

FOSTERING GROWTH. ENCOURAGING CHANGE.



THE GIFFORD FOUNDATION
2006 ANNUAL REPORT



OUR MISSION.

The Rosamond Gifford Charitable Corporation (The Foundation) is a private foundation dedicated to the stewardship of the funds entrusted to its care. The Foundation is committed to using its financial and human resources to build the capacity of individuals and organizations to enhance the quality of life for the people of Central New York.

HOW WE ACCOMPLISH OUR MISSION.

The Foundation supports individuals and organizations through Grants and Initiatives that build on community assets and promote positive change in the community. The Community Grantmaking program is focused on a variety of projects that serve Onondaga, Madison and Oswego counties. Foundation Initiatives are driven by community action and are designed to affect lasting change in the communities in which the Initiatives are focused.

OUR HISTORY.

In 1953, Rosamond Gifford willed her estate to create a foundation “for the benefit of humanity which I desire and intend.” The initial gift of \$5 million has grown to an endowment of over \$27 million.

OUTGOING PRESIDENT’S MESSAGE

Being president of the board at Gifford was an honor I will remember gratefully, especially because it gave me the chance to work in close partnership with Kathy Goldfarb-Findling. But it’s good to be just one of the group again. We have amazing synergy at Gifford, and I’m lucky it somehow sustained itself while I had a certain title, because titles don’t really matter. It’s the synergy that matters.

Take that idea to the level of neighborhood, or even whole community, and it becomes an “ethic of connectivity” worth working for. When people who live in a place as neighbors feel that ethic, all good things are possible. Bringing people together, building connections, is the most valuable part of the work we do as a foundation.

My days of being able to help in that work are running out. I’ll be saying goodbye to the board at the end of 2007. Our new president brings her own vision and energy, and I have full confidence that she will have the same luck I did, the good fortune to work with a group way more than the sum of us parts.

If you recognize a bit of Lao Tzu in that philosophy, then good for you! I’ve tried to channel him (now there’s ego for you!) throughout all my civic endeavors, and I sometimes get it right, sometimes not. My time at Gifford I tried my hardest.

Judith C. Mower
Outgoing Board President

INCOMING PRESIDENT'S MESSAGE

As the incoming president of The Gifford Foundation board, I follow in the footsteps of those that have had the vision and willingness to constantly adjust to the changing needs of our community. Judy Mower began her tenure just as The Gifford Foundation embarked on a bold new effort to revitalize the Southside neighborhood of Syracuse. This endeavor continues and has already borne fruit: houses renovated, block associations formed and arts programming begun. The cornerstone of all of this is the residents—our greatest commitment with the Neighborhood Initiative is and always will be listening to the voices of those that inhabit this community, who choose to live and work there, and whose dedication to change is deeply rooted and heartfelt. The ability of The Gifford Foundation's board to recognize this need and to choose a path that empowers without overpowering is something of which I am particularly proud.

It is this willingness to listen, to respond and to shift gears where necessary, that helps make The Gifford Foundation a leader in our community. The lessons learned through the Neighborhood Initiative now carry over to our Community Grantmaking—

a responsive staff urges organizations to tap into the energies of their own constituencies. Gifford Foundation grants have helped support improvements in the quality of life for residents in Onondaga, Madison and Oswego counties in innovative and imaginative ways.

And as we turn our eyes to the future, this organization will continue to assess its own role in Central New York. We are modeling a strong collaborative relationship with the Central New York Community Foundation and United Way as we address capacity building. We are exploring innovative pathways to make our grantmaking dollars go further. We continue to engage and challenge our community to discuss such concerns as workforce development, poverty and domestic violence.

I look forward to this future and am sensible of the honor done me by being elected president of The Gifford Foundation. With this board, this staff and this community, we will make a difference.

Bethaida C. Gonzalez
Incoming Board President

EXECUTIVE DIRECTOR'S MESSAGE

Interesting, energetic conversations are always happening at The Gifford Foundation. Whether among staff members, between board and staff or with our grantees, The Foundation's philosophy toward philanthropy encourages real engagement. Thinking about this, as I read the messages from our current and incoming board presidents, it occurred to me that these conversations and the activities that derive from them are really grounded in the building of relationships.

