



Connections

East Tennessee Foundation

2010 Issue 2

Thoughtful giving for stronger communities, better lives

Stories to Tell

It's been a busy time at East Tennessee Foundation (ETF), but as Thoreau admonished us years ago, "It's not enough that we're busy; the question is... What are we busy about?"

Recently, I was able to attend the kick-off event for the Kingsport Community Foundation's Legacy Campaign. The location, the crowd of supporters, the food and the program were excellent...but what stuck with me and, I suspect, the other attendees, were the personal stories told by donors/new fundholders. In my work, I often hear from scholarship or grant recipients about how ETF grants change lives. And that is, in fact, why we do what we do at ETF. But, it is a real treat to hear from a donor or fundholder who has entrusted ETF as their philanthropic partner. The compassion, conviction, and commitment with which they approach "giving back" is as impressive as it is touching, as powerful as it is thoughtful. It's our story, and one of the most important challenges before us is to tell it well...tell it often...and build philanthropy in our region.

We have known about vehicles that help us tell our story and have been interested in social media for some time now, but have not had the resources or time to: first, explore social media to determine if social media would be good tools for ETF or, second, to design and implement ETF's presence on social media.

Through our immediate past chair Larry Martin and the U.T. Business School, we learned about an MBA internship program that would partner us with MBA entrepreneurial students to examine key issues. Our immediate reaction? Yes! We want to participate, and social media is our first question. In March we welcomed Amanda Hinton (team leader), Matt King, Jeff Swett and Trevor Williams. They studied ETF, met with and interviewed staff, board members, donors, fundholders, grant recipients and others of our "core constituencies." They went to work and developed a plan for ETF to create a useful and worthwhile presence on social media like Facebook, Twitter, etc.

What do these experiences have in common? We have a story to tell. A powerful, life-changing story in the giving and the receiving sides of philanthropy. If our mission is to grow and nurture philanthropy in our region, we must get better at telling our stories, we must explore new media and communicate our story every effective way we know how. The stakes are high. Higher than they've ever been. We have the potential to transform ourselves, transform our region. That, indeed, is the "right stuff" to be busy about.

Michael T. McClamroch, ETF President & CEO

East Tennessee Foundation
UT MBA Consulting Team



Amanda Hinton



Matt King



Jeff Swett



Trevor Williams

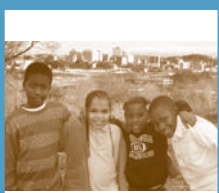
Kingsport Families Legacy
Project Reception



Mike Stice, KCF board chair, & Terry Holley

Jeff and Cee Gee McCord

Mike McClamroch on partnership



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See ETF on
Community Television
Channel 12
Tuesdays - 2:30 p.m.
Saturdays - 5:30 p.m.

Changing Young Lives Through Caring and Competition



Terry Holley
*Senior VP for Programs
and Regional
Development*

I was on my way home one evening from rowing when I stopped at a local grocery store. The young clerk looked at me, smiled and asked, “Are you a graduate of Top Wrench too?” It was clear from his expression that he was excited to see someone else who wore the t-shirt with East Tennessee Foundation (ETF), Air National Guard and the Top Wrench logos proudly displayed.

Smiling, I responded to the young man and said no, I was only an observer and admirer of all the students who competed with such skill and talent. His response was, “I am a graduate, I

went to Halls High, and I’m at Tennessee Technology Institute getting my degree to be an automotive mechanic. It’s a great program, Ma’am, don’t you think? I loved it and learned so much. Now, I will have a chance to get a really good job.”

His expression, words, and summation of outcome could not have been more accurate from my perspective. ETF has been a funder for several years of the Top Wrench Program and I, too, was proud to wear the logos.

So what’s so special about Top Wrench and how did this young man go from a junior at Halls High Vocational Training School to a scholarship recipient attending Tennessee Technology Institute?

The story begins with a sergeant in the Air Force, Joe Marshall, with his love for young people, commitment to helping others, desire to eliminate drugs, and motivation to help kids rarely acknowledged for their skills and talents. The program offered an avenue to learn job and life skills, compete based on competencies and teamwork, and graduate from school.

After serving in Cambodia during the “War on Drugs,” Joe came home with an idea and a passion. His “War on Drugs” was going to start at home by helping kids become successful individuals with respected careers who valued the importance of living and working in drug-free environments.

