UNIQUE OPPORTUNITY

SIX FOR 60: ENDOWMENT FUND CHALLENGE

Six local nonprofits, chosen by our community, will each receive $10,000 to establish an endowment fund.

This year, Stark Community Foundation is celebrating its 60th anniversary, and we are commemorating this milestone by giving back to the nonprofits that make our community so special! We are excited to announce a unique community challenge in celebration of this anniversary— the Six for 60: Endowment Fund Challenge.

The six Stark County nonprofits that receive the most votes from our community will each receive $10,000 in seed money to establish an organization endowment fund with the Foundation.

By winning this community challenge, nonprofits can jump-start their organization endowment fund, a constant, predictable stream of income that can be used to offset their operations, fund new programs and support other mission-related activities in perpetuity.

“We see the value and importance in long-term stability of local nonprofits,” said Stark Community Foundation President and CEO Mark J. Samolczyk. “What better way to celebrate our 60th anniversary than allowing our community to choose six nonprofits to win a permanent endowment fund to help secure their future.”

HOW TO APPLY

This challenge is intentionally designed to support local organizations in the heart of our community that do not already have established organization endowment funds with the Foundation. To apply, organizations must be recognized as a 501(c)(3) public charity, church, school or government entity, and their main address must be located within Stark County.

Applications to participate in this unique community challenge are due no later than June 30 at starkcf.org/sixfor60.
SIX DECADES OF PHILANTHROPY

Summer is here and excitement is in the air as we celebrate Stark Community Foundation’s 60th anniversary all year long.

For six decades, we have been honored to serve our growing family of donors and the causes they care about, and we are humbled by the impact we have achieved together. We are proud of the relationships we have built with individuals, families, nonprofits and businesses that share our commitment to building a strong and vibrant community.

We have been celebrating our milestone anniversary through various sponsorships and programs throughout the year. One such program is the Six for 60: Endowment Fund Challenge—a unique community challenge that will award $10,000 in seed money to each of the six Stark County nonprofits that receive the most votes from the community. This seed money will help jump-start endowment funds for the nonprofits to continue their meaningful work in Stark County. I encourage you to learn more about the community challenge in this issue and invite organizations to apply.

As a valued member of our community, there are many ways you can celebrate our 60th anniversary with us. Whether it’s voting for your favorite nonprofit as part of the Six for 60 Challenge, exploring the Akron Zoo or adopting a pet in need from the Stark County Humane Society, we hope that you will join us in commemorating six decades of making a difference. Visit starkcf.org/60 for a full schedule of events.

As a community foundation, we made a shift in our grantmaking over the last 10 years to embrace a culture of data-informed research to guide our philanthropy. We are excited to share that our two recent data-driven initiatives, childhood poverty and economic development, are making great progress. Through our collaborative partnerships with local organizations, we are working to address root causes of poverty and create opportunities for economic growth and stability in Stark County. You can learn more about these initiatives on pages 4 and 5 of this issue. We will continue to keep you updated on our progress and invite you to join us in this important work.

As always, thank you for your continued support of the Foundation and the work we do. We hope you will join us to celebrate 60 years of community impact made possible by your generosity and partnership.

With gratitude,

Mark J. Samolczyk
President and CEO

CELEBRATE 60 YEARS WITH US

Join us this summer as we celebrate our 60th anniversary with our community in a big way.

• Free Sensory Cinema tickets for sensory-friendly family movie screenings at the Canton Palace Theatre on June 19 and 26 — limited tickets available, register at starkcf.org/60

• Free admission to the Akron Zoo for Stark County residents on June 25

• Partnerships with the Stark County Humane Society and other community organizations — stay tuned for more details

STARKCF.ORG/60

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SIX FOR 60
ENDOWMENT FUND CHALLENGE

We encourage organizations to apply early since applications will be reviewed on an ongoing basis. Foundation staff will review applications based on current policies and procedures, and nonprofits will be notified of their eligibility status before community voting begins in July.

