pat Summit,” State Senator Tim Barnes and State Representative Joe Pitts presented Coach with a proclamation from the State of Tennessee recognizing her accomplishments over the years. The event helped raise over $7,500.00 to support The Pat Summitt Foundation.

The Alzheimer's Pansy Project

The Alzheimer’s Pansy Project was launched on September 26, 2012. Knoxville’s own “home grown” Stanley’s Greenhouses and Plant Farm generously committed to donating the proceeds from their sales of orange and purple pansies and violas from both the West Knoxville and South Knoxville locations to The Pat Summit Foundation during September, October, and November. The project was a way for individuals and companies to show their support for everyone battling Alzheimer’s . . . the patient, their families and the care givers. It was great to see the University of Tennessee Medical Center, East Tennessee Children’s Hospital, multiple assisted living facilities/nursing homes, neighborhood home owner associations and countless individuals help paint the town in orange and purple!!!

Patrick was born and raised in Memphis, attended the University of Tennessee (UT) for his undergraduate and graduate degrees, and after living in Wisconsin and New Hampshire, moved back to Knoxville four years ago. He has worked in student affairs at UT, the University of Wisconsin, the University of New Hampshire, and worked in alumni affairs and development at UT prior to joining The Pat Summit Foundation staff.

Volunteer efforts that he has supported include Love Kitchen, Big Brothers/Big Sisters, and Alternative Spring Breaks. Patrick is married to Anna and they are involved in the Out of the Darkness Community Walks that benefits the American Foundation for Suicide Prevention to honor and remember special friends and family members. Having lost family members to Alzheimer’s, they are also passionate about finding a cure. He loves bass fishing, hiking, obsessing about college football, and spending time with family.

Originally from Greenville, Kentucky, Adam’s family relocated to Farragut, TN, when he was three years old. After graduating from Lenoir City High School, he studied political science and legal studies at the University of Tennessee. While there, he worked as a student manager for the Lady Vols Basketball team. Following an internship with Senator William H. Frist on Capitol Hill, he became involved with the pharmaceutical industry.

Adam’s volunteer activities include Shangri-La Therapeutic Academy of Riding (STAR), United Way of Loudon County board, and while in high school he helped start CARE 365. Because of his Aunt Ebb’s battle with dementia and his close relationship with Coach Summitt and Tyler, he had no hesitation leaving the pharmaceutical industry to help start the Pat Summit Foundation. Adam is married to Katie and enjoys golfing, hiking/camping, and traveling. He also loves working in his vegetable garden, cooking, and baking.
The Elizabethton/Carter County Community Foundation was created through a gift from a local anonymous donor who cares deeply about Elizabethton and Carter County. The donor’s love for the community, the preservation of its history, its culture and landscape is reflected through the establishment of this permanent fund to create opportunities for others to give and join in supporting the well-being of Carter County and its citizens. Organizations which were awarded grants and the summaries of their funded projects follow:

City of Elizabethton
The Elizabethton Historic Zoning Commission will train citizens about the benefits, importance and purpose of the Historic District.

East Tennessee Spay & Neuter, Inc.
Spay-neuter assistance and vaccinations will be provided for pets of low-income families.

Friends of Sycamore Shoals State Historic Area
The Watauga Valley Fife & Drum Corps will educate the public about the lives of settlers and the music of the 18th century frontier of East Tennessee.

Roan Mountain Seventh Day Adventist Community Services
The Food Pantry and Emergency Assistance Program will provide fruit, protein sources, and hygiene products for families in need.

Watauga Historical Association
A decorative wrought iron fence will be installed around Green Hill Cemetery, one of the oldest cemeteries in Carter County.

Carter County Government
The Inmates Garden at the Carter County Detention Center provides many benefits to inmates including fresh produce for the Detention Center as well as horticultural therapy.
This is the time of year when we tend to give each other presents. But for some people, thinking of, finding, and obtaining the perfect gift for each person can be so stressful, it can cloud the joy of giving that we all hope to share. This potential stress is why I believe giving to charity in someone’s honor may be a better gift - both for the recipient (“honoree”) and the giver - than buying a trinket or giving a gift card.

Giving to a charity in honor of a loved one, friend, or neighbor just might be the ultimate holiday gift. Here’s why: 1) It demonstrates the true meaning of the season – not just giving a gift to the honoree but also giving to a worthy cause; 2) The honoree doesn’t already have it; 3) The honoree won’t need to return it; 4) You won’t have to walk 5 miles from your parking space to brave the crowd and stand in line for 45 minutes just to pay for your purchase; 5) You can demonstrate your knowledge of the honorees by choosing a charity they would love or, you can introduce them to a charity they are unfamiliar with by telling them why you chose that charity; 6) No need to buy wrapping paper or stay up late wrapping it; and 7) No need to worry about expiration dates, “blackout dates” or going out of business, as you must with some gift cards or gift certificates; and 7) At least this year, the gift is still tax deductible.

