

## Returning to the World

### Foundation Grants Help U.S. Veterans Re-enter Civilian Life

The idea behind the Veteran Peer program is simple: fill in gaps in service for returning military veterans. The impact can be profound. Men and women navigating the transition between a combat zone and civilian life get help finding a job, a home, a ride to the doctor, and a sympathetic ear.

Lisa Prochnow is uniquely qualified to perform this function. A warm and empathetic personality, she is also a seasoned combat veteran, familiar with the sometimes devastating impact of military experience on those who have served their country in recent years.

Her role – the full title is Operation Iraqi Freedom | Operation Enduring Freedom Peer Specialist, in reference to the conflicts in Iraq and Afghanistan – is made possible in part by support for Veterans Inc. from Greater Worcester Community Foundation.

“We were delighted by the innovative approach used by Veterans Inc.,” said Pamela Kane, senior program officer for the Foundation, who oversaw the grants. “It’s a much-needed service for a population – veterans – that has earned the right to this kind of support.”

With a newly hired outreach case manager named Rich Miller, Lisa fulfills a job description she sums up like this: “Anything that helps the veteran out.”

That covers a lot of logistical support. It means getting clients to the Jamaica Plains Veterans Hospital in Boston. Helping to create a resume translating skills earned on a battlefield into a civilian economy. Or finding housing in a state that can be an expensive place to live.

But the heart of the work Lisa does is simply to listen to men and women stressed to the limit by the immersion in the chaos of war and the physical effects of combat. Even soldiers spared visible wounds can carry mental bruises caused by IEDs



*Lisa Prochnow draws on her military experience to help other veterans connect to services they need.*

(improvised explosive devices), one grim signature of these conflicts.

Her ability to serve as a bridge back to civilian life is rooted in her own deep connection to the military. “I was 14 years old, watching the news on TV during the First Gulf War,” she said. “They had a short interview with a woman soldier and I said ‘That’s what I’m going to do.’”

She joined the Chaplain Corps – she still serves through the National Guard – and found a vocation with no apparent term limits. This is a story with no ending. But because of the support provided by the Foundation, the important thing is this: it has a beginning.

#### ALSO IN THIS ISSUE

PAGE 2

Securing a  
‘Crown Jewel’

An Online  
Giving  
Challenge



PAGE 3

A Fresh Vision for  
Children

Re-imagining  
Leadership



PAGE 4

New Thinking  
About Giving



SPECIAL INSERT

2013 Grants

#### The New NEWS

We have made changes to our newsletter to better serve our readers.

The name **Impact** was selected to reflect the culture of the Foundation: in all we do, we seek to create impact for donors and for the community.

Feedback welcome!

**Ann T. Lisi**

President & CEO

atlisi@greaterworcester.org

## Securing a Community ‘Crown Jewel’



*Sandy Urie and Frank Herron created a fund at the Foundation to help preserve a Crown Hill park dedicated to the memory of Frank's parents.*

**J**ohn and Frannie Herron moved into one of Worcester's oldest neighborhoods, Crown Hill, in the 1970s. They relished the vintage charm of their Greek revival home, carefully restored it. They even rekindled the gaslight chandeliers.

A year after Frannie died in 1996, Preservation Worcester joined with others in the neighborhood to create a pocket park in her honor. When John died in 2008, the park was rededicated as the John and Frannie Herron Park at the family's request.

Frank Herron and his wife, Sandy Urie, made a gift of \$25,000 to the Foundation to create a maintenance fund for the new park. "We wanted to take away any financial burden from its maintenance," said Frank, one of the couple's four children. "Preservation Worcester can rely on the Foundation to administer the fund," he said. "Also, the fund makes it easy for family and friends to make donations."

"Now we know that for the foreseeable future, support will be available solely for the park," said Deborah Packard, executive director of Preservation Worcester.

Today, the park offers an oasis of greenery in dense Crown Hill. A walkway and bench invite visitors to stroll and linger. Devoted volunteers have seen to its upkeep for years. Preservation Worcester board members and neighbors mowed the grass, shoveled the walk, picked up after dogs and pruned the shrubs. When the park needed a facelift, the Worcester Garden Club added new plantings.

The park is a focal point in the close urban enclave, which became Worcester's third historic district in March 2013. Volunteers still enjoy taking care of the park. But thanks to the fund, a contractor performs routine chores. Recently, responding to residents' concerns about safety after dark, Preservation Worcester installed lights in the trees.

