ON THE MOVE
Moved - Moving Up - Moving Forward - Moving Outward

East Tennessee Foundation is “on the move” in some very positive ways. We’ve literally moved to new offices, we’re moving up in all the category rankings for community foundations, moving forward on our strategic plans, and we’re intentionally moving outward into new areas with GIVE WHERE YOU LIVE to better serve our region.

- **Moved** to new offices – We have been open for business at our new address, 520 W. Summit Hill Drive, Suite 1101, Knoxville, TN 37902, since April 13, 2015. We are grateful to have such lovely offices with fabulous views, all on the same floor, more convenient parking, convening space, and room to grow.

- **Moving Up** in many ways that community foundations are measured –
  - Moved up in asset size from #71 to #63 out of over 700 community foundations
  - Record number of gifts in 2014
  - More students on scholarship than ever before
  - ETF was one of a very select group of community foundations invited to a White House convening on the future of philanthropy
  - ETF has assumed a national leadership role in a group of community foundations educating legislators about the value of community foundations and, in particular, donor advised funds

- **Moving Forward** on our Strategic Plan progress –
  - Two-year grant cycles are being employed in more focused competitive grant programs to benefit areas of need
  - Online application processes are being offered for smaller foundation funds
  - 10% of awardable funds are being held to respond to immediate needs or opportunities
  - The Investment Committee is more actively involved with fund managers
  - ETF is being marketed to professional advisors through a series of continuing law education and planned giving workshops, and ads in professional forums
  - Mary Beth West Communications has been engaged to heighten media relations

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THE MYSTERY

The mystery began with a phone call. An attorney, representing an anonymous donor who wanted to set up a scholarship at a foundation that wasn’t tied to a particular school, called the Johnson County School System. “At that time we did not have a foundation,” said Minnie Miller, Johnson County Community Foundation (JCCF) advisory board member. Minnie, who was working in the Johnson County School System administration at the time, told the attorney she had heard a little bit about East Tennessee Foundation (ETF) and the fact that it served counties throughout East Tennessee. The attorney contacted ETF and the Johnson County Scholarship Fund was created in 1999.

THE AFFILIATE FUND

When the Johnson County Executive formed a task force to work on becoming a “Three Star Community,” one of the things they needed was an education foundation. As a member of the task force, Minnie was asked to attend a workshop and learn how to establish a foundation. It soon became clear to her that for Johnson County to establish its own education foundation, someone would have to be hired by the school system or the county to meet all the IRS regulations. That’s when she recommended that they organize under East Tennessee Foundation because ETF serves small rural counties that can’t afford to do this on their own. So in 2001, Johnson County Community Foundation became an ETF Affiliate Fund when it established the Johnson County Endowment.

JCCF advisory board members Barbara Seals and Minnie Miller recall the struggle of the first couple of years when the fund didn’t even have $5,000. As they recruited advisory board members, many would attend a meeting, find out that fundraising was involved, and wouldn’t return. Just a few advisory board members were determined to do something that would continue to benefit Johnson County for years to come and long after they were gone.

“Later, when we learned that the same generous anonymous scholarship donor was also going to make contributions to our JCCF Endowment, Terry Holley (then ETF’s Senior VP for Programs & Regional Development) cautioned us about resting on our laurels,” said Miller. Even with the large anonymous donations ($797,800) that have been added to the fund, the JCCF advisory board’s active fundraising has continued. They want everyone to feel like it is truly a “community” foundation serving the community, to value large and small contributions, to assure continued fundraising in the future, and to demonstrate to the mystery donor that they are working to increase the fund too. Others have given also: Danny Herman Trucking Company (Joe Herman and his mother Barbara Seals) started the golf tournament that has raised $90,600. Seals and Herman have also given an additional $55,000. Levi Strauss Foundation and Levi retirees have given $81,000 for a smaller scholarship. The annual talent show, that exhibits the young people’s talents to a sellout crowd every year, has raised around $45,000. All totaled, these contributions to the Johnson County Community Foundation support educational, social, and civic projects and services benefitting thousands of Johnson County citizens.

