



# **TRANSFORMATION: CHARTING A NEW COURSE**

2015 Annual Report  
Essex County Community Foundation

## IN MEMORIAM



**JOSEPH F. TRUSTEY**  
1962–2015

On July 29, 2015, former ECCF Trustee, Joseph F. Trustey of Wenham, passed away in a tragic accident that also claimed the life of his daughter, Anna. A beloved husband, devoted father and generous philanthropist, Joe served as ECCF trustee from 2002-2008, and as Board Chair from 2004-2007. David Tory, ECCF's founding CEO, said Joe was heavily committed, actively engaged and helped establish stability and credibility for the Foundation. "Joe worked his hardest to build ECCF's presence and capability so that by the time his term of office ended, ECCF might be ready for its next period of development," said Tory.



**R. KINGMAN WEBSTER,**  
"KING" 1933–2015

When King Webster retired as executive vice president and treasurer for the H.K. Webster Company in 1989, he and his wife, Dee, embarked on a life of philanthropy, focusing on the education of youth. Together, through a donor advised fund and a scholarship fund established through ECCF, the Websters touched countless lives with their kindness and generosity. "He believed strongly in the critical role of education as the way out of poverty for at-risk children, and he helped so many," said Julie Bishop, ECCF's vice president for philanthropy. King passed away on Nov. 12, 2015.



*Jonathan Payson*  
Chair of the Board



*David Edwards*  
President & CEO

## A Message from the Chair and President

*Dear Friends,*

The past year has been a time of significant transition for the Essex County Community Foundation, and we are happy to report progress on several fronts below and throughout this Annual Report.

When Dave Welbourn announced his retirement in the fall of 2014, a nationwide search for a new president and CEO led the Board to Dave Edwards, who joined ECCF in January 2015. Dave was the founding CEO of the Community Foundation of San Luis Obispo County in San Luis Obispo, CA and during his six-year tenure there, he grew the Foundation's total assets from \$60,000 to over \$23 million. That growing pool of philanthropic assets provided direct support to a thriving nonprofit sector, improving the quality of life in the county. Most recently, Dave served eight years as principal of Sutherland ~ Edwards, LLC, Consultants to Philanthropy, a California-based consulting firm that has worked with over 40 community foundations.

This year marks a pivot in our strategy to achieve our mission of making Essex County a better place for all to live, work and raise our families. Our foundational principals and priorities remain the same, but we have undertaken some major projects to increase our impact.

First, we have fundamentally re-engineered our internal operations to offer a more efficient and substantive donor experience. On the strategic front, we have set an ambitious, but achievable endowment asset goal, and have launched community leadership projects to put those assets to work for the benefit of our communities.

We invite you to read more about our vision for ECCF's future on page 13.

Even while we worked towards this new vision, many of ECCF's highly regarded programs continued this past year. In addition to workshops for our nonprofit partners, we held a highly successful Institute for Trustees in March, an inspiring Celebration of Giving breakfast in May and, in June, convened a sold-out Youth at Risk Conference. We are committed to sustaining and improving these important programs, and will explore every opportunity for innovation and partnership to achieve those goals. Highlights for each of these events are included in this report.

None of these things would be possible, of course, without the support of you, our generous friends and neighbors whose passion and commitment to Essex County are evident throughout the pages of this report. Our achievements are your success. And we thank you for being our partners in philanthropy and for doing your part to make Essex County one of the best places to live, work and play.

**DAVID EDWARDS**  
*President & CEO*

**JONATHAN PAYSON**  
*Chair of the Board*

**2015 Results:**

**\$4.4 Million in Grants Awarded Nationwide**



**Program Highlights**

**CENTER FOR NONPROFIT EXCELLENCE | 6TH YEAR**

- 309 workshop attendees
- 181 nonprofit organizations represented
- 7 workshops presented

**INSTITUTE FOR TRUSTEES | 6TH CONFERENCE**

- 352 attendees
- 191 nonprofits from 77 communities represented
- 23 workshops presented; 7 of which were master classes

**YOUTH AT RISK | 15TH CONFERENCE**

- 725 attendees
- 233 nonprofits from 77 communities represented
- 27 workshops presented



**The Power of Giving**

On May 7, 2015, ECCF held its second annual *Celebration of Giving* breakfast to highlight the power of collaborative philanthropy in Essex County. Two hundred guests and nonprofit leaders convened in Peabody for this inspirational event to honor the generous philanthropists and dedicated nonprofit organizations working to strengthen Essex County. Fifteen organizations from six towns received grants from the Fund for Nonprofit Excellence, which supports capacity-building projects at local nonprofits. For a list of recipients, visit [www.eccf.org/celebration](http://www.eccf.org/celebration). Several other honorees were also recognized for embodying the spirit of service.