Now living in Winchester, Frank often makes the park his first stop when he visits Worcester, enjoying it as a living tie to his parents and hometown. "Our family is grateful that Preservation Worcester and the neighborhood thought to honor our parents with this park," he said. "Our fund is returning the favor a little bit." Frank quotes from the letter of a grateful neighbor: "We cherish the park. It is the jewel of our Crown Hill neighborhood."



**The goal on May 6 is to increase the number of donors to participating nonprofits.**

## Foundation to Host 24-hour Online Giving Challenge Greater Worcester GIVES

**O**n Tuesday, May 6, the Foundation will host Greater Worcester GIVES, an online giving challenge to inspire as many people as possible to support local nonprofits during a 24-hour period.

The Foundation joins sister organizations in 85 cities participating in this nationwide event, *Give Local America*, celebrating the 100th anniversary of the community foundation movement.

Inviting gifts of all sizes, the event offers Worcester's nonprofits the opportunity to draw in new donors through the ease of digital giving and a secure website. The Foundation will engage over 160 area nonprofits through its event-

specific website [www.gwgives.org](http://www.gwgives.org). Enrollment is simple: each organization posts a brief description of its mission and a link to its website. This roster of participants will have value beyond May 6 by creating a digital library of many nonprofits serving Worcester County.

Donors can learn about enrolled nonprofits in advance by clicking the website's Leaderboard tab. On May 6, they simply log in to make donations, which the Foundation will distribute to the participating nonprofits. "The real test of this

event's success is how it expands each nonprofit's circle of donors by raising awareness of the work it does in the community," said Ann Lisi.



## A New Vision for the Children of Greater Worcester

Every child in greater Worcester should have what he or she needs to succeed in school and in life. And the Foundation should play a leadership role in making this happen. That ambitious goal was affirmed at a recent gathering of the board of directors. This is not a wholly new direction, but rather the sharpening of an existing Foundation focus, according to Christopher O’Keeffe, vice president for program, who oversees grantmaking.

“The basic idea is to create the conditions for success,” he said, “using all the tools available to the organization.”

It is a broadly stated goal, including support for maternal and child health, early childhood learning and preparation for success in school – all critical in the 21st-century knowledge economy. The goal includes housing security, a key element in creating the conditions under which all children can thrive.

“Grantmaking is an important part of this commitment,” said Chris. “But even more important is the Foundation’s ability to convene, listen, and help build networks. Bringing together experts,

leaders and community stakeholders is a critical piece of this vision.”

To that end, the Foundation expects to begin by tapping into the experience and insights of other community foundations.

“We can build on important work done locally and draw on the wisdom of the field,” he said. “A key strategy will be a ‘listening tour.’ Members of our board and staff will talk to leaders and families in the greater Worcester community who have experience in helping children.”

“While adding depth to our work, this focus doesn’t change our commitment to responsive community grant making,” Chris said.

Some grant resources may shift, but the major change will be in how the Foundation plans, engages the community and works with partners to create conditions where children, and therefore our entire community, will thrive, he added.

“This is really about how we identify, cultivate and deploy our social capital – and make it grow,” said Chris.



**The Foundation board has affirmed its commitment to the children of greater Worcester.**

## Leadership Worcester Revived and Re-imagined to Advance a Changing Region

The Foundation and the Worcester Regional Chamber of Commerce are working together to create a civic leadership initiative designed to serve a rapidly evolving region. Leadership Worcester, formerly a Chamber program, seeks to develop a network of citizen volunteers.

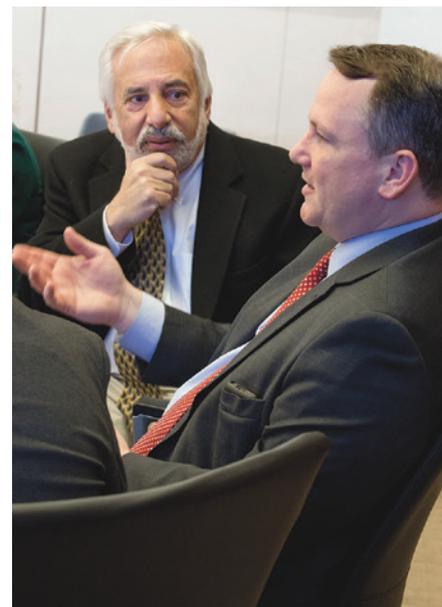
The revamped program was conceived by the Advisory Committee of the Foundation’s Nonprofit Support Center and embraced by Tim Murray, the Chamber’s new president and CEO.

Guiding the joint program is a Leadership Council including members from the Foundation and the Chamber, and chaired by J. Christopher Collins, senior vice president and general counsel of Unum U.S. and a Foundation board member.

