



Connections

East Tennessee Foundation

Winter 2005

Creating Permanent Resources to Enrich Lives and Strengthen Communities

FURTHERING THE MISSION



Danny Pressley

As East Tennessee Foundation (ETF) enters this new year, we have the opportunity to celebrate the outstanding successes that we have achieved in 2004 and make

plans for seizing new opportunities in 2005. Even though the calendar has changed, the ETF mission remains constant, *creating permanent resources to enrich lives and strengthen communities*. And how do we further this mission?

Numbers can help to tell a story of enriching lives and strengthening communities in 2004. We added 20 new component funds and received 818 gifts totaling \$21.5 million that ranged in amount from \$5 to \$6.1 million. Together with our eight supporting organizations, total assets held by the Foundation exceed \$97.7 million. Most importantly, a total of \$22.2 million in grants was awarded in East Tennessee for capital building projects, the arts, youth-at-risk programs, affordable housing projects, and many other charitable purposes. In 2004 Kingsport Community Foundation, our newest ETF Affiliate, began its first grantmaking initiative. Also, scholarships from 35 funds totaled \$613,000 and provided support to 85 students attending 26 colleges and universities across the United States. **Since its beginning in 1986, ETF has awarded over \$122.2 million in grants throughout 24 East Tennessee counties to further our**

mission of enriching lives and strengthening communities.

The 2005 ETF Board of Directors is engaged, accomplished, and intentional about planning. The vision and strategic planning of this wonderful group of regional volunteers, along with a talented and dedicated staff, will work together to provide ways for the Foundation to serve as a vehicle for philanthropy. Through the distinctive features of personal service, local expertise, and community leadership, East Tennessee Foundation can make charitable dreams happen.

Our new office space offers new opportunities. Additional conference rooms and workshop spaces facilitate ETF's role of convening diverse voices to build community. Having regional arts and crafts displayed throughout our offices is a "win-win" for ETF and the artists. We hope you will come see it!

In this issue of *Connections* you will meet new people (our new board members), learn of extraordinary **new** regional projects, be introduced to **new** services, and see the **new** grants awarded by Kingsport Community Foundation.

I greatly value East Tennessee Foundation and its role in our region. I look forward to working with all of you in 2005 and to all the opportunities we will have to further the mission of the Foundation.

J. Daniel Pressley, *ETF Board Chair*

For your viewing pleasure...

We invite you to visit our offices,



not only for your philanthropic needs, but to see a significant display of art by East

Tennessee artists and locally crafted furniture.

The first display, on exhibit now, was provided



by the Arts & Culture Alliance. Sculptures, wood carvings, photographs and paintings can be seen throughout the two-story office space. Each piece is labeled and priced for anyone wishing to take a

masterpiece home!

Also on exhibit and available for purchase, are pieces of furniture provided by Law's Interiors & Design. Chests, chairs, tables and even lamps are displayed for our guests' viewing and sitting pleasure.

Showcases will rotate throughout the year so be sure to visit us often!

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New East Tennessee Foundation Board Introductions



Frank Addicks

Frank Addicks was born in East Tennessee. He received his B.S. in Business Administration from the University of Tennessee and has owned his own accounting firm in Knoxville for over 35 years. His community involvement includes service as past president of Rotary Club of Knoxville, past treasurer and board member of Tennessee Valley A & I Fair, past American Red Cross board member, Sequoyah Hills Presbyterian Church elder and deacon, and Cherokee Country Club past president. Frank doesn't have a favorite area of philanthropic focus, but believes all areas of philanthropy have unlimited potential. He and his wife, Peggy, have two children, Whit and Mimi, and one grandson, Frank.