In 1991, Joe began with his own resources and those of others who shared his vision, to launch Top Wrench in partnership with military service people at the McGhee Tyson Air National Guard Base.

Each year, the competition is the culmination of 15 high schools’ vocational programs in nine East Tennessee counties. This year

over 440 students in teams of five competed from area high schools representing Knox, Union, Anderson, Blount, Campbell, Sevier, Roane, Jefferson, and Monroe counties. The types of competition at the annual one day event are increasing, and this April’s event hosted the well known “timed engine trouble-shooting contest,” in which teams have ten minutes to diagnose and repair a high-speed racing boat engine. The team with the shortest time wins.



Other events engaged students in classes ranging from journalism to welding.

Every competitor wins by receiving an invitation to the competition, a t-shirt, and an opportunity to spend an hour in the “mess hall,” enjoying lunch and endless soft ice cream cones with military personnel. Schools receive financial gifts to support their vocational programs, and scholarships are awarded to two mechanical competitors, a technical competitor, and a journalism student.

What do the outcomes of students’ participation in the Top Wrench Program show us? Besides seeing over a thousand Top Wrench t-shirts showing up all over our region, we might be impressed by over one hundred graduates who now hold a variety of good jobs including working in the local

marina industries, automotive dealerships, and the young man who started his own small business to repair washers, dryers, and other home appliances.

On a final personal note, thanks, Steve, for being a Top Wrench graduate, and for repairing my dryer with such care!





HOUSING

Affordable Housing Trust Fund Supports the Homeownership Dream

When you think of the American dream, an important part of what you imagine probably involves homeownership. Families with limited resources have always struggled to achieve that dream, and since the start of the economic downturn, homeownership has become even more elusive for lower income families. With financial support from the City of Knoxville, East Tennessee Foundation's Affordable Housing Trust Fund has been helping Knoxville's families hold on to their dreams of homeownership since 1993.

Neighborhood Housing, Inc. (NHI), a nonprofit housing developer, receives a 0% interest construction line of credit from the Trust Fund; this loan helps to keep down construction costs and keep housing prices affordable. "Homeownership to a low-income buyer can seem impossible. Without the help of the East Tennessee Foundation, most of our homeowners could never have afforded the homes they purchased," says Katie Moore, NHI's new housing counselor. "Our quality, affordable housing program has opened the doors of homeownership to a much larger group of Knoxvilleans than could ever afford it otherwise. We are proud to be able to serve low-income people and help them navigate their finances to successfully fulfilling one of their lifelong dreams!"

Another grantee, Lyons View Housing and Land Trust, tries to make a positive impact on the lives of residents of the low-income, historic, African-American Lyons View neighborhood. As LVHLT President Beth Carroll Hunley describes, "In the Lyons View Housing and Land Trust, neighbors and friends have joined to preserve the integrity of the Lyons View neighborhood against the

threat of outside development and absentee ownership to insure that the neighborhood remains a safe and affordable community. Though the neighborhood has changed somewhat over the years, there remains a sense of community and a spirit of neighborliness. This spirit is what the

neighbors most cherish, and it is this uniqueness they want to preserve."

A recent grant of \$25,000 to Lyons View Housing and Land Trust will fund the renovation of a house the organization already owns in the Lyons View community. Once completed, the home will be sold and the Land Trust will finance the sale by making a 20-year no-interest mortgage loan to the low-income buyer. The Land Trust has already identified the buyer, a single mom with four children and longstanding family and work ties to the neighborhood. The goal is to complete the project over the summer so the family, which currently lives in public housing, can start the school year in their new home and new school.

The Affordable Housing Trust Fund is not just limited to helping families buy their first home. It also helps struggling homeowners continue to live in their homes. Grants to the Knoxville Area Urban League help homeowners who have faced financial setbacks prevent foreclosure and stay in their homes. Grants to Knoxville-Knox County CAC and to Neighborhood Housing, Inc., for roofing and repair programs help elderly or disabled homeowners maintain their homes in a safe condition. NHI's repair program uses volunteers for much of its work. Steve Pearson, NHI's Housing Director, notes, "Our Operation Backyard home repair program is impacting not only the lives of the homeowners we serve but also the lives of the youth that volunteer in our program to serve lower income families."

With generous support from the City of Knoxville and with the dedicated efforts of our grantee partners, the Affordable Housing Trust Fund continues to support the dream of homeownership for Knoxville's residents.