“At the crux of this endeavor is a fundamental question,” said Chris. “How do we pass on the stewardship of our community? We want to develop new leaders with fresh perspectives on our challenges and opportunities.”

Selected through a competitive application process, a group of talented and motivated people new to civic leadership will be chosen from four major sectors: nonprofits, government, business and education. In their work together, they will be supported by the Nonprofit Support Center of the Foundation with its deep expertise and knowledge of the region.

“As recently as a few decades ago, it seemed that a few power brokers held the key,” said Ann Lisi. “But civic leadership now takes different skills. Today, power is more dispersed and decentralized. People increasingly recognize the need to work together.” “With each generation, stewardship takes new forms,” said Unum’s Chris Collins. “How do we educate our next generation of leaders? This program will give us the seeds of a beginning to learn how to do that.”



*Charles (Chick) S. Weiss, Foundation board member and chair of the Nonprofit Support Center advisory committee, and Tim Murray are part of the team to renew Leadership Worcester.*



370 Main Street, Suite 650  
Worcester, MA 01608  
508.755.0980  
www.greaterworcester.org

NONPROFIT ORG  
U.S. POSTAGE  
PAID  
WORCESTER, MA  
PERMIT NO. 703

ADDRESS SERVICE REQUESTED

**OUR MISSION:** To build healthy and vibrant communities, now and in the future, through philanthropic leadership

**FOR INFORMATION**

Please contact:

**Kelly Stimson**

*Director of Donor Services*

508-755-0980 or by email  
at [donorservices@  
greaterworcester.org](mailto:donorservices@greaterworcester.org)

**Board of Directors**

- Gerald L. (Lee) Gaudette III, *Chair*
- Warner S. Fletcher, *Vice Chair*
- Thomas J. Bartholomew, *Treasurer*
- Carolyn J. Stempler, *Clerk*
- Robert S. Adler
- Brian M. Chandley
- J. Christopher Collins
- Tracy A. Craig
- Gerald M. Gates
- Timothy M. Jarry
- Alison C. Kenary
- Pasty A. Lewis
- Linda C. Looft
- Monica E. Lowell
- Ann K. Molloy
- Mary C. Ritter
- Scott Rossiter
- George W. Tetler III
- Matthew Wally
- Charles S. (Chick) Weiss

## Transfer of Wealth

### New Thinking about Community Giving



Over the next 50 years, an estimated \$40-plus trillion will pass from one generation to the next in the United States. That stunning fact went public in 1999 as a result of research at the Center on Wealth and Philanthropy, a national authority on giving based at Boston College. Its director, Paul Schervish, originally raised the idea of a truly historic transfer of wealth and examined the potential impact it could have on philanthropy.

Today, after two significant economic contractions and the longest recession in modern history, the Center's findings still stand. Some say this presents an opportunity to re-imagine philanthropic giving. Not through vast gifts from super-rich donors, but by giving at every level aggregated across communities.

Leaders in philanthropy across the country have explored the potential of this transfer. To better understand the potential for Worcester County, the Foundation contacted the Center for Rural Entrepreneurship (CRE), a charitable organization based in Lincoln, Nebraska, dedicated to developing strategies for community-based giving. CRE was asked to look at data for Worcester County for a single year, to help put the transfer of wealth into local context.

Here's what they found.

In 2010, the estimated net worth of all households in Worcester County was \$180 billion. The estimated transfer of wealth between generations is expected to be about \$1.55 billion. If only 5 percent of this transfer were given philanthropically, charities in Worcester County could receive as much as \$77 million. The impact of cumulative giving and compound growth could have a titanic impact on our community.

As a local vehicle for community-oriented bequests, the Foundation is well positioned to invite everyone to consider, "How do I want to make a difference?" "Bequest giving doesn't require significant individual wealth," said Maureen George, vice president for philanthropy at the Foundation. "We all are a part of this transfer, regardless of our individual means."

The Foundation will be exploring this potent idea in the years to come. The key ingredient will be the ideas, hopes and vision of area residents whose commitment to community can be fulfilled now, and in the future.

## GREATER WORCESTER COMMUNITY FOUNDATION

### Selected Grantees in 2013

\$4.5 million in grants was awarded in 2013 through discretionary, field of interest, designated and donor advised funds. A selected list below highlights organizations receiving grants above \$2,500.

The list does not include scholarships or agency fund distributions.