To ensure that a diverse range of nonprofits are recognized and supported, one nonprofit will be awarded in each of the following categories:

1. Arts and Culture
2. Community and Economic Development
3. Education
4. Environment and Animal Welfare
5. Faith Based
6. Human Services

When applying, organizations must self-select which category most closely aligns with their mission.

NEXT STEPS
Once applications are reviewed and eligible nonprofits have been notified, our community will then have the opportunity to decide the winners. Community members can vote for one nonprofit each day during the voting period beginning in July. At the end of the voting period, the nonprofit in each category with the most votes will receive $10,000 in seed money to establish their organization endowment fund with Stark Community Foundation.

We believe supporting our local nonprofits is crucial for building a thriving, engaged and inclusive community, and we are excited to give back in this meaningful way. If you are involved with or know of a nonprofit that would be a good fit for this challenge, encourage them to apply by June 30 at starkcf.org/sixfor60app.

ABOUT ENDOWMENT FUNDS
An organization endowment fund is a pool of dollars that is invested to produce a stable, predictable stream of income each year to support a charitable cause.

With an organization endowment fund, the initial gift is invested over time, while a percentage of the fund’s balance is granted back to the organization annually to support its mission. The benefits of an organization endowment fund through Stark Community Foundation include long-term financial security, prudent investment management, flexible giving options, maximum return with minimal risk, planned giving resources and administrative support.

ORGANIZATION ENDOWMENT FUND

Your endowment fund is:

- Your funds are securely invested
- Your funds are managed internally while endowment accounts are also managed internally
- Endowment funds are most often managed externally
- An endowment fund can earn you much more. Savings accounts are also managed internally while endowment funds are most often managed externally

SUPPORTERS
make a gift to your fund and receive a state tax deduction

The remaining balance is reinvested to grow over time

GIVE INVEST GRANT

Your endowment fund is $A PERCENTAGE of your fund’s balance is granted back to your organization

Stay tuned to learn which organizations are participating in the Six for 60: Endowment Fund Challenge and how you can vote for the nonprofit that means the most to you.

*All Six for 60: Endowment Fund Challenge winners must adhere to Stark Community Foundation’s policies and procedures.

COMMON MISCONCEPTIONS

DEBUNKING 5 ENDOWMENT MYTHS

There are many myths about endowments, and we’ve tackled the top 5.

1. **MYTH: ENDOWMENTS ARE ONLY USED BY COLLEGES AND HOSPITALS.**

   While many colleges and hospitals have endowments, they aren’t the only organizations that do. Having an endowment fund is a positive indicator of financial stability—regardless of organization size. An endowment fund provides your organization with a predictable and stable source of funding that’s available year after year to support both current and future activities.

2. **MYTH: ENDOWMENTS ARE DIFFICULT TO ESTABLISH AND MANAGE.**

   An endowment fund can be established with as little as $10,000 through Stark Community Foundation and a simple fund agreement. Your funds are securely invested for long-term growth and are overseen by the Foundation’s Investment Review Committee and external consulting firm, allowing you to focus on your mission as opposed to tracking your investments.

3. **MYTH: HAVING AN ENDOWMENT IS JUST LIKE A SAVINGS ACCOUNT.**

   A savings account you can deplete, whereas you can only spend a portion of an endowment fund—keeping the principal intact to secure your organization’s future. While you may earn a minimal return on your savings account, an endowment fund can earn you much more. Savings accounts are also managed internally while endowment funds are most often managed externally.

4. **MYTH: ENDOWMENT GIFTS TAKE AWAY FROM THE ANNUAL FUND.**

   Donors who make annual gifts to your organization are actually your best prospects for endowment gifts because they are loyal supporters of your cause and want to ensure your future. Annual gifts support existing programs and help with immediate needs, while endowment gifts provide permanent support for future projects and have long-term impact. Both types of gifts are needed to help your nonprofit thrive for generations to come.

5. **MYTH: YOU CAN’T SPEND THE MONEY.**

   While you shouldn’t touch the initial amount donated (the principal), a portion of the income that’s earned each year on your investment can be spent. A portion of your annual income is made available each year to support your organization. You can request your income either annually, quarterly or you can choose to reinvest those dollars and continue building your fund’s value. Because the principal isn’t spent and a portion of the annual income is reinvested, the fund lasts in perpetuity.
COMMUNITY IMPACT

FOUNDATIONS INITIATIVES

Addressing poverty is crucial for promoting economic development in our community. Learn how Stark Community Foundation is impacting both.