Jeanette Kelleher
Housing & Financial
Officer

*"The sun
at home
warms
better than
the sun
elsewhere."*

*— Albanian
proverb*



Connections

2010 GRANT AWARDS

Elizabethton/Carter County Community Foundation

*An Affiliate Fund of
East Tennessee Foundation*

The Elizabethton/Carter County Community Foundation was created through a gift from a local anonymous donor who cares deeply about Elizabethton and Carter County. The donor's love for the community, the preservation of its history, its culture and landscape, is reflected through the establishment of this permanent fund to create opportunities for others to give and join in supporting the well-being of Carter County and its citizens.

Assistance and Resource Ministries
Vouchers will help provide shoes, coats, and school supplies for needy children.

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

Roan Mountain Recreation Foundation

Materials will be purchased to build a drinking fountain and resting place at Roan Mountain Community Park.

UT Sullivan County Extension

The Northeast Tennessee Master Gardener Association will construct garden pathways in the Sycamore Shoals State Historic Area.



Watauga Historical Association

A sign will enhance the appearance of Elizabethton's Historic Green Hill Cemetery.

TOTAL FUNDING AWARDED:
\$7,000

Johnson County Community Foundation

*An Affiliate Fund of
East Tennessee Foundation*

Johnson County Community Foundation was established through the work of the Johnson County Community committee and the 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.

Girls on the Run of Northeast Tennessee, Inc.

A prevention program for students at Doe Elementary School will utilize running to teach the principles of self-respect and healthy living.



Heritage Hall, Inc.

Heritage Hall, Inc.

Local songwriters will showcase their original materials in a concert hall environment.

Johnson County Arts Council

Johnson County Young Artists will organize two Barter Theatre workshops in Johnson County.

Johnson County Educational Growth Scholarship Fund

Funds will provide a two-year scholarship to a Johnson County High School graduate or GED recipient to attend college.

Johnson County High School

A Yamaha Portable Keyboard, which will be housed in Heritage Hall Theatre, will be available for any school events held at the Hall, and for other county events involving children.

TOTAL FUNDING AWARDED:
\$6,000

Neighborhoods Small Grants Program

East Tennessee Foundation's Neighborhoods Small Grants Program, is a partnership with the City of Knoxville Community Development Department, with funding support from Knoxville Mayor Bill Haslam and Knoxville City Council. The program supports low- to moderate-income neighborhood organizations and crime watch groups in Knoxville by supporting a wide range of community-based initiatives through grants and technical assistance.

Alice Bell Spring Hill Neighborhood Association

Fiscal Sponsor: East Tennessee Community Design Center
An annual Community Day event will improve communications among new and prospective members and will help create a stronger sense of community.



Alice Bell Spring Hill Neighborhood Association

Cagle Terrace Residents Association

Fiscal Sponsor: East Tennessee Community Design Center
Flower and vegetable gardens will be created by and for members of Cagle Terrace Residents Association.

Colonial Village Neighborhood Association

Fiscal Sponsor: East Tennessee Community Design Center
A neighborhood sign will be designed, constructed, and installed at the corner of Chapman Highway and Mayflower Road.

Continued on page 5



2010 GRANT AWARDS

Continued from page 4
Neighborhoods Small Grants



Dandridge Avenue Neighborhood Watch

Dandridge Avenue Neighborhood Watch

Fiscal Sponsor: East Tennessee Community Design Center

The Odd Fellows Scholars Program will help elevate the academic, social, and technical skills of youth residing in the Walter P. Taylor Homes and surrounding areas.

Fountain City Town Hall

Fiscal Sponsor: East Tennessee Community Design Center

The annual Honor Fountain City Day event in 2011 will help bring neighborhood residents together.

Fourth and Gill Neighborhood Association

Seven flower beds, which are located in the heart of the neighborhood, will be tended by neighborhood residents.

Isabella Towers Resident Association

Fiscal Sponsor: East Tennessee Community Design Center

Neighborhood pride and interaction will increase with the production of a newsletter and enhancement of existing landscaping.

Lee Williams Tenant Association

Fiscal Sponsor: East Tennessee Community Design Center

One or two health awareness events will help to increase residents' knowledge about health issues and resources in their community.