Darrell Akins is from Sweetwater, Tennessee, and grew up in Loudon and Blount counties. After graduating from Alcoa High School and the University of Tennessee, he held a number of professional positions, including: staff member for Knoxville Mayor Kyle Testerman, officer of Bank of Maryville, member of the cabinet of Governor Lamar Alexander, and CEO of the Greater Knoxville Chamber of Commerce. In the late 1980's Darrell founded his own company. As a volunteer, he has served on numerous nonprofit boards: board chair of United Way of Greater Knoxville, board president of the Great Smoky Mountain Council of Boy Scouts of America, board president of the Florence Crittenton Agency, chair of Nine Counties. One Vision. Social Services Task Force, and Maryville College board member. His favorite philanthropic area is service to children and young people. He is married to Deborah, a realtor with Wallace & Wallace, and they have two children, Rachel and Harrison.



Darrell Akins



Betsey Bush

Betsey Bush was raised in Wisconsin and has taught school in Wisconsin, Minnesota, and Indiana. Betsey's primary focus was kindergarten, but she started a very successful transition program in St. Paul, Minnesota, called "Junior First Grade." She moved to Knoxville when her husband, Condon, was asked to become the president of Bush Brothers. After her children were in college, Betsey became a volunteer in many community activities: Second Presbyterian Church (elder, pre-school board, coordinating team of the Woman's Association and circle leader), former Ijams Nature Center board member (presently on the Advisory Board), Knoxville Symphony Society executive committee, and Knoxville Botanical Garden and Arboretum board. Her favorite areas of philanthropy include her church, Knoxville Symphony, and Volunteer Ministry Center. Betsey hates shopping, but

loves cleaning house and gardening. She has two sons, Jay and Benjamin, two stepchildren, Sarah and Rachel, and seven grandchildren.

Richard (Dick) Davies grew up in Harrisburg, Pennsylvania, and is a graduate of Louisiana State University. He moved to Tellico Village after retiring from the Goodyear Tire and Rubber Company as the Vice President of North America Manufacturing. He was the general chair of the 2004 Labor of Love Tennis



Dick Davies

Tournament, which benefits the Baptist Health System's senior programs. He served as president of the Greater Knoxville Tennis Association and is a member of the board of directors of the Baptist Health System Foundation. Dick is a United States Army veteran and a member of the Pennsylvania, Ohio, and Tennessee Sports Halls of Fame. In 1964, he won an Olympic gold medal for the United States in basketball and was elected to the United States Olympic Hall of Fame in 1988. He and his wife, Barbara, have four children and five grandchildren.



Peyton Hairston, Jr.

Peyton Hairston, Jr., a native of Winston-Salem, North Carolina, received his undergraduate degree from North Carolina State University and his law degree from the Wake Forest University School of Law. He is TVA's Senior Vice President, Employee Relations and Diversity. Peyton currently serves as vice chair of the board of trustees, Webb School of Knoxville, and a member of the board of directors at East Tennessee Children's Hospital, United Way, Leadership Knoxville, and the Knoxville Area Urban League. He and his wife, Tonya, have two children, Ashley and Peyton, III.

Jenny Hines is originally from West Virginia and came to Knoxville to attend the University of Tennessee and get a Master's in Accountancy. She is a CPA and owns her own practice. As a community volunteer Jenny serves as vice president of finance for Knoxville Opera Company, treasurer for Leadership Knoxville, member of Helen Ross McNabb Foundation board, member of Knoxville Symphony Orchestra board, member of the Historic Tennessee Theatre Foundation board, member and former treasurer of Executive Women's Association. The arts are Jenny's favorite philanthropic area. It is not widely known that Jenny has a second undergraduate degree in journalism from West Virginia University, grew up on a dairy farm, and won the state 4-H dairy judging contest! She recently married Tom Jester.



