Connections

East Tennessee Foundation

Winter 2006

Creating Resources to Enrich Lives and Strengthen Communities

THEIR LASTING LEGACY

Our region recently lost three very important friends. We are saddened by the loss, but heartened by how Betsy Worden, Lindsay Young, and Bob Webb each used their special gifts to leave us a rich legacy.

Betsy Worden was that all so rare combination of inspired visionary and nuts and bolts worker. She had a deep appreciation for the beauty – natural and in our people – of our region and sought to advance that beauty with her considerable artistic and leadership talents. When I chose to forego the practice of law to lead ETF, Betsy and her husband, Stuart, were some of the first to endorse the decision. We celebrated with a reception at their one-of-a-kind restored log home. When ETF moved into our new offices at 625 Market Street, Betsy contributed a "mono-print" entitled, "Above and Beyond." In it, the Great Smoky Mountains are painted with Betsy's own thumbprints. What an inspiration it is every day to share our office with Betsy's work.

I grew up fishing at Elkmont with Lindsay Young. We always threw them back, because it was the "right thing to do." "Mr. Lindsay" was an ETF Honorary Lifetime Board Member and the epitome of a true gentleman. He worked hard and enjoyed principled, unselfish giving for all of his 93 years. Sometimes his advice and wit were his most valuable gifts. Lindsay knew how important a permanent source of support was for a nonprofit and was responsible for establishing endowments at East Tennessee Foundation for the benefit of the Humane Society of the Tennessee Valley, Community School for the Arts, and the Wellness Community. He was also a visionary and contributed to the start-up funds here for the Nine Counties.One Vision. and Project Grad initiatives.

As a graduate of Webb School, I am, in many ways a product of Bob Webb. While all of us, as his former students, try to live up to his *princepes non homines*, it is my work with Bob at our church, with Habitat for Humanity, and the many worthy causes he and his wife, Julie, support that gave me the highest appreciation for his quiet, conscientious leadership. His causes were sometimes not popular, in fact sometimes they were even unpopular (integration in education), but the character and discipline with which he applied himself to causes that improved our region has been a powerful role model for me.

In each of these three friends, our loss has been great, but in time, I hope we will all be able to focus on the lasting legacy they have left us – enriching lives in our region, and the responsibility we take so seriously at East Tennessee Foundation – to carry on that legacy. Betsy, Lindsay, and Bob, we hope you will be proud of the work we do in your memory.

Michael T. McClamroch
President & CEO

Annual Meeting & 20th Anniversary Rap

"Imagine & Act" was the theme, Johnson City Suzuki School of Music played, J. Daniel Pressley (2005 ETF Chair) welcomed, Mark K. Williams (2006 ETF Chair) recognized new and outgoing board members, Michael T. McClamroch (ETF President & CEO) reported, and board members "rapped" to introduce our 20th Anniversary Celebration.

Judge Ken Porter
Howard Blum

Mark Jackson

Marian Oates
Marie Alcorn

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See ETF on Community Television Channel 12
Mondays - 10:15 a.m.
Wednesdays - 5:45 p.m.

2006 NEW BOARD MEMBERS

Introducing Our New ETF Board Members

LARRY MARTIN was born in Jackson, Tennessee, graduated from the University of Tennessee, and then he became a banker. During his 38 years with First Tennessee Bank, he has worked in various areas of the bank. He is currently Chief Operating Officer for Tennessee Banking Group. Larry has been very actively involved in the Knoxville community since 1987and has served/serves on a variety of nonprofit boards in leadership roles including: Knoxville Chamber, United Way, Partnership for Neighborhood Improvement, East TN Foundation, Knoxville Zoo, Knoxville Symphony, Leadership Knoxville, Covenant Health,Tennessee Theatre Foundation, and Knoxville Project GRAD. "My community experience has been diverse. My favorite philanthropic areas deal with health care, housing, and education. All three are critical to a community's well-being and quality of life," said Martin. Larry and his wife, Jane Hope Martin, enjoy UT sports and trips to the beach. They have two daughters, Hope (27 yrs.) and Meg (24 yrs.).