We frequently speak of change at The Foundation, and in 2006, still more changes were beginning. Our neighborhood work began to include a second neighborhood, the Near Westside of Syracuse, and our competitive grantmaking program, so long a part of The Foundation's work, was being discussed by board, staff and grantees in a new and very different way. This year began to see us making a shift to a more focused type of grantmaking that would offer the opportunity for real change within the organizations we fund and in our community. We know that success in all of this work will be determined not only by our ability to design effective programs, but also by our ability to establish relationships.

I recently read an article on Appreciative Inquiry, the model of change that focuses on the assets of an organization or a community. Bob Stiller, CEO of Green Mountain Coffee Roasters, in discussing how his organization supported their growth and change said, "When you focus on what works and you dream of the possibilities, it is very inspiring to people." This is a lesson that we have learned over and over again in our neighborhood work, and it is one that we are now building upon to take The Foundation to the next level of possibility in our general grantmaking.

Interesting conversations, positive relationships and the courage to dream are all in evidence in great quantities at The Gifford Foundation. As we reflect on 2006 and what has been accomplished, we look to the future and we are energized by the challenges before us.

Kathy Goldfarb-Findling
Executive Director

FOUNDATION INITIATIVES

In 2006, while neighborhood revitalization efforts continued in the Southside community of Syracuse, another neighborhood also became the focus of The Foundation—the Near Westside.



During the spring of 2005, the Near Westside community experienced a major tragedy as a youth was killed across the street from Skiddy Park, which houses a playground and community baseball field. As a part of widespread response, that summer The Foundation provided nearly \$12,000 to the City of Syracuse Department of Parks and Recreation towards its summer youth programming at that location.

Continuing the effort around the broader issue of greatly-needed redevelopment for the Near Westside, in 2006 The Foundation worked in collaboration with the Central New York Community Foundation around a process to gain better

insight to the issues the people of this community face, and to begin the important process of relationship building with area residents, who are considered a vital aspect of any effort.

In addition, due to the closing of the Boys & Girls Club's Shonnard Street location, The Foundation awarded over \$45,000 to a collaborative effort of Catholic Charities, Huntington Family Services and the Spanish Action League to fill the resulting void of programming for displaced neighborhood youth. Finally, The Foundation was instrumental in the creation of a community development corporation focused on revitalizing the Near Westside through innovation, technology, culture and art.

Even with this myriad of activity in another community, The Foundation continued in its commitment to the Southside neighborhood, with a host of exciting developments.



A major accomplishment for the Southside Neighborhood Action Group (SNAG) happened in 2006, as the mini-grant program received \$100,000 in matching support from the Syracuse Neighborhood Initiative, doubling its ability to improve neighborhood housing. In addition, SNAG completed 11 projects during the year, and leveraged \$50,000 towards Southside area home improvements between homeowners and local housing programs.



the group became more formal as a steering committee and various other committees were formed to focus on specific tasks. In the spring, SWG hosted its first Southside Summit, giving the opportunity for numerous organizations to introduce themselves and their ideas to the community.



The Southside Neighborhood Arts Council (SNAC) distributed its first round of mini-grant funding this year, supporting seven community art projects, including adult art classes, a summer arts camp, and an African drumming program. During the summer and into the fall, the Performing Arts Unit began offering classes for youth, focusing on drama, dance and music.

The Southside Working Group (SWG) had a year of numerous successes—and a few challenges. At the beginning of 2006,

During the summer, the second community concert, Sweet Sounds on the Southside, featuring the Syracuse Symphony Orchestra, was held at Dunk & Bright Furniture, with the addition of pre-concert festivities featuring local musicians. In the fall, the Southside community lost a major landmark as South Presbyterian Church, the location of numerous neighborhood activities, closed its doors. However, SWG members continue to meet and address the quality of life issues confronting their community.

In the Southside and Near Westside neighborhoods, community transformation has taken place in 2006, led by the efforts of concerned, committed and connected residents. They are truly an inspiration to The Foundation, and a growing cohort of partners.

AMERICAN FARMLAND TRUST

From the importance of a healthy watershed for clean, unfiltered drinking water to fresh food and farm products available at farmers markets, farming plays an integral role in Central New York. Farms in Onondaga, Oswego and Madison counties annually sell over \$200 million in farm products and are closely tied to many of our local businesses.



