BLESSED WITH WONDERFUL OPPORTUNITIES

Sometimes, when we are presented with many, even too many good opportunities, it can be overwhelming and impossible to pick out the best ones. I experience a version of this every time I try to holiday shop with a list and sometimes even a planned order of stores I will visit.

At ETF, we are incredibly blessed with some really wonderful opportunities, but to make the best of them, we have learned that we need a plan, prioritized on the opportunities we will pursue. In 2014, ETF will be working from a board developed and staff implemented strategic plan. The opportunities we develop will be coordinated to best advance our role as THE leader of philanthropy in our region. This issue of Connections is full of not just good information, but also of opportunities presented to us with which we have been successful. As you enjoy this report, I hope you will keep in mind that at every step along the way, whether bringing us an opportunity, helping us to capitalize upon it, or providing the funds that help us address it, we are successful because of you. So this holiday season, we thank you, and we celebrate you for all that you have enabled us to do.

Michael T. McClamroch,
ETF President & CEO

Board Led Strategic Planning

Staff Led Implementation

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The Season for Giving

We all have so much...

...Instead of giving one more trinket, why not give a gift that honors someone and changes lives of those in need at the same time?

Go to:
www.easttennesseefoundation.org,
click “GIVE NOW”
choose a fund,
let us honor your friend or family member, and change a life forever!

A gift has been made in your name to

East Tennessee Foundation

Thoughtful giving for stronger communities, better lives

Jane and Ned
ETF Welcomes a New Board Member

Pat Summitt Foundation

The 2013 Alzheimer’s Pansy Project

On October 3rd, a group of volunteers launched the second annual Pansy Project in Knoxville. The goal of the Alzheimer’s Pansy Project is to decorate Knoxville in purple and orange pansies as a symbol of support for all of those fighting Alzheimer’s disease. Stanley’s Greenhouses and Plant Farm, as well as Mayo Garden Centers, will donate proceeds from sales of the specially grown pansies to The Pat Summitt Foundation Fund. The promotion will run until inventory of the flowers is sold out.

Evening for Pat

In 2012 a group of friends and family members in Pat’s hometown of Clarksville, TN coordinated an event for Pat and the Foundation. The event was such a great success they decided to do it again in 2013. The special “Evening for Pat” has drawn a few hundred people each year, raising awareness and funds for The Pat Summitt Foundation Fund.

PSFF Board Member Speaks about Alzheimer’s Research on National Radio Show

PSFF Advisory Board member Dr. Ron Petersen, Director of The Mayo Clinic Alzheimer’s Disease Research Center, was a guest on The Takeaway on October 10th. The Takeaway is a co-production of Public Radio International, The New York Times, WNYC Radio in New York, and WGBH Boston. Hosted by three-time Peabody Award winner and four-time Emmy winner, John Hockenberry, The Takeaway is featured on 200 radio stations nationwide. Hockenberry contacted the PSFF seeking one of its medical research experts to speak on the latest Alzheimer’s disease research; Petersen was introduced on air as a PSFF Advisory Board member.

Nita Summers

Nita Summers was born in Philadelphia, Pennsylvania, grew up in Florida and South Carolina, and attended school in South Carolina. She received her Bachelor of Arts in Speech Pathology from Columbia College, in Columbia, South Carolina, and a Masters Degree in Speech Pathology and Audiology from the University of South Carolina. For three years she taught in Lexington County, South Carolina, schools and then served as an Assistant Professor for one year at the University of South Carolina. Her philanthropy usually gravitates toward helping programs that focus on young children and youth. Currently, Summers serves on several committees including East Tennessee State University’s Roan Scholars Leadership Program, the Circle of Friends committee for the International Storytelling Center, as well as serving on the Johnson City Children’s Advocacy Center’s board of directors. Nita is a Founder of the Women’s Fund of East Tennessee and currently serves on its Grants and Research Committee. She is an avid golfer and confides that she would like to come back as Barbara Mandrell (cute, little, blonde) and be able to play the saxophone. She and her husband, Rab, have a daughter (married with two children and living in Colorado) and a recently married son.
Women’s Fund of East Tennessee (WFET) Celebrates Chair Mary Ellen Brewington for an Amazing Term and Announces New Officers and Board Members