Jenny Hines

continued on next page

Kingsport Community Foundation
An Affiliate Fund of East Tennessee Foundation
2005 Grant Awards



Sherri Lee

Sherri Lee's family is from East Texas. She graduated from Texas Christian University in Fort Worth, Texas, and came to Knoxville in 1969 to get her graduate degree from the University of Tennessee. Following 10 years as a biology teacher at Webb School, Sherri became a dedicated community

volunteer. Highlights of Sherri's volunteer efforts include Ijams Nature Center, Friendship House, Youth Connection, Leadership Knoxville, Mental Health Association, Chancellor's Associates, UT Women's Athletics, and Webb School of Knoxville. Sherri enjoys tennis and gardening and her favorite area of philanthropy is education. A favorite way to spend an evening is to canoe, cook dinner, and sing around the campfire. While teaching biology at Webb School, she met and married Baxter Lee. Their three sons are Parker, Fletcher, and Baxter IV.

Fielding Rolston was born near Harrisonburg, Virginia. Following graduation from Virginia Tech in 1964, he moved to Kingsport. He intended to stay no longer than five years to do industrial engineering project work for Tennessee Eastman Company. For the last 40 years, he has remained in Kingsport and has no plans to leave. From 1998 until his retirement in 2003, he had global responsibility for Eastman Human Resources. Fielding's community involvements have included chairman of the board of Wellmont Health Systems, United Way, Girl's Inc., Kingsport Tomorrow, Alcohol and Drug Council, and Holston Mental Health. He is currently serving as board chair of Eastman Credit Union; chairman, Tennessee State Board of Education; board chair, Kingsport Community Foundation; board member and treasurer, Emory and Henry College; and board member, Barter Theatre. Fielding and his wife, Joyce (his high school sweetheart), have two children and six grandchildren. *etf*



Fielding Rolston

Kingsport Community Foundation
2005 Grant Reception



Fielding Rolston

Representing Girl Scouts

2005 Grant Recipients



SULLIVAN COUNTY

Girls Incorporated of Kingsport **\$2,000**

Art "Her" story is a new program for girls to explore art, art history and culture. Participants listen to a female mentor tell "Her" story, record each story in a journal, and then work with a local artist to illustrate a story from her mentor's life.

Kingsport Ballet **\$1,000**

DANCE CO. (Developing Artists and Nurturing Cultural Education through Community Outreach) provides ballet instruction to underserved children in Roosevelt Elementary School's Encore! Jr. Program and the Boys and Girls Club.

Kingsport Theatre Guild **\$500**

"Meet Monet" is a presentation by an actor portraying Monet the man, the artist and the citizen to students in Kingsport and outlying areas. This collaborative project was developed with the Kingsport Art Guild.

South Central Kingsport Community Development, Inc. **\$1,500**

"Step-Up-Rites of Passage" Summer Youth Program provides youth residing in a high crime area of Kingsport with knowledge about employment training, healthy lifestyles, African heritage and arts and leadership opportunities.

Symphony of the Mountains **\$1,000**

Area Boys and Girls Clubs and Girls, Inc. members will attend **two subscription concerts**. Prior to the concerts, the Symphony's Music Director and small ensembles will visit the organizations to introduce youth group members to the concert-going experience.

WASHINGTON COUNTY

Appalachian Resource Conservation & Development Council **\$500**

The **Quilt Trail project** is a permanent exhibition of traditional quilt block patterns as hand-painted murals on barns and other appropriate structures in the Greater Kingsport Area.

Girl Scouts of the Appalachian Council **\$1,500**

The **STUDIO 2B program** at the **Kingsport Housing and Redevelopment Authority** facilities provides girls with experiences to broaden their perspectives and improve their health and self-image.

Mountain Region Speech & Hearing Center **\$2,000**

An **otoacoustic emissions screener**, a portable computerized hearing screener, will be taken to health and wellness fairs, day care centers, preschools, nursing homes, patients' homes, and neighborhood centers.

TOTAL FUNDING AWARDED **\$10,000**

MUSEUM OF SCOTT COUNTY

They have built it. They want us to come.

We're all familiar with do-it-yourself projects. There are workshops at home supply stores and lots of instructional shows on cable and local television that assure us that *we can do it*. But a do-it-yourself museum?