#### Arts & Culture

Apple Tree Arts	\$6,000
ART in the PARK, Worcester	\$7,000
ARTSWorcester	\$13,000
Auburn Historical Society	\$4,000
Blackstone River Valley National Heritage Corridor	\$11,180
EcoTarium	\$50,150
First Night Worcester	\$7,000
Fitchburg Art Museum	\$3,000
Fitchburg Cultural Alliance	\$5,000
Harvest Fair Committee	\$2,500
Joy of Music Program	\$15,524
Leicester Summer Concert Series Committee	\$3,500
Master Singers of Worcester	\$3,000
Music Worcester	\$11,650
Mystic Seaport	\$3,000
Norman Rockwell Museum	\$110,000
Old Sturbridge Village	\$25,500
Opera New England of Northeastern CT	\$3,000
Pakachoag Music School of Greater Worcester	\$4,000
Pearle L. Crawford Memorial Library	\$7,858
Preservation Worcester	\$12,078
Shrewsbury Public Library	\$5,200
Thayer Memorial Library	\$8,500
The Canal District Alliance	\$3,000
The Discovery Museums	\$7,500
WCUW, Inc.	\$9,000
WGBH Educational Foundation	\$3,000
Worcester Art Museum	\$238,967
Worcester Chamber Music Society	\$5,200
Worcester County Mechanics Association/Mechanics Hall	\$24,550
Worcester County Poetry Association	\$4,340
Worcester Historical Museum	\$125,213
Worcester Public Library Foundation	\$5,000
Worcester Youth Orchestras	\$2,902

#### Community Development

All Saints Episcopal Church	\$19,340
Center for Nonviolent Solutions	\$5,000
Center for Women & Enterprise	\$5,000
Central Massachusetts Regional Planning Commission	\$12,774
Elm Park Ministries	\$3,000
First Baptist Church of Worcester	\$21,000
First Unitarian Church	\$25,865
Habitat for Humanity of Lee County	\$3,000
Habitat for Humanity-MetroWest/Greater Worcester	\$11,000
Jericho Road Project	\$3,500
Leicester Police Department	\$7,000
Main South Community Development Corp.	\$7,500
Marie Anne Center	\$3,000
Matthew 25	\$13,032

Oak Hill Community Development Corp.	\$17,500
Pleasant Street Neighborhood Network Center	\$9,000
St. Joseph and St. Pius X Parishes	\$5,000
Stand for Children Leadership Center	\$7,000
Town of Auburn, Pappas Recreation Center	\$437,000
Trinity Lutheran Church	\$22,754
Twin Cities Community Development Corp.	\$10,000
United Neighbors of Fitchburg	\$6,000
Worcester Area Mission Society	\$6,000
Worcester Common Ground	\$28,200
Worcester Community Action Council	\$8,500
Worcester Community Housing Resources	\$12,500
Worcester Cultural Coalition	\$7,000
Worcester East Side Community Development Corp.	\$10,000
Worcester Regional Research Bureau	\$8,497

#### Education

African Community Education Program	\$38,800
Anna Maria College	\$23,500
Bancroft School	\$53,975
Becker College	\$21,500
Clark University	\$60,421
Dynamy	\$13,300
Elm Park Center for Early Childhood Education	\$10,000
Francis W. Parker Charter Essential School	\$13,000
Greater Worcester 32° Masonic Learning Center	\$3,117
Hillside School	\$5,742
Junior Achievement of Northern New England	\$12,000
Latino Education Institute	\$42,000
Let's Get Ready	\$10,000
Literacy Volunteers of Greater Worcester	\$26,000
MCPHS University	\$15,000
Massachusetts Education and Career Opportunities	\$11,000
Nativity School of Worcester	\$9,000
Operation Outreach-USA	\$4,500
Quinebaug Valley Community College Foundation	\$3,000
Quinsigamond Community College Foundation	\$30,000
Rainbow Child Development Center	\$17,000
Rectory School	\$55,000
Seeds of Solidarity Education Center	\$15,000
South High Community School	\$10,000
Spanish American Center	\$6,000
University of Massachusetts Graduate School of Nursing	\$21,000
Wellesley College	\$3,068
Worcester Academy	\$34,342
Worcester Comprehensive Education & Care	\$15,000
Worcester Education Collaborative	\$8,000
Worcester Polytechnic Institute	\$3,500
Worcester Public Schools	\$31,150
Worcester State Foundation	\$22,394
Worcester Technical High School	\$6,059

*continued on reverse*

## *Environmental*

Appalachian Mountain Club	\$5,000
Eye of the Storm Equine Rescue	\$7,000
Greater Worcester Land Trust	\$58,400
Growing Places Garden Project	\$6,500
Massachusetts Audubon Society	\$40,750
Mount Grace Land Conservation Trust	\$6,500
MSPCA-Angell	\$5,000
NEADY Cats	\$4,000
North County Land Trust	\$2,500
Regatta Point Community Sailing	\$7,000
Regional Environmental Council	\$47,500
Second Chance Animal Shelter	\$6,000
Trustees of Reservations	\$6,000
Worcester Animal Rescue League	\$15,446
Worcester County Horticultural Society	\$49,413