ALICE MERCER, a native of Birmingham, Alabama, with East Tennessee family roots (her grandmother, Alice), moved to Tennessee 16 years ago when her husband, Charlie, accepted a position at the UT Medical Center.With an MBA and a PhD in Health Services Administration, Alice has held several professional postions and is presently Executive Director of the Wellness Community of East Tennessee. Alice's volunteer experiences include numerous nonprofit boards: Wellness Community, FISH of Knox County, American Heart Association, Second Harvest, Knoxville Symphony League."My favorite area of philanthropy involves helping those in need, whether it be through regional food programs or through the Wellness Community," said Mercer. For fun, she enjoys running (she says now it's mostly walking), gardening, and reading and admits to being terrified of horses. She and her husband, Charlie, have two daughters: Melissa in New Orleans and Mary Catherine, a senior at West High School.

BUTCH PECCOLO was born in Colorado, grew up in Kansas, and attended the University of Tennessee. Having resided here for the past 35 years, he now considers it home. Butch has served on the ETF board previously and is a current member of the Investment Committee. His primary philanthropic interests deal with the welfare and education of young people, health care needs, welfare of the family unit, and access to education in our community and region. "I believe that economic gains and societal successes of the future will be dependent upon a healthy and well educated population," said Butch. He and his wife, Dulcie, have two grown daughters and one grandson (the most intelligent and handsome baby in the Southeast, if not nation) enjoy family, traveling, sporting events as spectators, and working outdoors in the yard and garden. Butch enjoys cooking - particularly Italian cuisine.

PACE ROBINSON was born and raised in Knoxville and is a proud graduate of West High School. He is president of Modern Supply, a family owned distribution business with seven locations in East TN. His volunteer efforts include a little of everything, from coaching kids' basketball to being President of the Knoxville Jewish Alliance. "I am a graduate of the University of Florida! Go Gators! But I remain a Big Orange fan as well," said Pace. Karen, his wife of 20+ years, and Pace have two sons: Asher (15 yrs.) and Eli (18 yrs., and right in the middle of making a college selection). Pace enjoys his family, playing golf, being on the water, and reading.

PAUL WILLSON, a native Californian, (both of his parents were from East Tennessee) now lives on his father's family farm near Niota. Paul attended Baylor School in Chattanooga, has an undergraduate degree in Forestry and an MBA from the University of Tennessee, and is a graduate of the National Graduate Trust School at Northwestern. He retired as a Lieutenant Colonel and Squadron Commander in the 134th Air Refueling Wing and is Vice Chairman and President of Citizens National Bank. His myriad of volunteer endeavors include: two terms as Chairman of the Tennessee Chapter of The Nature Conservancy, leadership of numerous civic organizations, and in June, he will be installed as Chairman of the Tennessee Bankers Association. "My primary interests are in the protection of our environment and the planning for the best uses of our open land, community planning and historical preservation, and educational improvement," Paul said. Paul pursues fun by running, cycling, reading, paddling, hiking, cross country skiing, backpacking, and has become re-engaged with kite flying and target archery which he enjoyed as a child. He and his wife, Deb, have one 11 year-old-son, Hugh, who attends Niota School.

VALUING OUR PAST

As part of the ETF 20th Anniversary Celebration, we are collecting comments and observations from people who have helped to MAKE our history. The comments and observations will be included in our newsletters throughout the year.

East Tennessee Foundation
PRE-HISTORY

1958
Knox County Foundation

Bill Wilson, a local attorney, at the request of United Way (United Community Services) organized the Knox County Foundation for the purpose of raising capital funds for United Way agencies.