“One of the reasons we are strong is that we organized with East Tennessee Foundation and we have great cooperation from the ETF staff, especially Trudy Hughes, ETF Director for Regional Advancement. They made innumerable trips to Johnson County to help JCCF stay viable,” said Miller. Minnie thinks it has worked beautifully. “The small amount that East Tennessee Foundation charges to keep our funds legal has been a blessing for us,” said Minnie.
THE MYSTERY CONTINUES

Much speculation has gone on over the years as to the identity of the mystery donor(s) and they have investigated, interrogated, and used every means possible to find out. But lips are sealed about the benefactor and the Johnson County community feels very blessed to have their “angel(s)” care so much about them.

Johnson County has a population of 18,000, hardworking, caring people, and perhaps because of its rural and somewhat isolated location, they are tight-knit like a family. Maybe the anonymous donor feels like he/she/they are helping to improve the quality of life for their family. Minnie said, “The Johnson County Community Foundation has become something far beyond what any of us had thought possible, and it has all been inspired by our mysterious donor’s extraordinary generosity.”

ETF Funds at work in Johnson County:

- **The Johnson County Community Foundation Endowment**, created in 2001, has a total of $1.02 million in assets, has received 122 gifts, and has awarded 81 grants totaling $97,940.

- **The Margaret M. Wachs Youth Leadership Fund**, created in 2001, has a total of $47,700 in assets, has received 118 gifts, and has awarded 6 grants that total $5,400.

- **Johnson County Education Growth Fund**, a scholarship fund created in 2002, has a total of $301,000 in assets, has received 164 gifts, and has awarded 53 scholarships totaling $41,000.

- **Johnson County Scholarship Fund**, created in 1999, has over $2.5 million in assets, has received 21 gifts from the anonymous donor and has awarded $800,000 in scholarships to 37 students.

ETF AFFILIATE GRANTS

**Johnson County Community Foundation**

An Affiliate Fund of East Tennessee Foundation

2015 Grants

Johnson County Community Foundation (JCCF) was established through the work of the JCCF committee and generous gifts of time, vision and resources. This group of Johnson County residents was committed to strengthening communities and improving the quality of life in Johnson County. Organizations which were awarded grants and the summaries of their funded projects follow:

- **Dry Run Volunteer Fire Department**
  Purchase of a fire rescue saw and chain saw will help the fire department save lives and ensure the safety of everyone involved.

- **Friends of the Johnson County Library**
  Poet Bruce Lansky will conduct assemblies for elementary school-age students at Heritage Hall and workshops at the public library.

- **Heritage Hall, Inc.**
  The Symphony of the Mountains Brass Ensemble will perform programs at Heritage Hall for middle and high school students, and for the community.

- **Johnson County Emergency Heating For Seniors Fund**
  Low-income seniors will be assisted with their fuel expenses.

- **Johnson County Government**
  The “Flags for Heroes” project will honor Johnson County veterans on Memorial and Veterans Days with a display on the front lawn of the Johnson County courthouse.

- **Johnson County Humane Society, Inc.**
  Financial assistance to spay and neuter family pets will be provided for low-income residents in Johnson County.

- **Johnson County Schools**
  Arts materials will be purchased for students at five elementary schools.

- **Johnson County Schools**
  After-school programs for boys and girls will encourage healthy behaviors and physical activity.

- **Mountain City Elementary School**
  Author Michael Shoulders will present programs for students at Mountain City Elementary School and at a family literacy night event.

- **Mountain States Foundation**
  New physical therapy equipment will improve treatments for patients and outpatients at Johnson County Community Hospital.