## *Health & Human Services*

15-40 Connection	\$11,000
Abby's House	\$32,012
AIDS Project Worcester	\$13,000
All Saints Episcopal Church	\$3,000
Alternatives Unlimited	\$6,000
American Red Cross of Central and Western MA	\$55,750
Athol Area YMCA	\$8,000
Auburn Youth and Family Services	\$13,400
Best Buddies Massachusetts	\$4,000
Big Brothers/Big Sisters of Central Mass/Metrowest	\$26,658
Blackstone Valley Boys & Girls Club	\$5,000
Bottom Line	\$7,500
Boys & Girls Club of Webster-Dudley	\$17,000
Boys & Girls Club of Worcester	\$21,026
Bridge of Central Massachusetts	\$17,000
Camp Putnam	\$9,000
Catholic Charities Worcester County	\$28,375
Central Massachusetts Area Health Education Center	\$55,000
Central Massachusetts Housing Alliance	\$22,150
Children's Friend	\$47,044
City of Worcester Health and Human Services	\$15,000
Community Harvest Project	\$24,400
Community Healthlink	\$12,915
Community Legal Aid	\$25,812
Community Servings	\$7,314
Department of Children and Families Kids Fund	\$25,000
Dismas House of Central Massachusetts	\$20,000
Dress for Success Worcester	\$8,000
Edward M. Kennedy Community Health Center	\$116,304
Edward Street Child Services	\$78,950
Elder Services of Worcester Area	\$32,252
Family Health Center of Worcester	\$145,200
Family Service Organization of Worcester	\$5,000
Family Services of Central Massachusetts	\$3,578
Friendly House	\$28,800
Friends of Pappas Recreation Complex Corp.	\$4,500
Genesis Club	\$24,000
Girls Inc., of Worcester	\$27,677

Hearts for Heat, Leicester Chapter	\$4,000
Horizons for Homeless Children	\$7,000
House of Peace and Education	\$10,000
Household Goods Recycling of Massachusetts	\$6,000
Interfaith Hospitality Network of Greater Worcester	\$10,000
Ivy Child International	\$6,000
Jeremiah's Hospice	\$13,946
Jewish Family Service of Worcester	\$9,000
Jewish Federation of Central Massachusetts	\$6,600
Leicester Council on Aging	\$5,000
Lutheran Social Services of New England	\$25,500
MAB Community Services	\$6,000
Massachusetts General Hospital	\$14,700
Mohegan Council Boy Scouts of America	\$29,916
Montachusett Opportunity Council	\$8,000
Morgan Memorial Goodwill Industries	\$4,000
Mosaic Cultural Complex	\$8,000
MY TURN	\$4,000
NEADS/Dogs for Deaf and Disabled Americans	\$34,011
New Hope	\$10,000
North Brookfield Youth Center	\$12,500
North Quabbin Citizen Advocacy	\$7,000
Our Father's House	\$17,202
Pathways for Change	\$14,222
Pernet Family Health Service	\$29,250
Planned Parenthood League of Massachusetts	\$5,000
Project New Hope	\$3,000
Rachel's Table	\$22,000
Refugee and Immigrant Assistance Center	\$10,000
Rise Above Foundation	\$4,000
Salvation Army	\$10,200
Save The Children	\$5,000
Shrewsbury Youth and Family Services	\$2,770
Southeast Asian Coalition of Central Massachusetts	\$62,000
Spanish American Center	\$2,600
Straight Ahead Ministries	\$33,000
Tenacity	\$7,500
The CASA Project	\$12,000
Tri-Valley, Inc.	\$10,000
UMass Memorial Foundation	\$49,198
United Way Lee, Hendry & Glades	\$10,000
United Way of Central Massachusetts	\$159,776
Valley Residents for Improvement, Inc.	\$18,000
Veterans, Inc.	\$18,500
VNA Care Network and Hospice	\$15,490
Whitin Memorial Community Center	\$28,600
Windham County 4-H Foundation	\$21,000
Wing Memorial Hospital	\$100,000
Worcester County Food Bank	\$3,570
Worcester Youth Center	\$23,100
Y.O.U., Inc.	\$51,688
YMCA of Central Massachusetts	\$25,059
YouthNet	\$15,000
YWCA of Central Massachusetts	\$39,200