**GEORGE PEABODY AWARD:  
HELEN AND DAVID TORY**

The George Peabody Award was presented to Helen and David Tory, both of whom personify the adage that one person can make a difference. In 1998, David co-founded ECCF and served as the Foundation's president and CEO during its first decade, raising over \$28 million and granting over \$10 million to local charitable groups during his tenure. In 1994, Helen co-founded the Essex Art Center in Lawrence, an organization that makes art exploration and engagement accessible to residents of the Greater Lawrence community.



**NONPROFIT EXCELLENCE  
AWARD: BEVERLY  
BOOTSTRAPS**

In 1992, Beverly Bootstraps was started by a group of parishioners who opened a small food pantry in the basement of the First Baptist Church on Cabot Street. Today, it is one of the leading social service agencies on the North Shore, serving thousands of struggling families and individuals each year. Beverly Bootstraps was awarded ECCF's 2015 Nonprofit Excellence Award for its dedication to stemming immediate needs and empowering people to improve their own lives.



**PROFESSIONAL ADVISOR  
AWARD: GEORGE L. CUSHING**

George L. Cushing was the recipient of ECCF's inaugural Professional Advisor Award, given to recognize a professional advisor for outstanding work in educating philanthropists on how to maximize their charitable impact. George's dedication and thorough understanding of the various estate and gift laws in Massachusetts have given him the keen ability to assist his clients in reaching their charitable and financial goals. George, senior counsel at McLane Middleton, PA, has worked in the estate-planning field for more than 40 years.

CELL SIGNALING TECHNOLOGY: DANVERS BIOTECH COMPANY PROMOTES SCIENCE THROUGH SCHOLARSHIPS

Cell Signaling Technology was founded in 1999 on the principle that the measure of a company's success is not determined by profit alone.

"It's really about values," said Dave Comb, director of corporate social responsibility at the Danvers-based biotech company that specializes in providing reagents for cancer research. Over the last 16 years, CST has created a corporate culture deeply rooted in giving back and, more recently, implemented a robust CSR program that benefits the planet, its people and local communities. "As a company, I feel it is part of our responsibility to do that."

So when CST wanted to add a scholarship program to its CSR menu, Comb reached out to Essex County Community Foundation for help with designing the program, managing the funds and administering the award.

"That was going to be a nightmare that we didn't want to have to deal with," said Comb about the administrative tasks that come with managing a scholarship fund.

The scholarship, awarded during a high school student's junior year and distributed over his or her four-year college career, is intended for college-bound students from Gloucester, Lynn, Peabody and Salem interested in pursuing a science degree.

"The company really wants to try to advance science because so much of the world is really dependent on good science decisions," said Comb. "The scholarship is really focused on high school juniors who are ready to start making decisions about which college they hope to attend."

In addition to supporting our future scientists, the Cell Signaling Technology Scholarship Fund, managed by ECCF, also benefits CST employees. "Engaging employees in local philanthropy helps maintain loyalty and long-term work relationships," said Comb.

To read more about Cell Signaling Technology's Corporate Social Responsibility program, visit them online at [www.cellsignal.com](http://www.cellsignal.com).

*"It's really about values... as a company, I feel it is part of our responsibility to do that. Engaging employees in local philanthropy helps maintain loyalty and long-term work relationships."*



CARRYING ON A LEGACY OF PHILANTHROPY



"I use the term 'invest' because that's really what we are doing with our donor advised fund at ECCF," said Harrigan. "We invest in nonprofits and feel like we share in the ownership of their successes."

Harrigan and her siblings have come to rely on ECCF for local expertise, philanthropic advice and the freedom to give without the burdens of the paperwork and processing that can often take away from the giving experience.

"ECCF makes donating so easy, and so much more manageable, especially in today's busy world," said Harrigan, who is also graciously serving on ECCF's NextGen steering committee. "They do it all, and all we have to do is make a decision and use the online donation tool. It's remarkable. I absolutely give more because of ECCF. And that's powerful."

The power of giving is something Harrigan hopes to pass on to her own children too.