WFET, serving 25 counties in East Tennessee, feted Mary Ellen Brewington, Board Chair and Founder member as she prepared to step down at their Advisory Board meeting on November 21, 2013. They celebrated with her the tremendous growth of the Women’s Fund during the past year and the significant impact she made toward its mission as a catalyst to transform the lives of low-income women and girls in East Tennessee. Carol Transou, fellow Board member, Founder and past Chair, presented her with a very artistic “sassy” paddle as a remembrance from conversations and celebration of the recent Women’s Fund Journeys of Women Art Exhibit in Jonesborough. On a more serious note, Carol provided a litany of definitions of Mary Ellen’s leadership and presented her with a beautiful Italian pen – as a remembrance from the WFET Board for her passion, commitment and support of the Women’s Fund for the past three years. Mary Ellen’s leadership and heart for our mission will be missed, as will past Advancement Chair, Meg Lonon, and Founders member, Sheena McCall, as they go off the Board. New Board members are Kay Montgomery Clayton, Nita Summers, and Brenda Wood.

Journeys of Women Art Exhibit
Jonesborough – Huge Success

Founders, donors and friends of the Women’s Fund of East Tennessee and artists gathered at the newly renovated McKinney Center for an opening reception. The show featured the work of 37 northeast Tennessee women artists. Instead of the usual biographical information, artists were asked to reflect upon their journey as a woman. The exhibit included landscapes, portraits, sculptures, pottery, fiber and abstract or mixed media art.

The Women’s Fund of East Tennessee is a charitable fund of East Tennessee Foundation. Members believe that when you invest in a woman, you invest in a family, a community, and a region. In April 2013, grants were awarded to two organizations: $60,000 was granted to the New Opportunity School for Women at Maryville College. A second grant of $20,000 went to the Helen Ross McNabb Center for Mental Health for an outpatient alcohol and drug treatment program. Any organization may apply for a grant or donate to the Women’s Fund. The goal is to build an organization that includes primarily women of all means who have the interest of women and girls at heart. To donate or for more information, visit the website at www.womensfundetn.org or call Terry Morgan, Director, at (877) 524-1223 (toll-free).
Random Acts of Flowers

Chances are if you have visited someone in a Knoxville hospital, assisted living, nursing home or hospice facility, you have encountered Random Acts of Flowers (RAF) and their recycling efforts to improve mental health through the power of giving flowers. Run almost entirely by volunteers, RAF collects donated flowers from weddings, memorial services, florists, special events, grocery stores and churches – to recycle and repurpose them into beautiful bouquets for delivery to patients.

RAF’s founder, Larsen Jay, experienced a near-fatal accident. While hospitalized, Larsen received support from daily visitors and dozens of floral arrangements that helped with his long recovery. As his healing allowed him to leave his room, he became aware that not everyone had visitors and flowers – both of which had helped him so much in those early and difficult days. Within moments the first “random act of flowers” delivery was made, repurposing his flowers and delivering them to patients in nearby hospital rooms. Remembering how a simple gesture touched his fellow patients compelled Larsen to form Random Acts of Flowers in 2008.

Since medical research has shown that a positive attitude quickens healing time and reduces the amount of pain, anxiety and fatigue associated with illness, Random Acts of Flowers’ goal is to play a small part in the improvement of each patient’s positive mental health. RAF, a non-profit 501(c)(3) charity, delivers flowers to individuals determined by nurses/caregivers to be most in need at community healthcare organizations.

Random Acts of Flowers has raised community awareness to its mission, formed partnerships with local businesses, and delivered over 26,000 bouquets to patients in the East Tennessee region. Responding to the tremendous interest, RAF has begun expansion to other cities and will focus on developing into a national, possibly international, charity in the next ten years.