1969
Becomes Community Improvement Foundation of East Tennessee

Sam Fowler, ETF Honorary Lifetime Board Member – "In 1969, Knox County Foundation surrendered its charter so that each United Way agency could raise its own capital funds. Tom Winnerstein, an executive with United Way, asked if I could amend the charter to make it a community foundation. A board selected by the leaders of United Way was elected and changed its name to the Community Improvement Foundation of East Tennessee. I was chairman of the board 1969 – 71 and then president from 1971 – 72. The Fowler Fund, established in honor of my grandfather and grandmother, helped to pay bills of the Foundation."

1979
Two independent charitable entities are organized - Knox Chamber Foundation and Business Trust for the Arts

When the Knoxville Chamber of Commerce was building their new facility, the Knox Chamber Foundation was created to receive gifts.

By developing partnerships between corporations and the arts, Business Trust for the Arts supported the arts and artists in Knoxville. Bobbie Congleton and many other future leaders of ETF played an active leadership role in the organization and were present when East Tennessee Foundation was created.

1982
Community Improvement Foundation and Knox Chamber Foundation merge to form Community Foundation of East Tennessee

Annette Anderson, retired director of the Community Design Center – "My work with the organization that was to become East Tennessee Foundation began like many East Tennessee Community Design Center (ETCDC) projects, but turned out to be a very different sort of project and was surely the most significant of them all. It began with ETCDC's work with the Levi Strauss Foundation on designs for several playgrounds and small town improvements. Levi Strauss Foundation leadership suggested that work be started on designing a foundation which could have real impact on the region and they awarded a grant to do so. Our client in the venture was the board of the existing Community Foundation, a very small local foundation awarding small grants once a year. Stuart Worden led the Community Foundation's board in decisions necessary for the Foundation to evolve into a major community foundation of regional importance. They determined the foundation's future mission, decided on a name, defined geographic area, outlined organizational structure and made other major changes. Sam Fowler handled the legal work of transition and Darla Beverage, CDC staff member, did extensive research on other community foundations; their development strategies, their operations, their impact.

What I remember most about that plan was how ambitious the Foundation's objective to reach $10 million in its first ten years seemed. For this small board with a long history of attempting to reach its first million, it seemed an impossible goal.

Probably the most important things I did were to serve on the 1984 selection committee for the first executive director, to encourage Katharine Pearson to apply, and to ask Natalie Haslam to serve on the first board of directors."

The story continues with David White's article on page four.

THE EARLY DAYS

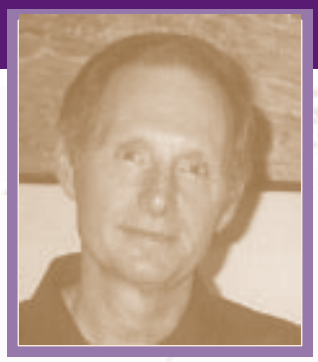
Early Days of East Tennessee Foundation

I think it was late 1983 when Stuart Worden asked if I would be on the board of the community foundation. I said no—that I was already on too many boards, and that I didn't even know what a community foundation was. But I made the fatal (and very fortunate) error of letting Stuart explain to me the role of community foundations. And I was hooked. It was such a great idea. People who cared about the future of Knoxville and East Tennessee could assemble a large sum of money to be used for the good of the community—forever. Because these monies would be combined and managed together, there would be enough to hire the very best money managers available. And because there would always be an active board of local citizens evaluating the needs of the community into the future, the money we raised would always be directed toward the most important needs of the time.

People who cared about the future of Knoxville and East Tennessee could assemble a large sum of money to be used for the good of the community—forever.

This solved two important problems for people who wanted to give money for the perpetual good of their hometown: having a large enough asset base to get good financial management, and making sure the monies would always be used wisely—even when the donor was no longer around to ensure it.