**TOTAL FUNDING AWARDED:** $29,900

**Did You Know?**

East Tennessee Foundation is a partner in the Appalachian Funders Network and part of 100 Food Systems groups working to find logistical solutions in Appalachia.
Lady Vol Alumna Supports Pat Summitt’s Fight

Officials of the Pat Summitt Foundation expressed appreciation to Lady Vol Alumna Susan Clower Allen for her generous gifts totaling over $30,000 to date to support her coach’s fight against Alzheimer’s disease. The announcement comes as the Foundation launches a special appeal to Lady Vol basketball alumnas to come together as one team to have a major impact on the Foundation’s fundraising campaign to raise $2.5 million over five years.

The funds raised will help to create The Pat Summitt Alzheimer’s Clinic at the University of Tennessee Medical Center. The goal of this appeal is for 100% giving participation by the Lady Vol basketball alumnas in honor of Pat’s legacy of ensuring that 100% of her players who completed their eligibility at the University of Tennessee graduated.

Speaking about her gift Allen said, “First, giving to the Foundation is a privilege for me. Alzheimer’s has affected the two most important women in my life: my Mom and Pat. Both women played a big role in who I am today and both stressed giving back.”

“Supporting the Foundation is my way to honor these great women. After the first donation, I realized that it is a direct extension of Pat and the Lady Vol philosophy. Giving has been easy and gratitude for the gifts has been demonstrated many times over. It’s a great relationship for both the Foundation and the donor. I am proud to be a donor and I encourage my fellow Lady Vols basketball alumnas to support The Pat Summitt Alzheimer’s Clinic.”

Allen, a Kingston, TN native played guard for Summitt from 1978 to 1982 as part of the teams who garnered Pat’s 100th win in 1979 and 200th win in 1982. After graduating, she went on to become a successful business owner based in Kingston. She now manages a multi-million dollar consulting practice for System Maintenance Services with 50 highly skilled data migration consultants serving clients ranging from small businesses to Fortune 10 companies and describes her role as the “Coach” of very talented people.

“Once a Lady Vol… Always a Lady Vol! It means the world to me that Susan Clower Allen has been so supportive of the Foundation,” said Summitt. “Tyler and I want to thank her and all the Lady Vols who are paying it forward to assist us in our fight against Alzheimer’s disease.”

What’s Happening

The ETF Board’s Executive Committee holds its first meeting in our new office!

Follow ETF on Social Media

ON THE MOVE Continued from Page 1

• Processes are being examined and changed to improve efficiency

Moving Outward growing our Affiliate Funds-
• “Give Where You Live” platform is being used to create new affiliate funds and invigorate interest in previously established areas
• Regional magazine articles and ads
• Norris Area Community Foundation is a new ETF affiliate
• We now have nonprofit meeting/convening space

East Tennessee Foundation’s Board of Directors is truly energized by the enthusiasm and professionalism of the entire ETF team. Their commitment to making a positive and lasting impact on our region sets a standard for all of us to shoot for. As you read this edition of Connections, I am certain you will come away just as impressed as I am with all they have accomplished.

Keith Goodwin, ETF Board Chair
Fourth Annual WFET Luncheon a Great Success!

Due to the outstanding leadership of 4th Annual Luncheon Committee Chair Brenda Wood, Vice Chair Cindi DeBusk, and the 4th Annual Luncheon Committee, the Women’s Fund netted $207,000 at its 4th Annual Women’s Fund Luncheon to benefit women and girls in East Tennessee. The Luncheon took place on April 16 at Cherokee Country Club, where Jason Witten of the Dallas Cowboys gave a heartfelt talk about hope, healing, and success through his SCORE Foundation, which serves children who have been affected by domestic violence.

Women’s Fund of East Tennessee Announces Grants

In just three years of granting, 18 grants totaling over $240,250 have been made to 15 organizations. The Women’s Fund commissioned a research study in East Tennessee working with UT Knoxville and ETSU to identify the barriers to self-sufficiency for women and girls in East Tennessee. The resulting data led the Women’s Fund to focus its granting on life skills, work skills, and education, with an advocacy focus on domestic violence.