“As a result of Random Acts of Flowers’ continued growth, we began thinking of national expansion and making sure we had a strong financial future. In discussions with major supporters and other respected community leaders, we learned that establishing an endowment is a natural step to support a charitable mission. With our advisor’s recommendation, we have partnered with East Tennessee Foundation to create the Random Acts of Flowers Fund, an endowment to sustain us in the future,” said Larsen Jay.

Congratulations Carolyn!!

Carolyn Schwenn, ETF Executive Vice President & Secretary, was recently awarded CFO of the Year by the Greater Knoxville Business Journal & the Knoxville Chapter of Financial Executives International

Did you know?

Legacy Parks Foundation began as a special project of East Tennessee Foundation

Follow ETF on Social Media!
East Tennessee Foundation’s (ETF) support of the Knoxville Re-Animation Coalition and Odd Fellows Scholars Program began in 2009 with a grant from the Neighborhood Small Grants Program (NSGP) Fund to the Dandridge Avenue Neighborhood Watch. The $3,000 grant helped launch this program to help inner-city youth develop their academic, written, verbal, and technological skills. At the same time, the youth helped preserve Odd Fellows Cemetery, as they learned about the individuals who were buried there. The program is unique and compelling because it pairs a successful academic program and commitment to youth with the restoration and preservation of Odd Fellows Cemetery. ETF has continued its support with a second grant from NSGP and a Mount Rest Fund grant.

The Knoxville Re-Animation Coalition, Inc. and Odd Fellows Scholars Program were developed in 2009 to create bridges between the Walter P. Taylor residents and individuals in the surrounding community with the hope of strengthening social ties and unity. The intention was to engage the community in heritage construction, enhance youth knowledge of African-American history in Knoxville, and equip individuals with the writing, communication and technical skills needed to research and create alternative narratives to uplift the community and create pride in their environment.

The project originators, Stephen Scruggs and William Clyde Dorsey, were born in Knoxville and attended Cansler Elementary and Vine Junior High Schools. Clyde left Knoxville after Vine Junior High while Stephen graduated from Austin-East High School in 1970. Inspiration for this project grew out of conversations between Stephen and Clyde and from demonstrations of how technology is used in the classroom at St. George’s School in Newport, Rhode Island, where Clyde currently sits on the Board.

As young boys, Clyde and Stephen walked past the cemetery on their way to and from school every day. The Odd Fellows Cemetery is an African-American cemetery in East Knoxville established in 1880 by the Banner Lodge Chapter of the Odd Fellows Fraternal Order. As an adult, Clyde couldn’t help but observe how in one short block along Bethel Street, there was the valorization of the Confederate dead on the one hand and the devaluation of the African-American dead on the other. Removal of those disparities is a prime motivator for his involvement in this project. Stephens’s passion and commitment to youth and Clyde’s belief and respect for the power of history and the importance of storytelling in the lives of people have been important to the success of the program.

Through the formation of the Knoxville Re-Animation Coalition and the development of the Odd Fellows Scholars Program, these two native Knoxvillians have begun steps to revitalize a community through education and a rebirth of community pride along an old school route they never forgot.

_The Cemetery of Life_, a film produced by the Odd Fellows Scholars and L&N STEM Academy, recently won best film in the high school division of The Knoxville Film Festival.
The Elizabethton/Carter County Community Foundation was created through a gift from a local anonymous donor whose love for the community, the preservation of its history, its culture and landscape, is reflected through the establishment of this permanent fund. The Fund has created opportunities for others to give and join in supporting the well-being of Carter County and its citizens. Organizations which were awarded grants and their funded project summaries follow:

**Boys & Girls Club**
Project LEARN will provide resources for youth to improve their grades by providing them with homework help, tutoring, and academic mentoring.

**Carter County Government**
The Inmate Garden at the Carter County Detention Center provides many benefits to inmates including fresh produce for the Detention Center and horticultural therapy.