Twelve years ago a teaching job offer prompted Gary Sexton, his wife, and five children to move from Cincinnati, Ohio, to be near family in a more rural area in Scott County, Tennessee. The teaching position was with Scott County High School, for the past eight years the only school in Tennessee teaching anthropology. Working with Tom Des Jean of the National Park Service on archeological digs at nearby Native American rock shelter sites, Gary's classes began collecting numerous artifacts.

Need for a place to house the artifacts motivated Gary to make a proposal to the school principal and the director of schools: he would raise the funds to build a museum if it could be built on the school grounds. They made a deal. Gary got busy and enlisted private businesses to provide funding and materials donations for a 3,000 square foot log structure museum.

East Tennessee Foundation helped them secure \$5,000 in "gap funding" (\$2,500 from unrestricted funds and a matching \$2,500 from a Scott County donor). The funding paid for technical assistance from a consultant with the University of Tennessee's McClung Museum to help them organize how the artifacts would be displayed and understand how to build the exhibit cases. It also underwrote student travel to other museums.

Other museums offered behind-the-scenes access to train Gary and the students "to do it right." Jim Barna Log Systems donated the materials and trained the students to do the actual log construction. The whole museum, tracing the history of Scott County from prehistoric times to the present, was built, researched, and is

run by students. The project is truly interdisciplinary and practically every class in the high school has been involved. Students at the school dress in character to interpret history in each time period. Visiting students experience Scott County history through hands-on activities: scraping



and tanning deer hides, making butter, carding wool, practicing gun safety, and watching interactive video. In the World War II kitchen exhibit, costumed high school girls educate visitors about rationing, recycling, and the vital role women played during the war. A "Wall of Fame" includes a collage of all the Scott County World War II veterans.

Participants enjoy an explosion demonstration in a model coal mine and have a visual treat with life-sized photographs from 1910 that highlight a Scott County log mill that was the second largest in the country. And, of course, there is an authentic moonshine still which addresses crime and punishment in the area. "Made by Scott County Hands" is a display that focuses on folk art created by people in Scott County. Eighty percent of the artifacts in the museum are owned by Scott County residents. The items are cataloged and protected by an alarm system.

The exhibits are dynamic and new offerings are made periodically. The "Big Bucks" exhibit displayed



every large whitetail buck killed in Scott County in the last several years. Accompanying programs addressing big game management and

how to score a deer attracted an audience of over 300 in one evening. The Bluegrass Festival complemented a "History of Bluegrass" exhibit.

On the same two acre plot, a beautifully landscaped "working" frontier village is under development. And it gets better! The USS Tennessee Battleship Museum is being donated and relocated from Columbus, Ohio, to the Museum of Scott County. The former owners thought it more fitting for the museum to be in Tennessee, and they liked the concept of the students doing the building, researching, and acting as curators. The couple is moving to Lake City to continue involvement with the project and the exhibit will open May 7, 2005.

"This museum is important because it's the only one in the county, and it's a great way to use education as an interdisciplinary link to the past and to learn by "doing." The whole community uses the museum for weddings, baby showers, birthday parties, high school reunions, and family reunions," says Gary Sexton.

They have built it and they want us to come! Museum admission is free and open to everyone. School groups can book tours during the school year whenever the school is open. General public admission during the school year is available during school hours and in summer from noon to six o'clock.

School groups and the general public can call the school office at (423) 663-2801 to make appointments.

Building Better Futures Through Financial Literacy

Terry Holley
V.P. for Programs and Regional Development



Millions
of
eligible
workers
risk
missing
out.

One of the services East Tennessee Foundation (ETF) offers to the region is the role of a convener. Convening simply means bringing people and diverse organizations together to identify issues, develop strategies, and facilitate the implementation of a plan.