ADVANCING OUR COMMUNITY’S ECONOMY

Stark Community Foundation has been investing in economic development for many years and has played a significant role in spearheading a county-wide economic development movement.

HOW IT STARTED

Back in 2017, the Foundation commissioned and released the Strengthening Stark report, a clear-eyed assessment of the economic and social health of Stark County and recommendations to help reverse downward community trends.

“When we started digging into the data, the facts revealed that our community was getting older, smaller and poorer,” said Mark J. Samolczyk, president and CEO of Stark Community Foundation. “We knew that we could transform Stark County into a growing, younger and more prosperous community by bringing community partners together and targeting our collective resources to advance our community’s economy.”

The data-driven report spurred countless county-wide conversations that led to a community-wide movement of residents, businesses, government, nonprofits and philanthropy that share a vision for a vibrant, growing county.

HOW IT’S GOING

Fast forward to today and the movement, known as Strengthening Stark, just celebrated its five-year anniversary. Much has changed in the last five years, but the movement’s goal has remained the same: to make Stark County a great place to start and grow a business, develop one’s talent, pursue a career and live and raise a family.

The movement is overseen by Stark Economic Development Board and supported by Stark Community Foundation and other community partners that recognize the value of promoting growth and revitalization in Stark County.

With a focus on collaboration and convening, Strengthening Stark partners have retained a small staff to bring the right people to the discussion, build support for existing efforts and catalyze new initiatives that move our community forward with four guiding priorities:

1. Market and drive enrollment for “in-demand” jobs/careers.
2. Attract/retain talent to increase the percentage of the population ages 25-44.
3. Expand and diversify employment in industries with sources of revenue outside of the county.
4. Drive and reward innovation and productivity growth.

To help drive these four priorities, Strengthening Stark convenes and supports community partners and their collaborative programs designed to upskill employees, empower minority businesses, foster an entrepreneurial mindset in area youth and more. One of the longest standing collaborations led by Strengthening Stark is Career Connect.

CAREER CONNECT

“Career Connect is a community collaboration of job navigators whose primary focus is to place unemployed and underemployed job seekers into livable wage jobs,” explained Aleisha Stout, project manager of Strengthening Stark. “The path to employment looks very different for each individual and is usually disrupted by obstacles, barriers and uncertainty.”

Navigators from eight area agencies meet job seekers where they are, help them identify a path to their goal employment and address barriers to gaining and retaining a livable wage. They routinely come together to share data, best practices and local resources, allowing each agency to strengthen their individual programming and better understand county-wide challenges and opportunities.

“Because of our collaboration in Career Connect, I’ve been made aware of so many trainings, programs and employment opportunities. Without it, I would have never known about them,” said Keith Bialota of ICAN Housing, Inc.

In Stark County, the livable wage for 2022 was $15+/hour and will increase to $16.50+/hour in 2023, compared to Ohio’s minimum hourly wage of $9.30. The Career Connect program strives to maintain an average above this wage and has been successful every year since it began in 2020.

By continuously collecting and analyzing data on this program and other economic development initiatives, community partners are able to measure progress, objectively evaluate impact and inform and adjust strategies.

To learn more about Strengthening Stark and its network of community partners, visit starkcf.org/ss

2022 CAREER CONNECT IMPACT

| JOB SEEKERS ENGAGED BY CAREER CONNECT PARTNERS | 557 |
| INDIVIDUALS PLACED IN EMPLOYMENT | 219 |
| REACHED 90-DAY RETENTION | 84% |
| AVERAGE HOURLY WAGE OF NEW HIRES | $15.08 |

View a high-level snapshot of Stark Community Foundation’s impact in 2022 at starkcf.org/dashboard22

4 / THE DIFFERENCE
PROTECTING STARK’S FUTURE

Childhood poverty is a critical issue to tackle in every community, but especially in Stark County.