The Women’s Fund of East Tennessee recently announced the 2015 grant awards of approximately $100,000 to nine regional organizations working to improve the lives of women and girls in East Tennessee. Organizations receiving 2015 grants were:

- A Hand Up for Women - serving four counties
- Restoration House of East Tennessee - serving all 25 counties
- Salvation Army - serving six counties
- Boys and Girls Club of Elizabethton/Carter County - serving Carter county
- Branches of Monroe County, Inc - serving Blount, Loudon, McMinn and Monroe Counties
- Centro Hispano - serving eight counties
- Red Legacy Recovery, Inc. - serving Scott County
- STAND - serving all 25 counties
- Tusculum College - serving 25 counties

According to Maureen Dunn McBride, Women’s Fund Board Chair, “I encourage all women to join the Women’s Fund as it provides a unique opportunity for women throughout our region to be informed, engaged and collectively raise the philanthropic bar to break down barriers for women.”
Since January 2015, grants have been awarded from five field-of-interest funds. Following is a description of each fund’s focus and summary of grants awarded.

**BUTTERFLY FUND** supports and raises awareness of childhood cancer research, treatments, and/or services.
- Austin Hatcher Foundation for Pediatric Cancer
  Testing materials will be purchased, which will improve Austin Hatcher’s capabilities to evaluate cognitive deficits created or exacerbated in children by the treatments used in pediatric cancer care.
- The Dream Connection
  Special dreams will be fulfilled for three children who are facing life-threatening or chronically debilitating illnesses.
- East Tennessee Children’s Hospital
  The Pain and Palliative Care program will focus on providing seriously or chronically ill children with relief from symptoms, pain, and the stress of serious illness.
- Provision CARES Foundation
  In partnership with Knoxville-Knox County Community Action Committee, Provision CARES will help cancer patients have access to healthy, nutritious meals.
  **Total Funding Awarded:** $60,000

**ECONOMIC DEVELOPMENT FUND** supports charitable and economic programs aimed at fostering regional economic development.
- City of Sweetwater
  A Main Street downtown master plan will address landscaping, niche businesses, sidewalk and infrastructure needs, and parking issues.
- Human Economic Appalachian Development
  The Vet Fest Program Plan will provide financial education, job training, resume writing, and networking opportunities for unemployed veterans.
  **Total Funding Awarded:** $11,000

**LEADERSHIP EDUCATION FUND** supports excellence in public education.
- Johnson County High School
  High school students will compete in the Tennessee Latin Convention in Gatlinburg.
  **Total Funding Awarded:** $1,360

**LITERACY ENDOWMENT FUND** supports literacy projects in East Tennessee.
- Friends of Literacy
  The Adult Reading Program will provide free instruction to adults in Knox County who cannot read or write above a 6th grade level.
- Mid-East Community Action Agency, fiscal sponsor for Roane Imagination Library
  Roane Imagination Library will purchase and mail quality, age-appropriate books to all enrolled children every month.
  **Total Funding Awarded:** $4,700

**RESPIRATORY DISEASE FUND** supports projects directly related to the diagnosis, research, treatment, education, prevention, and cure of respiratory diseases in Knox County.
- Cherokee Health Systems
  Five spirometers will be purchased for use in the diagnosis and treatment of respiratory diseases in underserved children.
- East Tennessee Children’s Hospital
  The Breathe Easy Program will provide free asthma screenings for children and adults at Title I schools.
- InterFaith Health Clinic
  The smoking cessation program will help patients eliminate smoking and address the chronic conditions associated with smoking.
  **Total Funding Awarded:** $30,340

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**Norris Area Community Foundation**
An Affiliate Fund of East Tennessee Foundation  
2015 Grants

Norris Area Community Foundation (NACF) is ETF’s newest affiliate fund. The idea for a Norris area community foundation first arose when a Norris citizen realized that a community foundation provides for an area’s charitable and philanthropic needs. In April 2014, the Kick-Off Fundraiser was held at the Museum of Appalachia, and the fund was established at the Foundation in May 2014 to benefit the citizens of Norris and surrounding unincorporated communities, such as Andersonville, Bethel and Fairview areas of Anderson County. NACF awarded its first round of grants in May 2015 to the following four organizations. Summaries of their funded projects follow:
- Aid to Distressed Families of Appalachian Counties
  The Schools Supplies Program will provide local K-12 students with new backpacks and school supplies at the beginning of the school year.
- Appalachian Arts Craft Center
  A new electric pottery wheel will be purchased for making wheel-thrown pottery.