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Youth Endowment Grants Program

With additional funding support from Cornerstone Foundation and the following funds of East Tennessee Foundation:

Frederic and Dorothea King Cady Memorial Trust

Samuel and Katherine Jones Fund for Youth

Youth Endowment Foster Care Scholarship Fund

East Tennessee Foundation's Youth Endowment was created in 1987 to serve as a perpetual source of funds to address problems and issues affecting young people in East Tennessee. The fund's primary goal is development of creative solutions which address the behavioral, environmental and other factors that place children and youth at-risk in our region.

Chucky Elementary School

Positive and appropriate student behavior will be reinforced in classroom and non-classroom settings.

Community Health of East Tennessee

Dolly Parton's Imagination Library will provide young children with free age-appropriate books every month.

Community Mediation Center, Inc.

A Peer Mediation program will train middle school students to reduce violence through peaceful conflict management.

Community School of the Arts

The Side-By-Side visual and culinary arts program will pair inner-city and rural area youth with professional artists in their studios.



Community Shares - SEED

Community Shares

Fiscal Sponsor for SEED

Pre-apprenticeship programs for inner-city Knoxville youth will provide them with opportunities to be trained in "green" jobs and technologies.

Crutcher Memorial Youth Enrichment Center

Students will benefit from classes that focus on nutrition, fitness, and financial wellness.

Florence Crittenton Agency

The Child and Parenting Skills (CAPS) program will empower young teenage parents and reduce their potential for becoming abusive or neglectful parents.

Girls on the Run of Northeast Tennessee, Inc.

Preteen girls will develop self-respect and healthy lifestyles through running.

Good Samaritan Center of Loudon County, Inc.

Children in Lenoir City elementary and middle schools will be provided with healthy food each Friday, for weekend consumption.

Helen Ross McNabb Center, Inc.

Child Net is an innovative program for uninsured children who are experiencing trauma, mental illness, and/or behavior problems.

Knox County Government

The Public Defender's Community Law Office will provide weekly art and life-skills enrichment opportunities for youth.

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Connections

2010 GRANT AWARDS

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Youth Endowment Awards

Knox County Schools

The Family Literacy Program of the Knox County Family Resource Center will encourage reading among students in four Title I elementary schools.

Knox Youth Sports, Inc. (KYS)

Children from the Lonsdale community will participate in flag football, basketball, baseball, and other KYS team sports programs.

Knoxville Area Urban League

The Digital Academy will help middle school students develop problem-solving skills and become adept at utilizing computers and other technology.

Knoxville Zoological Society

An educational partnership will continue with students at Sarah Moore Green Magnet Technology Academy.

Lisa Ross Birth and Women's Center

The CenteringPregnancy program will provide prenatal care for pregnant adolescents in a group setting.

Madisonville Public Library

The Library's Youth Outreach Program will expand to provide materials which focus on the issues that at-risk teens face in everyday life.



Mane Support

Mane Support

Equine-assisted grief counseling will be provided for adolescent boys at the Gateway Center who have experienced a death or who have experienced other types of loss.

Mental Health Association of East Tennessee

Mental Health 101 will teach high school and middle school students to recognize the signs and symptoms of both mental illness and suicidal behavior.

Roane County Anti-Drug Coalition

Positive Peer Pressure (P3) clubs in Roane County high schools and middle schools will develop a media campaign focused on drug and alcohol prevention.

Rural Resources

The Farm and Food Training project will provide life-and career-enhancing experiences to teenagers living in and around public housing complexes in Greeneville.

Rutledge Primary School

An extensive classroom reading library will be developed for Kindergarten and First Grade teachers.

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Shangri-La Therapeutic Academy of Riding (STAR)

Changing Strides is a therapeutic horseback riding program designed to provide the tools for at-risk youth to better manage their lives.

Small Miracles Therapeutic Horseback Riding Center, Inc.

The Equine-Assisted Learning Positive Youth Development Program will enhance the development of children and youth who are at risk of not succeeding in the traditional educational system.

Springdale Elementary School

A Greenhouse Management Program will continue to provide students with experiences that improve their academic performances through hands-on learning opportunities.



Knox County Family Resource Center - Family Literacy Program

Union County Board of Education

Top Wrench is an annual program for high school vocational students which culminates in a one-day competition at McGhee Tyson Air Force Base.