Further, one could designate the funds for particular organizations, or particular types of needs, and the community foundation would carry out those wishes forever. This solved the very real problems many had encountered in trying to create endowments for small organizations—they often were not set up to manage endowments effectively, and their mission—and even their very existence—might change over time. To solve this dilemma, proceeds from funds held at a community foundation could be directed to the organization of one's choice each year, but if something happened to that organization—if it collapsed or mismanaged its money—the funds could be redirected by the community foundation to a similar use.



David V. White
First ETF Chair

It was also clear that, rather than being one more fund, a community foundation was there to serve all the other organizations—we would not be competing with them, but helping them accomplish their missions. And hopefully providing significant levels of funding for their best programs.

As an added bonus, a significant portion of most donations made to a community foundation could be deducted from federal income taxes in the year they were given—which meant that many of the dollars we collected would stay in the community rather than being sent to Washington. It seemed almost too good to be true that a donor could get a tax deduction for the full value of all appreciated property donated, and never have to pay tax on any of the appreciated value.

However, in order to fulfill these grand potentials, there were a couple of problems we needed to overcome. Almost no one in Knoxville knew anything about community foundations, and getting the story across—until the Aha! Moment—was not easy. At the same time, there were several people in Knoxville who had seen the potential, and several small organizations had been formed—and these organizations were beginning to compete with each other among potential donors.

So over the next four years, we set about bringing all of these competing groups together into one organization, and to begin the long process of educating the Greater Knoxville community—and then all of East Tennessee—about the potential of this new entity finally created in 1986: East Tennessee Foundation.

by David V. White
First ETF Chair

THE WELLNESS COMMUNITY OF EAST TENNESSEE

A REFUGE FOR HEALING

http://www.wellnesscommunitytn.org/

"...All with laughter, joy, and hope" are part of the welcoming statements on The Wellness Community of East Tennessee (TWC) website. Those words convey the constant theme of the comprehensive support services offered by TWC to people with cancer and their loved ones in East Tennessee; all in a comfortable home-like setting, completely free of charge.

A cancer diagnosis often causes feelings of fear, depression, and isolation. In 1982, to reassure cancer patients in California that they were not alone, Dr. Harold Benjamin created the first Wellness Community. His underlying philosophy was: cancer patients and their families need support, the patient has to be active in decisions concerning his or her treatment, and the patient needs to actively seek care in addition to the prescribed medical care.

In the late 1980's, Rachael Young, a local Knoxvillian diagnosed with breast cancer, was pleased with her medical treatment, but wanted to learn more about what she could do to cope with cancer. After reading Dr. Benjamin's book and hearing him speak at a cancer workshop in Santa Monica, Rachael began raising awareness of the Wellness concepts in Knoxville. With Rachael's advocacy and help from her husband, Robert, and his brother, Lindsay Young, The Wellness Community of East Tennessee opened to the public on January 2, 1990.

"We have celebrated our 16th year and we still carry the vision of Rachael Young and the earlier vision of Dr. Harold Benjamin as we go through our daily work," said Alice Mercer, TWC Executive Director. The Wellness Community medical advisory board is comprised mostly of oncologists and other people who serve cancer patients. Their board of directors is a dedicated group of community volunteers. Alice has been associated with The Wellness Community for 12 years: committee member, board member, board president for two years, and executive director since August 2005. She is enjoying her staff leadership role and the opportunity to work with such wonderfully committed people.

TWC offers regular evidenced-based educational programming including: the latest treatments in cancer therapy, nutrition programs helpful to immune systems, mindfulness-based stress reduction, general exercise programs (e.g. yoga, Qigong, Feldenkrais), and many others. "In our new, more convenient location at 702 Lindsay Place near the intersection of Concord Street and Kingston Pike, program participation has grown over 8% in 2005, even with the six months of construction on Kingston Pike," said Mercer. On-line services are offered through Wellness Community National for people who cannot attend programming at TWC. Also offered on-line is "Group Loop" for teens with cancer.

"...all with laughter, joy, and hope..."