HOW IT STARTED

Sobering data revealed that Canton was tied with Youngstown in 2019 as having the second-worst child poverty rate of any city in the United States with a total population greater than 65,000. With almost half of Stark County children living below the poverty line outside of Canton, Stark Community Foundation recognized the need for a deeper dive into local data to understand our community better.

After analyzing data on more than 50 community conditions, it became crystal clear that every single issue of concern in Stark County was somehow related to poverty. The analysis led to the release of Protecting Stark’s Future: A Call to Coordinate Child Poverty Strategies, an eye-opening 2020 study of the child poverty challenges facing Stark County and recommendations of how Stark County can reduce child poverty by working together to address immediate needs, increase the earnings of families and break cycles of poverty at the neighborhood level.

“It is not an exaggeration to say that everyone has a role to play in reducing child poverty,” said Mark J. Samolczyk, president and CEO of Stark Community Foundation. “As with economic development, it will take government officials, nonprofits, businesses, residents and philanthropy to develop strategies, act and monitor results. This level of collaboration may be unprecedented, but Strengthening Stark has shown us that broad-based coordination is possible in Stark County.”

HOW IT’S GOING

Shortly after the release of Protecting Stark’s Future, Stark Community Foundation launched an initiative to tackle the critical issue of childhood poverty at the neighborhood level.

The Foundation solicited proposals from area organizations to spur community-based solutions and fuel lasting change. To date, almost $700,000 in planning and implementation grants has been awarded to 15 lead organizations to address child poverty.

Here’s a look into three Protecting Stark’s Future grantees and the steps they are taking to collaboratively solve childhood poverty:

Stark County Educational Service Center (SCESC) has expanded its pre-K CARE Team and family support specialist model in the Alliance Early Learning School to intentionally equip and empower economically disadvantaged pre-K parents/caregivers with coordinated support, skills and opportunities tailored to address their barriers, increase their income and build a stronger financial future for their young families.

In two years, Mount Union went from a Protecting Stark’s Future planning grant to coordinating a facility and receiving nearly $500,000 in grant funding to implement poverty-fighting programs. Five anchor partners (Men’s Challenge, Mount Union, Sports Outreach, StarkFresh and YWCA) currently provide services under one roof, providing access to job training, free courses, mentoring and enrichment programs, paid internships, personal coaching for adults, groceries, clothing and more.

As community partners work collaboratively to tackle poverty, they wish people knew that poverty is not a lack of money but rather a lack of resources.

“I have never had to worry about poverty because even if I was homeless or jobless or facing any number of unfortunate circumstances, I have access to a family and a network who will support me,” explained Schroeder. “Our friends and neighbors do not all have those kinds of support systems, so a single bad decision, layoff, illness or other seemingly small misfortune can snowball into years of poverty. Breaking that cycle is not as easy as it may seem.”

To learn how other organizations are collaboratively solving childhood poverty in Stark County, visit starkcf.org/child-poverty
NEW FUNDS

OUR FAMILY TREE

Eight charitable funds were established through Stark Community Foundation from January 1 through March 31, 2023.

Subfunds (1)

Brechbuhler Family Foundation
Brechbuhler Scales Inc., a family-owned, employee-operated business located in Canton, Ohio, established a corporate charitable fund in order to provide resources that are needed to help others in our community and surrounding areas.

CAST Endowment Fund
Caring and Serving Together (CAST), a nonprofit with a faith-based approach, established an endowment fund to ensure sustained financial support to positively impact others through the power of scholarship, fellowship, leadership, mentorship and volunteerism.

Green Family Charitable Advised Fund
Louisville residents Paul Green and Marie Hull-Green created this charitable fund to support an array of nonprofits. Their fund will eventually be passed down to their daughter, Rachel, to continue their family’s passion for giving back to the causes they support in the communities where they live, work and play.

William A. and Wanda J. Kroft Foundation

John B. Nolan Cleveland School of Science & Medicine Scholarship Fund
John B. Nolan, a champion for science and a board member of the Cleveland School of Science & Medicine, created a designated fund to provide annual scholarships to support deserving students at the Cleveland School of Science & Medicine.