This is exactly the role ETF played working with Maryville College students from the American Humanics Program, the Knoxville Area Urban League, the American Association of Retired Persons (AARP), and Volunteer Income Assistance Program (VITA). With a \$10,000 grant from the Aspen Institute and Annie E. Casey Foundation, the group launched a three part plan. Families will be assisted with filing tax returns, applying for Earned Income Tax Credit, and becoming more financially literate. This seems to be an unlikely partnership, but it is a very strategic one when it comes to implementing a program to assist low-income families and the elderly in Blount and Monroe counties.

Millions of eligible workers risk missing out on the important federal tax benefits of Earned Income Tax Credits because they do not know they qualify, do not know how to claim the credits, and do not know where to find free tax filing assistance. The program "Rural Family Economic Success" provides a free service for income tax return filing for an Earned Income Tax Credit and the opportunity to participate in financial literacy classes.

"As people register for income tax filing, we provide a survey," says Amy Anderson, a Maryville College senior. "Families can choose the date, time, and topic for the literacy classes. Classes cover everything from how to open a checking account and a savings account to an exercise which validates the real costs associated with using the growing number of paycheck advance businesses."

The curriculum materials and financial literacy classes are developed and facilitated by the Knoxville Area Urban League. Aaron Kyle knows from his experience that many families struggle in part because they do not have a basic knowledge of budgeting and skills related to managing their money. "We've seen families turn their financial situations around with education and a little assistance along the way," says Aaron. "The Urban League is glad to be a partner and have the opportunity to work with students from Maryville College who give of their time to help those less fortunate."

If you want to learn more about the program or to be a supporter, please contact Terry Holley at East Tennessee Foundation. *etf*



**Will this be
someone you know?**



make sure that it is.

For scholarship information,
send them to...
www.easttennesseefoundation.org

Any Questions?

PLEASE CONTACT:
Crystal Chirico, Program & Scholarship Associate
Phone: (865) 524-1223
toll free (877) 524-1223
e-mail: cchirico@etf.org

Select Development Services

New Help for Nonprofit Organizations

Jeanette Kelleher, Housing Officer



East Tennessee Foundation is constantly searching for innovative ways to serve nonprofit organizations in East Tennessee. We are very much aware of the challenges that nonprofits face with funding shortfalls and over-extended staff. We are excited to introduce our "Select Development Services" to help in addressing these issues.

ORGANIZATIONAL DEVELOPMENT SERVICES – Nonprofit organizations often rely on grants from multiple agencies and foundations to fund their programs. Each grantor has its own set of requirements that the nonprofit must meet to remain in good standing. As nonprofits launch new programs, they may discover that their management systems are no longer adequate to meet their new demands. East Tennessee Foundation can help you refine your organization's policies, procedures, and data collection methods to enable your agency to operate more effectively and to comply successfully with the standards set by your grantors. Available services include assistance with defining your vision and project goals, administering and reporting on your grants, and refining your internal controls and operating procedures.

RESEARCH AND RESOURCE DEVELOPMENT – Does your nonprofit organization have a great program that you are trying to expand or launch? ETF can help you clarify your vision for the program and explore compelling ways of presenting your ideas to potential funders. We can also help you to identify funding sources that might be interested in supporting your program and work with you to ensure that you have procedures in place to meet the requirements of your funders. Available services include assistance with researching similar projects in other locations, developing project workplans, preparing project budgets, writing clear and persuasive grant applications, and preparing informative grant reports.

These Select Development Services are provided by Jeanette Kelleher, who has an extensive background in grant writing and administration, organizational management and development, and research and analysis. As a grant writer, Jeanette has been successful in obtaining nearly \$30 million in competitive federal grants, including the Empowerment Zone and Family Justice Center grants.

Fees for these services are set at three levels. The nonprofit organization's relationship with East Tennessee Foundation determines the fee level. *etf*

Service Fee Schedule

Fees for organizational services are set at three levels. The organization's relationship with East Tennessee Foundation determines the fee level.