"There are other support groups in Knoxville focusing on particular illnesses, but not many dedicated exclusively to cancer and none that have the kind of home-like environment that we provide with licensed clinical staff. We build community within our little house and when people come in, you can almost see them shed off the stresses of what they're going through as they walk through our doors," said Mercer. "At a recent party for alumni and participants, you could see how comfortable they were with one another – talking, exchanging their experiences, and lending support in a warm, nurturing home. That isn't likely to happen in waiting rooms."

Wellness patients enjoy a chamber music concert.

"TWC has wide and diverse financial support (four area hospitals, foundations, community groups, and individuals) and an organization endowment fund with East Tennessee Foundation (ETF) that we want to continue growing," said Mercer. "The Wellness Community values its relationship with ETF not only as a financial "home" for our endowment, but as an advocate for The Wellness Community with potential donors, and as a wonderful guide in fundraising projects."

Laughter, joy, and hope are not words that ordinarily come to mind when we think of cancer. The Wellness Community is committed to making these words part of the lives of cancer patients and their families and offers the following assurance: **"If you or a loved one has cancer, you don't have to feel alone. There is a whole community behind you."**

TWC MISSION: *To help people with cancer and their loved ones by providing a professional program of emotional support, education, and hope.*

ANGIE GRUBB MEMORIAL SCHOLARSHIP

Philanthropy As Therapy

Whether you look at the marble of the Roman Forum or the sandstone of the Pyramids at Giza, large rocks have always been seen as the time-tested form of remembrance. Yet, what good can be found in chiseled forms or letters on a big rock? Importance has always been placed on being remembered forever. From ancient times to the modern day, power, importance, and wealth have been demonstrated by the permanence of stone.

Yet, stones are inanimate, useless items that can do little more than last seemingly forever, and in that, force all who see them to think about what is carved from them. Sometimes they are aesthetically valuable. Sometimes they become hallowed places of remembrance. However, these millenia-old monuments do little to serve a purpose to those who are alive to see them.

Angie Grubb Memorial Scholarship
5k Race

Conversely, an endowment is a perpetual way to etch one's name in another's life. In the case of Johnny Grubb, principal at McMinn County High School, his creation of the Angie Grubb Scholarship in his daughter's memory, will forever allow his daughter's name to help others. Angie was active in church work and adult literacy programs, and now Angie's name will go on making other people's lives better, richer, and fuller, as though taken from her example. Furthermore, this scholarship allows Principal and Mrs. Grubb to do the same; after all, that is probably where Angie learned these traits in the first place. That, in itself, serves a secondary purpose.

Principal Grubb crosses the finish line.

It is a way for Principal and Mrs. Grubb to deal with the loss of their daughter. Angie was a special individual. She demonstrated her capabilities as a student and as a human being in many ways: elected best all-around senior, Dean's list in college, etc. With the establishment of the Angie Grubb Memorial Scholarship, Angie's name will forever be a reminder of her beautiful nature and fine characteristics.

By Justin Parreco
ETF Intern

The Angie Grubb Memorial Scholarship is funded by a 5k race held in Athens, TN, annually. Angie was an avid runner and some of Angie's former sorority sisters make the journey each year to this East Tennessee town to honor the friend of whom they thought so highly. Of course, no race is complete without Principal Grubb crossing the finish line himself.

When asked why he decided to create a scholarship with East Tennessee Foundation to memorialize his daughter, Principal Grubb responds that he wanted it to be perpetual, and that ETF is, "as sure as you can get with that." It is further proof the Grubbs are great people. Principal Grubb is trying to make a positive out of a negative. This contribution makes his daughter far and away more worthy of remembrance than many whose stories were etched in the marble of the Roman Forum or the sandstone of Giza. The whole ETF family is proud to help the Grubbs in this noble endeavor.

For more information on how to contribute to the Angie Grubb Memorial Scholarship, please contact Crystal Chirico 524-1223 or cchirico@etf.org.

OPERATING ENDOWMENT FUND

SHALL WE DANCE?