Braylen Novak Memorial Scholarship Fund
After the tragic loss of 18-year-old Braylen Novak in a motor vehicle accident, Braylen’s family created a scholarship fund to honor his memory and continue his positive impact on the community. Braylen was a Conotton Valley High School senior and three-sport athlete, competing on the varsity squad of his baseball, basketball and football teams. He is remembered as a leader among his peers and for having a contagious uplifting attitude and a charming smile that never left his face. Each year, scholarships are awarded in his name to Conotton Valley High School graduating seniors to help them pursue their dreams and achieve their academic goals.

Trinity Legacy of Canal Fulton Charitable Fund
When Trinity United Church of Christ in Canal Fulton closed in 2022 after 24 years of service to the community, its congregation established a charitable fund to keep the Church’s ministry alive for generations to come. The fund provides steady support to causes that matter most to the congregation, including Boy Scouts of America’s Troop 915, Habitat for Humanity East Central Ohio, Northwest Local School District, SAM Center and St. John Lutheran Church’s S.A.L.T. Box Ministries.

LOCAL ROUNDUP

GOOD COMMUNITY NEWS

Stay up to date with our community’s latest news.

STUDENTS GIVE BACK THROUGH THE LEGACY PROJECT’S NEW SUMMER SERVE PROGRAM

Through The Legacy Project of Stark’s new Summer Serve program, middle and high school students will spend time volunteering this summer, giving back and serving organizations in the Massillon community. This program will grow students’ passion for helping others by exposing them to local opportunities. Learn more at starkcf.org/summerserve

BRICK FLICKS EXHIBIT COMES TO THE MCKINLEY MUSEUM

Brick Flicks, an exhibition of some of the most iconic film moments of all time recreated in LEGO bricks by artist Warren Elsmore, is on display at the McKinley Presidential Museum beginning July 1. The exhibit is made possible through community funding and was recently supported by our family of donors. A LEGO McKinley Monument has also been constructed as the centerpiece of the exhibition. Learn more at starkcf.org/brickflicks

MY COMMUNITY HEALTH CENTER OPENS NEW PHARMACY

With federal funding and support from the community, My Community Health Center’s in-house pharmacy is officially open. The pharmacy enables the nonprofit medical center to further assist its network of medically underserved patients by offering discounted prescriptions alongside quality medical care. Learn more at starkcf.org/mchc

6 / THE DIFFERENCE
First Tee began in 1997 as a partnership among the LPGA, the Masters Tournament, PGA of America, PGA TOUR and USGA to make golf affordable and accessible for all kids. As the game was introduced to youth, so was a life skills curriculum that supported the development of inherent values found within the game of golf, including honesty, integrity, perseverance and respect.

Today, there are approximately 150 First Tee chapters around the U.S., including one in Canton, Ohio.

For over 20 years, First Tee Canton has provided an opportunity for local children ages 5 through 18 to learn life-enhancing values, character development and healthy habits through the game of golf. Approximately 10% of chapters have their own golf course, and only a select few have an indoor range. Fortunately for the First Tee Canton chapter, it has both. It is also the only chapter that owns and operates a nine-hole, par-three golf course on site.

First Tee Canton Executive Director Scott Life shared: “Our fun hook is golf. Once we have their attention, we integrate life lessons like resiliency and perseverance into the game.”

At First Tee, students learn the basics of the game and proper techniques for swinging, putting and chipping. More importantly, they learn nine core values as they play golf, with each hole on the nine-hole course representing one of these values: integrity, honesty, sportsmanship, perseverance, respect, courtesy, confidence, judgment and responsibility.

“We teach them values that build character,” said Terry Taylor, program director of First Tee and golf professional. “Each lesson teaches them values like being courteous, taking responsibility for your actions, dealing with disappointment when things don’t go your way and believing in yourself. These values are just as important on the course as they are off the course.”

For one eight-year-old student at First Tee, he believes honesty is the most important core value. “I like the core value of honesty because you want to be honest with your score and not try to cheat,” he said.