American Farmland Trust (AFT), a national nonprofit farmland conservation organization with a local field presence in New York, came to The Foundation seeking assistance in protecting farmland in Central New York. In 2006, the Gifford board made a \$25,000 grant to AFT to help establish the New York Agricultural Land Trust (NYALT). NYALT's purpose is to work with farmers and rural landowners in Central New York in protecting their land from development.

Developing a strong presence in Onondaga County is a critical aspect of their mission. Memory Lane Farm in the town of Marcellus is just one of the farms that AFT and NYALT protect. Jim and Marcia Masters bought the 244-acre farm in 1975 and

have grown the farm's dairy herd to 100 Holsteins and 60 heifers, as well as five pigs, 40 chickens and eight sheep. Also in the town of Marcellus is the 595-acre farm managed by Gordon, Jeff and Steve Ireland and their families, who are the fifth and sixth generations of their family on the farm. They raise corn, soybeans, wheat and other cash grains. One of the leading forces behind NYALT is the Hourigan family, whose farm is located in the town of Elbridge. They own approximately 1,200 acres and rent an additional 3,800 acres, milking approximately 1,000 cows. They have protected two farms—one in Lysander and one in Elbridge.

NYALT has undertaken projects with these and other farm families to permanently protect their farms from development and allow the family farms to extend into subsequent generations. When completed, these projects will have protected 1,700 acres of farmland and leveraged \$3.5 million in state funds. The ongoing efforts of NYALT and AFT will help to ensure that urban sprawl and environmental devastation from unplanned growth are minimized in our community.



AIDS COMMUNITY RESOURCES — THE Q CENTER FOR LGBTQ YOUTH



AIDS Community Resources (ACR) has always played an important role in the Central New York community through its prevention, education and support services to those living with and affected by HIV/AIDS. Through their work with the Teen AIDS Task Force, a need was articulated for a safe environment for Lesbian, Gay, Bi-Sexual, Transgendered and Questioning (LGBTQ) youth. As a result of the social stigma and harassment they experience in schools, LGBTQ youth have a high school drop-out rate three times the national average and are less likely to pursue higher education than their heterosexual peers. ACR quickly stepped up to the challenge by creating the Q Center.

The Q Center has developed an after school program to support the academic success of LGBTQ youth and encourage them to stay in school. That program is housed in the new Gifford Library and Learning Center. A \$25,000 Gifford Foundation grant transformed a dismal space into a bright learning center. Computer desks and chairs, study tables,

bookshelves, paint, carpet, bean bag chairs, and most importantly—books—were purchased to create a resource-rich study area that invites youth to spend time with their studies in a supportive learning environment.

In addition, the OUTArt Gallery Project strives to create a space for the artistic voices of LGBTQ youth in the Central New York area. Through the arts many youth find their voice, but the voices of LGBTQ youth are often not welcome in public spaces. In the OUTArt Gallery, their artistic expression is encouraged and the Gallery allows for the showing of both visual and performing arts. The words of one young Q Center participant describe the youth center best: "Every time I come to the youth center, I leave in a better mood, with more knowledge about life, as well as about myself, and a feeling of making a difference in the community."



Freedom's Call DOCUMENTARY



Freedom's Call is a one-hour documentary about the journalists who covered the Civil Rights Movement in the 1950s and 1960s. Local producers Robert Short and George Kilpatrick produced the film, directed by SU professor Richard Breyer. *Freedom's Call* follows two journalists as they retrace their journey

through the South, paying tribute to the many unheralded journalists who put their lives in danger during the Civil Rights Movement in order to report stories and capture images that became the public journal of the struggle for equality, ultimately influencing national policy.



In the movie, Dorothy Gilliam of *The Washington Post* and renowned photographer Dr. Ernest Withers return to the cities they visited four decades ago as they reported stories on the Little Rock Nine, James Meredith's matriculation at the University of Mississippi, and the assassinations of Medgar Evers and Martin Luther King Jr.

A grant of \$10,000 from The Gifford Foundation provided the funds necessary to finish the editing, secure rights and clearances, and distribute the film. After a world premiere in Syracuse, the film has been screened in Los Angeles, Washington DC, New York City, San Francisco, Memphis, Montana and North Carolina, and at locations throughout Central New York. Talkbacks and discussions have followed the screenings, leading to lively and honest exchanges about this difficult period in our nation's history.