Do you remember that wonderful scene from "The King and I," when the king's governess sings "Shall We Dance?" and Deborah Kerr and Yul Brynner go whirling around the main hall of the palace? Well, forewarned is forearmed, because I am about to invite you to dance.

In case you haven't heard, East Tennessee Foundation is celebrating its twentieth birthday in 2006. Many of you understand the significance of that milestone, especially in light of the fact that our total assets now eclipse that magical mark of $100 million. So how should we celebrate this momentous occasion?

Certainly there will be more than one event during this year when we will raise our glasses high and toast our entry into the third decade of enriching lives and strengthening communities in our beloved East Tennessee region. You know, of course, that we have granted out more than $130 million over the past twenty years, with most of that money going to agencies and organizations in our primary coverage area. If we want to be assured that such grantmaking will continue far into the future, perhaps the theme of our year-long celebration should have something to do with our own sustainability. For a person to believe that an organization is "worth its salt" and therefore worthy of consideration for financial support, he/she must accept the underlying rationale for the organization's reason for being. It is not at all uncommon for people to have difficulty understanding the role of a community foundation in improving the quality of life in a given geographic region. Indeed, for those folks whose charitable giving consists of occasional checks taken from current income and given to their favorite nonprofit organizations, our services may seem unnecessary.

... perhaps the theme of our year-long 20th anniversary celebration should have something to do with our own sustainability.

By Bob Calloway
Vice President for Advancement

But there are many people and nonprofit organizations needing advice and technical assistance in carrying out their philanthropic master plan, and this assistance may be needed for several years or may not even begin until a testamentary gift comes to fruition. The investment and administration of endowed funds, the ability to accept non-traditional gifts, and the opportunity to provide a much-needed tax benefit well in advance of the actual grants are but a few of the services we provide that validate our viability. With more than six hundred fifty community foundations nationwide holding total assets in excess of $39 billion, a lot of people and agencies must be believers in the community foundation model.

If you subscribe to the importance of the mission of East Tennessee Foundation, then you will want to be a participant in the campaign to build our operating endowment to $2 million. We are already one-third of the way to our goal, and we have every reason to believe that we can raise the remaining $1.3 million in our twentieth birthday year. Why $2 million? Without going into excruciating detail, we believe that the income earned from such an endowment will make it no longer necessary to send out those pesky year-end appeals for operating assistance.

In due time, we will let you know how you can participate in our operating endowment campaign, and what the different levels of participation will be. Meanwhile, I hope you will put on your best dancing outfit, because we really want you to be our partner in a dance that will solidify the future of East Tennessee Foundation.

...we really want you to be our partner...

Shall we dance?

HONORING ANNETTE

East Tennessee Foundation (ETF) recently introduced ETF board member Annette E. Winston as its honoree at the Smoky Mountain Chapter of the Association of Fundraising Professionals. Annette has been an extraordinary volunteer, generously supporting ETF with her time, talents, and resources for over five years: Affordable Housing Trust Fund Advisory Board, Office Space Task Force, grants panels, ETF Executive Committee, and Chair of the Community Investment Fund (CIF). She was instrumental in reinvigorating the Community Investment Fund as a valuable Knox County affordable housing resource. Annette brings joyful, focused energy to the many causes she serves.

Annette Winston

Left to right: J. Daniel Pressley, Marie Alcorn, Steve Arnett, Howard Blum, Annette Winston, Mike McClamroch, Jeannette Kelleher.

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, 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

East Tennessee Foundation (ETF) is a 501(c)(3) nonprofit corporation founded in 1986. ETF is a permanent community endowment dedicated to connecting caring donors with social needs and opportunities to enrich lives and strengthen communities.

BOARD OF DIRECTORS

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HONORARY LIFETIME MEMBERS

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Sam F. Fowler, Jr.
Natalie L. Haslam
A. David Martin
David V. White
Stuart R. Worden

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