1. If ETF manages the organization's endowment and the special services build the endowment, fees are for costs only.
2. If ETF manages the organization's endowment and special services do not build the endowment, a minimal fee and costs will be charged.
3. In other circumstances, a consulting fee will be charged depending on the scope.

For more information on our Select Development Services, please contact Jeanette Kelleher at (865)524-1223 or jkelleher@etf.org.

GOT A PLAN ?

Be a difference maker and leave a legacy



by Bob Calloway
V.P. for
Advancement

*Planned
giving
is a
very
deliberate,
thoughtful
process.*

Do you enjoy planning a trip? For me, one of the most satisfying aspects of taking a trip is the process of planning our itinerary and then watching it unfold as we travel. It has been my experience that the best-planned trips have been the most enjoyable, with fewer unexpected surprises that lead to real headaches. Some travelers prefer to hit the road with no idea where they will be spending the nights, what interesting places they will visit, or which restaurants they will enjoy. The thrill of being spontaneous and not knowing what lies ahead appeals to some people. That's OK for them, but I need more certainty in my traveling, so I make plans.

Careful planning is also utilized by many people in their charitable giving activities. Generally speaking, as charitably inclined folks approach their retirement years, they become much more intentional with their philanthropy. Going through the process of planning for their retirement years and for the ultimate distribution of their assets, they realize that a lack of attention to gifting possibilities can result in undesirable tax consequences and missed opportunities to make a meaningful difference in the quality of life in their community. Certainly there are those people who, like the spontaneous traveler, make charitable donations on a hit-and-miss basis, with no master plan to give direction to their generosity. Far be it from me to criticize the giving habits of such good-hearted souls, but they really could be more effective with their largesse if they had a plan.

What kind of plan? In the world of philanthropy, we talk a lot about planned gifts. The definition of a planned gift is any gift given for any amount and any purpose which requires the assistance of a professional staff person, a qualified volunteer, or the donor's advisors to complete. In addition, it includes any gift that is carefully considered by a donor in light of estate or financial plans. All of which is to say that planned giving is not what you do at the end of the year to gain a tax advantage. Rather, planned giving is a very

deliberate, thoughtful process in which you engage a professional advisor to help you put in place a long-term strategy for the distribution of your assets that will have the maximum positive benefit for the nonprofit agencies and institutions that you wish to support.

Depending upon your objectives, some of the tools used in planned giving are assignments of life insurance policies, charitable remainder trusts, charitable lead trusts, and testamentary bequests. Your professional advisor can walk you through the process of considering such factors as your need for an on-going source of income, future needs of surviving family members, protection from estate taxes, and your charitable intent.

If you decide that you want to name East Tennessee Foundation as your charitable beneficiary, we will work with you and your professional advisor to establish the appropriate fund to receive your gift. You will give us instructions regarding the agencies or fields of interest to which distributions should be made in future years.

You have known for a long time about the importance of having a will and keeping it current. Planned giving includes the use of your will as well as other mechanisms for carrying out your long-term philanthropic goals. An estate planning philosophy of "letting the chips fall where they will" is much akin to the unplanned trip, where you allow outside forces to take control and dictate the final outcome.

Be a difference maker and leave a legacy that will make your family proud and have an effect on East Tennessee that will make this an even better place in which to live. Prepare a plan and enjoy the trip!

If you would like to discuss a planned gift, please contact Bob Calloway at (865) 524-1223, or e-mail bcalloway@etf.org.

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Now Available!

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For more information contact Helen Williams at (865) 524-1223 or hwilliams@etf.org

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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 send a copy of this newsletter to someone, contact us by phone, toll free (877) 524-1223, (865) 524-1223 or e-mail, etf@etf.org. East Tennessee Foundation is an Equal Opportunity Employer.

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EAST TENNESSEE FOUNDATION

East Tennessee Foundation 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.

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