More than 70 trained, caring coaches and volunteers—ranging in age from 12 to 88—serve as positive role models, providing students with a safe and welcoming environment and teaching them an enriching curriculum full of experiences.

Over 500 students participate annually in First Tee’s year-round programming at its 15-acre downtown Canton campus as well countless students from 46 partner schools who engage in physical education classes that incorporate First Tee programming.

While some students come from more affluent families, others come from less privileged backgrounds. Regardless of their backgrounds or skill levels, all students are welcomed and are never turned away because of the program’s cost.

GlenOak High School alumna Shelby Mercer is one of the many students who benefited from First Tee. The nonprofit completely changed the trajectory of her life, and it all started with an encounter with Terry Taylor when she was 12 years old.

“I had curly hair, big afro, my pants pulled down to my knees, a chained wallet. I thought I was the coolest kid in the world,” recalled Mercer. “I walked up to Terry, who was on the range giving a lesson, and said, ‘I want to golf.’ He said, ‘Not dressed like that. Come back tomorrow with the right attire.’”

Much to his surprise, she came back the next day wearing more appropriate clothing and got to work. She participated in the program from that day forward until she graduated high school. Mercer, who sees Taylor as a father figure, went on to play golf at Defiance College and earned a degree in intervention specialist with a minor in autism studies.

“I was a troubled kid. I didn’t like school. I got bad grades. I hung out with kids who did drugs and alcohol. I didn’t care about graduating,” shared Mercer during First Tee’s 20th-anniversary celebration in 2022. “When I started here, it became about much more than just golf. With Angela [former executive director] and Terry, most of the times, I didn’t have my lessons. They would help me with my homework for hours. Without them and the First Tee, I can honestly say I wouldn’t have graduated.”

First Tee currently has a waiting list of students eager to participate in the program. To accommodate more students, the course is being reconfigured and expanded. By relocating a few holes, the downtown Canton campus will soon have a separate driving range, practice area and chipping green as well as nine holes.

Life hopes that in time First Tee can further expand its course by an additional 15 acres on the perimeter of its current campus and offer more classes and outreach opportunities with community partners.

To learn how you can help build the next generation of game changers, visit firstteecanton.org.
SENSORY-FRIENDLY EVENTS

Check out this list of local sensory-friendly experiences and inclusive family activities to enjoy, thanks to community partner Visit Canton.

ACCESSIBILITY AT THE PRO FOOTBALL HALL OF FAME
The Pro Football Hall of Fame offers American Sign Language (ASL) tours for deaf or hard-of-hearing individuals who visit. ASL interpreters are on-hand to provide Insider Tours on the first and third Saturdays of every month. Guests who are blind or have low vision can request a Hall of Fame Touch Tour prior to their visit, and a guide will lead them through the galleries while providing detailed descriptions and tactile football pieces to experience.

SENSORY ROOM AT MASSILLON MUSEUM
The Sensory Room at the Massillon Museum removes barriers to learning and provides ways for engagement in the museum space. The designated area is open during all museum hours, and it features multiple types of seating, a yoga ball and mat, a weighted blanket, a sound machine, an eye mask, noise-canceling headphones, a tactile felt and Lego wall, sensory toys and wheelchair-accessible sensory bins.

SENSORY CINEMA AT CANTON PALACE THEATRE
The Canton Palace Theatre’s Sensory Cinema is a movie theater experience tailored to patrons with sensory processing disorders and their families. This program utilizes assistive listening technology called hearing induction loops to reduce background noise and send sound directly into an individual’s hearing aid. These movies feature dim lights, lowered sound and dietary-sensitive concession stand offerings.

INCLUSION AT CANTON MUSEUM OF ART
The Canton Museum of Art partners with KultureCity, the nation’s leading sensory accessibility nonprofit, to better assist and accommodate guests with sensory needs and educate museum staff through continuous training. Found at the front desk, guests can utilize sensory bags containing special KultureCity badges, fidget tools, noise-canceling headphones and other resources.

See the full list of sensory-friendly activities at starkcf.org/sensory

COMMUNITY RESOURCES