I actually asked my family to do this one year and it is still the most memorable gift I ever received. My church (and our denomination’s region of churches) was specifically raising funds to drill wells in a particular area of Africa in order to provide residents with fresh drinking water in their villages, so the women in the villages would not have to walk miles each day to lug dirty water from a river back to the village. Moved by the thought of how much I take running water for granted, my husband and I gave what we could and I asked my parents and my in-laws to use whatever money they would ordinarily spend on Christmas gifts for me and send it to my church for the wells project in my honor. They each contributed to that project in my honor and, in January, when our pastor announced the number of wells that our church’s fundraising efforts were going to provide, I was overjoyed and moved to tears at the thought that while my gift was a small portion of the total, a bigger impact was made by asking my family to participate. Had I not asked them, they most likely never would have contributed to this project and, because they participated, more families would have access to clean water. It was so wonderful to know that, even in some small way, I helped bring water to people who needed it more than I need another consumer item, which is why I will remember those gifts forever.

As you consider making gifts to honor those on your holiday gift list, please consider making these through one or more East Tennessee Foundation funds, such as an agency endowment fund. Many charities throughout our 25 county region have established endowment funds at East Tennessee Foundation. These organizations realize that an endowment fund can help provide a secure future for a charitable organization by providing annual distributions to the charity while attempting to grow or at least maintain the balance in a permanent fund so it can continue to produce income. To explore which agency endowments or other ETF funds you would like to help build through your gifts honoring others this holiday season, please visit our website at www.easttennesseefoundation.org or contact me at (865) 524-1223 or sdalley@etf.org.

This holiday season, I wish each of you and your families warmth, comfort, and peace for this season and throughout the new year to come!
Has your contact information changed? If so, please let us know so we can keep in touch.


e-mail and website options

to receive this newsletter and other helpful and exciting updates from east tennessee foundation, please contact us at etf@etf.org or read it on our website: www.easttennesseefoundation.org.

to have a copy of this newsletter sent to someone, please contact us by phone, toll-free (877) 524-1223, (865) 524-1223 or e-mail, etf@etf.org.

sherri alley, vice president for advancement .......................................................... salley@etf.org
susan blair, receptionist and assistant to the president
leanna brackett, director of finance & administration ........................................... lbrackett@etf.org
karen davis, public school forum, executive assistant ........................................... kdavis@publicschoolforum.org
mary amber dunn, advancement associate .......................................................... madunn@etf.org
jan elston, senior program officer ............................................................................. jelston@etf.org
dan foltz-gray, cahhey memorial scholarship fund, coordinator
beth heller, scholarship & program officer .............................................................. bheller@etf.org
terry holley, senior vice president for programs & regional development ................. tholley@etf.org
jeanette kelleher, housing & financial officer ......................................................... jkelleher@etf.org
jackie lane, vice president for communications .................................................. jlane@etf.org
michael mcclamroch, president & CEO ................................................................. mmclamroch@etf.org
debora phillips, administrative assistant ................................................................. dphillips@etf.org
carolyn schwenn, senior vice president for finance & administration ................. cschwenn@etf.org
precy sturgeon, financial & administrative officer ................................................. psturgeon@etf.org
patrick wade, pat summitt foundation, director ..................................................... pwade@patsummitt.org
adam waller, pat summitt foundation, director for community relations ............. awaller@patsummitt.org

east tennessee foundation respects, celebrates, and encourages diversity that positively contributes to our healthy and caring community.

2012 ETF Board of Directors

left to right:
front row - pat postma, john geppi, alice mercer, rick fox, patsy carson, bill pugh, kay clayton, howard blum, bobbie congleton
back row – keith burroughs, david jones, david martin, frank rothermel, jeff chapman, mitch steenrod, marty begalla, keith goodwin, cynthia burnley, fred womack, john worden

east tennessee foundation is a public, nonprofit, community foundation created for the purpose of building charitable resources to make communities stronger and lives better through thoughtful giving.

board of directors

alice a. mercer, chair
fred d. womack, vice chair
will j. pugh, treasurer
michael t. mcclamroch, president & ceo
carolyn schwenn, secretary
jenny l. hines, past chair

e. riley anderson ........................................... cheryl massingale
williams e. arant, jr. ....................................... ceegee o. mccord
joseph k. ayres ........................................... phyllis y. nichols
dan m. bechtol ........................................... charles m. peco, jr.
martha e. begalla ........................................... patricia d. postma
howard z. blum ........................................... patricia i. robledo
maryellen brewington .................................. frank h. rothermel
cynthia s. burnley ........................................ mitchell d. steenrod
keith h. burroughs ...................................... dennis r. upton
patsy q. carson ........................................... bill g. williams
jefferson chapman ...................................... john t. worden

j. kay clayton .............................................

joseph m. dawson ......................................

larry r. estepp ............................................. honorary
ellen b. fowler ............................................ lifetime
richard t. fox ............................................. members
john t. geppi ............................................. bobbie y. congleton
keith d. goodwin ......................................... natalie l. haslam
christine g. hayworth .................................... a. david martin
richard e. jacobsen ..................................... david v. white
david p. jones ........................................... stuart r. worden