"I wanted my grandchildren to know that America was a very different place when I was a little girl growing up in Memphis, TN and Louisville, KY," offers Gilliam, a reporter who broke the color line for African American women at *The Washington Post* and later became president of the National Association of Black Journalists. "I wanted them and others to remember the horrible laws that prevented African American children from going to school with white children, from living in the same neighborhoods and from having equal jobs."

SMALL INVESTMENTS LEAD TO MAJOR RETURNS

In 2006 the average grant award from The Gifford Foundation was \$15,000. While over 100 grants were awarded, two-thirds were at or below \$10,000. Intriguingly, these smaller grants often yield results that are just as powerful as the larger grants. A minimal amount to install an accessibility ramp, for example, or help a Literacy Parade, or send kids to camp, can not only provide monetary benefits, but the encouragement and affirmation that small, mostly grassroots organizations often need.

A substantial portion of our grantmaking this year was for a number of small grants to benefit youth programs. For example, funding from The Foundation enabled organizations like Music Journeys and Centers for Nature Education to partner with the Syracuse City School District on extended curricular programs. Enhanced theatre, music and dance opportunities were made available to youth through grants to the Syracuse Jazz Festival for their scholastic program, Mexico Central Schools for a choral presentation at Carnegie Hall, and to the Young Actors Workshop at Syracuse University. Mentoring opportunities were made possible at Bellegrove Missionary Baptist Church and the Sisters Empowering Sisters Conference.



Through the Supporting Organizations Program, The Gifford Foundation provided small grants to many organizations. Text books were made available to On Point for College students, the Webster Science Club visited the Boston Museum of Science, developmentally disabled youth traveled to London in culmination of a creative writing program at SU, Cub Scout Pack 166 visited the zoo, the Fulton Family YMCA produced their Campalooza musical, 20 scholarships were provided for the SUNY Artswego Jazz Guitar Festival, and Internet service was made available to the seniors at Barrett Manor. Many grants are often leveraged into larger benefits, as witnessed by Gifford enabling several non-profit agencies to send their staff to conferences, trainings and leadership forums.



These examples represent only a portion of the grants The Foundation makes in smaller amounts. In many cases, these organizations have never sought funding assistance, and our staff works closely with these groups as projects and proposals are developed. This technical assistance boosts the organizations' capacity to not only complete their programs, but provides them with the resources to seek funds from other organizations.

GRANTS

Support Services, Neighborhood Initiative*	\$215,840	Syracuse Choice Program	\$18,750
Rosamond Gifford Zoo at Burnet Park	\$200,000	Cornell Cooperative Extension - Onondaga Earth Corps*	\$18,638
Interfaith Housing*	\$100,000	Partners for Arts Education	\$18,500
United Way of Central New York	\$95,000	On Point for College	\$17,500
The Salvation Army - Preventive Services Partnership	\$88,385	Faith Hope Community Center, Inc.*	\$15,000
Syracuse University - Warehouse	\$50,000	Syracuse City School District - Nottingham Career Center	\$15,000
Upstate Medical University Foundation	\$50,000	Home Aides of Central New York	\$14,500
West Side Partnership (Huntington, Catholic Charities, La Liga and the Boys and Girls Club)*	\$45,874	Stone Quarry Hill Art Park	\$12,500
Empire Housing and Development Corp*	\$35,000	Citizens United to Rebuild Neighborhoods*	\$12,000
Inter Religious Council - Center for New Americans	\$30,000	Community Folk Art Center	\$10,000
CONTACT Community Services - Bridges Initiative	\$26,800	Syracuse University - Teen Sexuality Research	\$10,000
Miscellaneous Agencies	\$26,356	Eastern Farm Workers Association	\$10,000
Syracuse Symphony Orchestra*	\$26,000	<i>Freedom's Call</i> - Documentary Film	\$10,000
St. Camillus Foundation	\$25,775	fuse 2006/Syracuse Technology Garden	\$10,000
Syracuse University College of Health and Human Services*	\$25,223	Gone4Ever Committee	\$10,000
AIDS Community Resources	\$25,000	Home Headquarters, Inc.	\$10,000
American Farmland Trust	\$25,000	Manlius Pebble Hill School Parenting Conference	\$10,000
Baton Rouge Area Foundation	\$25,000	Northside Community Center of Syracuse, Inc.	\$10,000
Crouse Health Foundation	\$25,000	PEACE, Inc.*	\$10,000
Partners for Education and Business	\$25,000	St. Mark the Evangelist Episcopal Church*	\$10,000
St. Joseph's Hospital Health Center	\$25,000	Syracuse Habitat for Humanity, Inc.*	\$10,000
Syracuse International Film & Video Festival	\$25,000	Syracuse Model Neighborhood Facility, Inc.- VIP Program*	\$10,000
Syracuse University Dept. of Entrepreneurship and Emerging Enterprises*	\$25,000	Syracuse Peace Council	\$9,600
Interfaith Housing/SNAG- Onondaga Earth Corps*	\$24,097	DeWitt Cemetery Association	\$9,037
YWCA Syracuse and Onondaga County	\$19,230	Centers for Nature Education, Inc.	\$9,000