Wesley House Community Center - CARES

Wesley House Community Center

CARES is an after-school tutoring and academic program for students residing in the Mechanicsville, Lonsdale and Beaumont communities within Knoxville.

Woodland Community Development Corporation

The Youth Empowerment Project will provide low-income youth in rural Tennessee with skills they need to create a sustainable, healthy community.

TOTAL FUNDING AWARDED:

\$289,980



**Lyons View
Community Center**

Lyons View Community Group

Fiscal Sponsor: East Tennessee Community Design Center
Restoration of the community center will result in useable space for neighborhood activities, and residents will begin recording and preserving the history of the Lyons View neighborhood.

Mechanicsville Community Association

Fiscal Sponsor: East Tennessee Community Design Center
The fourth annual Homecoming event will bring community members together and build neighborhood pride.

Northgate Terrace Resident Association

Fiscal Sponsor: East Tennessee Community Design Center
Existing gardens in the lobby of Northgate Terrace will be improved with a rock garden and fountain, and new plants will enhance the back patio areas.

Oakwood-Lincoln Park Neighborhood Association

National Night Out activities will help make the neighborhood safer, and a communications program will increase residential involvement in the neighborhood.

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ADVANCEMENT

WILL THEY...OR WON'T THEY?

I have always bristled at gross generalizations. Here are a few examples: Northerners are not as nice as Southerners. Women are bad drivers. Children are selfish. Movie stars are egomaniacs. Professors are absent-minded. Most of us are aware of people in each of those categories whose behavior is totally opposite the stereotype. Even so, there is enough observable evidence among Northerners, women, children, movie stars, and professors to perpetuate those generalizations.

Now let's try another one: Today's younger adults are not as generous as today's older adults. That is a widely accepted generalization, even though all of us know many younger adults who are very generous in their giving. Still, I think there is enough truth to that statement to make us pause and ponder the question: Who will replace the members of the "greatest generation" as the givers of the future? There are plenty of good reasons why the people in their eighties and nineties have earned that moniker of greatest generation, not the least of which has been their understanding of the importance of giving back.

For nearly seven years I have observed members of that generation in our region as they passionately support the non-profit organizations that make East Tennessee such a wonderful place to live. This older generation has an intense desire to "pay the rent," which means they want to express their appreciation for the ways they have been blessed by supporting the non-profit agencies that contribute to our quality of life.

I don't mean to disparage baby boomers and Generation X'ers and Y'ers in touting the generosity of our senior adults. I do have serious misgivings about the willingness of those younger folks to step into the giving shoes of their predecessors and continue undergirding the great work of the charitable organizations in East Tennessee. If ever I have wanted to be proven wrong in a generalization that I subscribe to, this is the time. I hope that as these people enter their sixties and seventies, they are not so burdened by misplaced priorities that they are rendered impotent in maintaining the generosity standards of their parents and grandparents. I hope they understand why it is so vitally important to pay the rent in our communities and why they must not abdicate that responsibility to future generations.

Some would say that the natural order of things is for younger and middle-aged adults to focus their financial resources on raising and educating their children. When the children are grown and gone, the parents can re-focus and become more charitable with their money. While I wish that were the case, I don't think people undergo a change of heart and suddenly become generous. Either they have shared their resources all their lives or they haven't. I realize that circumstances can force people to alter their good intentions while they deal with necessary or unforeseen expenses, but those circumstances are usually temporary. If the "sharing gene" in our DNA is dominant, it can't help but express itself sooner or later.

So, will the baby boomers and the following generations prove me wrong? A whole lot of charitable organizations are hoping they will.



Bob Calloway
V.P. for Advancement

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your request to bcalloway@etf.org.



Confirmed in Compliance with National Standards for U.S. Community Foundations

Continued from page 7 - N S Grants

Old North Knoxville, Inc.

A Community Orchard Tree Project, in collaboration with the Knoxville Tree Board, will enhance the neighborhood appearance.

Old Sevier Community Group

Fiscal Sponsor: East Tennessee Community Design Center

Neighborhood communications will be improved with the creation of a neighborhood brochure, quarterly newsletters and placement of signs announcing neighborhood meetings.

South Haven Neighborhood Association

Fiscal Sponsor: East Tennessee Community Design Center

The design and installation of a neighborhood sign and the publication of a quarterly newsletter will enhance neighborhood identity and communication.

TOTAL AMOUNT OF FUNDING AWARDED: \$30,000

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