**Cloudland High School**
Students will benefit from theater arts experiences as they create and perform a play.

**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 purchase historically-correct uniforms to wear during their public performances.

**The Shepherd’s Inn**
Electrical improvements will enable Shepherd’s Inn to ensure their clients’ security and comfort.

**Watauga Historical Association**
A section of decorative wrought iron fence will be installed around Green Hill Cemetery.

**Total Funding Awarded:** $10,000

In 2012 and 2013, Carter County Government’s Inmate Garden Program received grant support from Elizabethton/Carter County Community Foundation (ECCF), an affiliate fund of East Tennessee Foundation. In a recent progress report from the garden program, the project’s ongoing success was attributed in large part to the funds awarded by the ECCF.

Because of past success, ECCF awarded Carter County $1,500 to cover costs for the 2012-2013 cycle. The full grant amount was used to purchase vital garden supplies.

Captain Thomas Smith, a corrections officer who oversees the garden program, writes: “I would like to take this opportunity to thank the Elizabethton/Carter County Community Foundation for providing this resource which has allowed us … to show a particular portion of the populace how to work the land and obtain a successful result.” Additionally, “This grant allowed the Carter County Detention Center to be several years ahead of schedule.”

The Watauga Valley Fife & Drum Corps will purchase historically-correct uniforms to wear during their public performances.
FIVE GREAT REASONS
TO DONATE STOCK OR MUTUAL FUND SHARES TO ETF

If you have heard Mike McClamroch or me speak at an event recently, then you have probably heard us say “East Tennessee Foundation can accept any asset of value.” ETF frequently receives gifts of publicly traded stocks or mutual funds, both of which are automatically accepted without the need for due diligence review or Board approval. We immediately sell the shares received and credit the proceeds of the sale to the fund of the donor’s choice. If you desire to make a philanthropic impact on your community and you own publicly traded stocks or mutual funds, you may be particularly interested in these five reasons to contribute some of those shares to ETF.

1. It’s easy! In most cases, you or your investment broker can simply call or email us to request our “DTC Instructions,” which allow your broker to electronically transfer the funds to ETF’s account, much like a wire transfer of money between bank accounts. If your brokerage firm requires the recipient to complete paperwork, we’ll happily do that too!

2. It’s flexible! You can instruct us to apply the proceeds from the sale of the shares to any existing fund(s) at ETF or perhaps create a new one. You can benefit our Opportunity Endowment, address a particular cause, or support a specific organization. You can even add to a donor advised fund or make a gift in memory or honor of someone special.

3. There’s no tax on the capital gain! With the Dow Jones Industrial Average and the S & P 500 Index both up over 20% in 2013 to date (as of early December), many stocks and mutual funds have seen significant appreciation since they were purchased. If you sell appreciated shares, you would be subject to taxes on the gain at rates as high as 23.8% (for shares held longer than one year) or 43.4% (for shares held less than one year), depending upon your income level. If you contribute those same shares to ETF instead of selling them yourself, neither you nor ETF pays any taxes on the proceeds of the sale AND you receive the charitable deduction mentioned above.

4. Your contribution is tax deductible! The fair market value of the shares (the average of the day’s high and low prices) on the date we receive them is available for you to deduct as a charitable contribution, subject to any limitations specific to your tax situation. Of course, ETF will provide you with the necessary written acknowledgment of your gift for tax purposes.

5. You can give back without giving your cash! A gift of stock or mutual fund shares can be made directly from your investment account without the need for you to write a check. You can help your community and make a charitable gift without dipping into the cash in your bank account.

To make a gift of publicly traded stock or mutual fund shares to East Tennessee Foundation, please contact Sherri Alley (sdalley@etf.org) or Carolyn Schwenn (cschwenn@etf.org) by email or by telephone at (865) 524-1223 or toll-free at (877) 524-1223.

The tax benefits to be gained from charitable gifts are a matter of timing, so don’t let the end of the year catch you with those gift dollars still in your pocket. And remember that a stock gift takes a little longer to be finalized, so allow a few extra days when giving stock.
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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