Bellegrave Missionary Baptist Church - Youth Mentoring*	\$8,800
Music Journeys, Inc	\$8,500
Southside Neighborhood Arts Council*	\$8,340
Brown Memorial United Methodist Church- Youth Summer Camp*	\$7,765
B&H Community Association	\$7,500
Syracuse Jazz Fest Productions, Inc.	\$7,450
SAGE/Upstate	\$6,195
Bethlehem Revival Temple of Syracuse, Inc. - accessibility ramp*	\$5,000
Dunbar Association*	\$5,000
Image Initiative - Sisters Empowering Sisters Conference*	\$5,000
Juneteenth, Inc.*	\$5,000
Mexico Central Schools - Choir Trip to NYC	\$5,000
Syracuse Soap Box Derby Inc.	\$5,000
CNYCOSH - Central NY Council on Occupational Safety and Health	\$4,900
ThINC (The Institution for a Now Culture)	\$4,752
Abundant Life Academy	\$4,500
Professionals of Color Forum	\$4,400
Young and Talented Youth Trip	\$4,000
Meals on Wheels of Syracuse	\$3,500
Southside Innovation Center*	\$3,057
Camps, Conferences and Retreat Ministries	\$3,000
Syracuse Shakespeare Festival	\$3,000
Westcott Community Center	\$3,000
Spanish Action League*	\$2,013
Polish Scholarship Fund	\$1,500

Board Designated Holiday Grants

Delta Sigma Theta Sorority	\$500
Samaritan Center	\$500
La Comunidad Latino Americana de Syracuse	\$500
Huntington Family Center	\$500
IRC - Center for New Americans	\$500
Cazenovia Area Community Development Association	\$500
Jail Ministries	\$500
Unity Kitchen	\$500
Community Folk Art Center	\$500
Food Bank	\$500
University United Methodist - Neighborhood Outreach	\$500
South Presbyterian Church	\$500
Francis House	\$500
MOST Capital Campaign	\$500
St. Camillus Health & Rehabilitation Center	\$250
Frank Hiscock Legal Aid Society	\$250

Total grants paid in 2006 \$1,717,277

Total assets at market value in 2006 \$27,480,278

*Neighborhood Initiative grants

THE GIFFORD FOUNDATION CHARITABLE CORPORATION BOARD OF TRUSTEES 2006

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To receive information on grant proposal guidelines for the Gifford Foundation, please call 315-474-2489, fax to 315-475-4983, write to the Foundation at 100 Clinton Square, 126 North Salina Street, 3rd Floor, Syracuse NY 13202, or visit our website at www.giffordfd.org.



GIFFORD BOARD AND STAFF (As of May 2007)

Back row: **Heidi Holtz**, **Sheena Solomon**, Judith Mower, Kathy O'Connell, Richard Case, Sharon Northrup, Billy Harper, Amelia Greiner, **Kathy Goldfarb-Findling**, Laurence Bousquet, **Lindsay McClung**, Jack Webb. **Kathleen White**, **Brian Moore**

Front row: Catherine Richardson, Edward Green, Bethaida Gonzalez, Linda Hall, Doris Danchi

Not pictured: Mark D. Muhammad

■ Board Member ■ Staff Member

The background of the entire page is a vibrant blue color. Overlaid on this are numerous white-outlined circles of various sizes, scattered across the space. A thick, rounded blue border is visible on the left side of the page, framing the content.

THE GIFFORD FOUNDATION

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