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We Keep Philanthropy Moving in Our Region

My great-grandparents had this lovely wooden wind-up wall clock in their house. I would sit in their living room for hours and watch its brass pendulum swing back and forth and back and forth. On the half hour it would chime one single chime, but on the hour the Westminster Chimes would gloriously ring out, followed by the chiming of the hour. It wasn’t as ornate as most such clocks: just a wooden box with a rooftop apex and two carved spires on the front. But oh, how I was fascinated by the way the shiny pendulum was perpetually moving. One day, my great-grandfather, eyes gleaming at how I was easily entertained, showed me how to wind it with the key. I was just tall enough, if I stood on a chair beneath it, to reach the doorknob of the glass door and lift the key into its keyhole. That entire summer, immediately upon arriving, I would ask if I could wind the clock. He was kind enough to let me be the one to do it all summer, gently reminding me how to check the time to be sure it was correct and not to over-wind the clock.

Looking back, I think what captivated me most was how the pendulum would always keep moving, but required a little consistent care. The same holds true for endowed funds at East Tennessee Foundation (ETF). Many of our funds are set up with assets we receive once the donors have passed, so it is up to us to protect and grow those funds. We do that through good stewardship tools such as careful, long-term investing and a relatively constant spending rate. However, the donors’ purpose in putting their funds here was not simply to grow the fund for the sake of growth, but rather to ensure that the fund would continuously improve lives in East Tennessee in some way. Our highest calling is to satisfy the donor’s intent, even when the original plan for the fund becomes impossible.

Fundholders often ask what would happen if the program or particular charity they want to support goes away or merges into another. ETF, as a community foundation that is certified in accordance with the National Standards by the Council on Foundations, has the ability to adjust the way a fund works to keep it focused on the donor’s intended result. This is true even if the express language can no longer be followed exactly as written because the stated purpose has become unnecessary, impossible or inconsistent with the community’s needs. In those situations, ETF bears the responsibility to find the most closely related purpose to our donor’s original intent that is possible and practical for the needs of the community.

None of us knows how circumstances will change in the future, so ETF’s role is to fully understand what the donor wanted to achieve through his or her philanthropy and thoughtfully make grants that stay true to that purpose. And, just as my great-grandfather was faithful to keep the pendulum moving, ETF will be faithful to keep each donor’s fund working to change lives in East Tennessee.

If you want to learn how ETF can help protect your or your client’s charitable intent, please contact Sherri Alley at (865) 524-1223 or sdalley@etf.org.

Invitation for Professional Advisors

Interested in learning how East Tennessee Foundation can help you better serve your clients? Sherri Alley can conduct an informal “Lunch & Learn” meeting with your team at your office. We’ll even bring lunch! To schedule yours, please contact Teresa Antle tantle@etf.org or (865) 524-1223.

Johnson County Community Foundation Golf Tournament
Wednesday, September 23, 2015
11:30 am – Registration & Lunch
12:30 pm – Shot gun start
Glenrochie Country Club – Abingdon VA
Sponsorships and Team entries still available
Contact Trudy Hughes thughes@etf.org or 877-524-1223 for additional information.
NACF Grants Continued from Page 6

- **Museum of Appalachia**
The Pioneer Partnership Program will supplement the admission price for school children to visit the Museum and experience the rich history of Appalachian pioneer life.

- **Norris Middle School**
The new Theater Arts Program will offer classes and an after-school club for students to help them prepare for school and community performances.

**TOTAL FUNDING AWARDED:** $7,080

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.

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East Tennessee Foundation respects, celebrates, and encourages diversity that positively contributes to our healthy and caring community.

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.

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