"Seeing the bigger picture as a community member is vital to the future not only of Essex County, but to the world," said Harrigan. "Picking your head up, looking out at the needs and helping in any capacity makes a difference. It expands your happiness. It opens your eyes to reality and the challenges of life. It's what I want my girls to experience now, even at 4 and 6 years old. We are all in this together. That's how I want them to feel."

When she was a girl, Elizabeth Shorts Harrigan would visit her father's childhood home and property in Bellevue, WA, a lush seven acres filled with the rhododendrons her grandfather planted and tended for years.

"We would go out there and visit the property and my dad would tell me about where his bedroom used to be, where their animals used to be and it was so tangible, to see and understand at such an early age," said Harrigan.

In 1984, her father's family donated the house and property to the City of Bellevue to become part of a 53-acre botanical garden, open free for the public to enjoy.

"I always thought that my dad and his family gave away everything they ever had and that stuck with me," Harrigan said.

Harrigan's passion for philanthropy only grew from there, as she witnessed her parents – Binkley and Paula Shorts – become deeply involved with ECCF in its early stages and serve on over a dozen other nonprofit boards in Essex County.

Now Harrigan, along with her brother and sister, is carrying on her family's legacy of philanthropy with a donor advised fund at ECCF.

Each year, Harrigan and her siblings come up with a philanthropic theme for their end-of-year giving. During a brutally cold winter, they might invest in nonprofits that supply blankets, clothing and warm food to those in need. Other years, they will invest in a global organization such as the Haiti Fund or Doctors Without Borders. During a time of rapid development, they'll invest in local land conservation and smart growth initiatives.

# The Funds of ECCF

The Essex County Community Foundation manages a diverse family of funds that together have a significant impact on the lives of those who live and work in Essex County. Our funds support programs in education, health, arts and culture, safety, historic preservation, hunger relief, emergency management and much more. In FY 2015, 16 new funds were added to the ECCF family. Today, we are 156 funds strong.

*“I can’t imagine what it would be like to administer the NLK Scholarship Fund without ECCF. Establishing and administering our own 501-C3 would have been extraordinarily difficult, if not impossible, given the relatively small size of our endowment. Bottom line, we’re very grateful for ECCF’s existence and staff support.”*

– **Barry Lemieux,**  
**Nicole Lemieux Knight Scholarship Fund**

0219 Fund  
1115 Fund  
82491 Fund  
ACAC Fund  
Alacoque-Weber Trust Fund for Catholic Education  
All Blue Foundation  
The ALMA Fund  
Barbara H. Almy Fund  
Andover Coalition for Education Fund  
The Andover Group Fund  
Tia D. Andrew Fund  
Andrews Chapel Restoration Fund  
Ansara Fund for Essex County  
ASD Fund  
Astle-Tory Broadhow Fund  
Ayer Mill Clock Tower Fund  
Grace K. Babson Trust Fund  
The BEYOND Scholarship Fund  
Donald and Susan Booth Charitable Fund  
Bowditch Fund  
The Boxford Town Library Fund  
The Brand Fund  
Build A Bridge Scholarship Fund  
CCS Fund  
Centerville Improvement Society Fund  
Charity Girls NEMA  
Christian Angel Smile Fund  
Cloven Rock Fund  
Community Indicators and Assessment Fund  
Richard J. Collins Memorial Scholarship Fund  
Peggy Corbett Memorial Fund  
Amanda P. Craig Fund  
CST Science Scholarship Fund \*  
Custom House Maritime Museum Endowment Fund  
Davis Trust  
David & Mary R. Dearborn Fund  
Mary R. Dearborn Fund  
Ditchfield Scholarship Fund  
Joseph R. and Margaret M. Doherty Memorial Fund

William P. & Elizabeth S. Dolliver Trust Fund  
Emergency Fund  
Michael Erekson Memorial Scholarship  
ESMV Board Designated Fund  
Essex Art Center Founders Fund  
Essex County Forum Fund  
Essex County Hunger Relief Project  
Anita Pacione Evetts Shine On Scholarship Fund  
First Jobs Fund  
Farnsworth Fund  
Arthur L. Flynn Education Trust Fund  
Friends of Andover Tennis Fund  
Friends of Anne Bradstreet  
Fund for Lawrence Public Schools Receivership and Turnaround Plan  
Fund for Nonprofit Excellence  
Gates-Robertson  
Giangrande Family Scholarship Fund  
Henry Giannantonio Trust Fund  
D&P Gleason Charitable Fund  
Gloucester Maritime Heritage Center Fund  
Betty Beland Greater Lawrence Summer Fund  
Grimaldi Fund  
Chet and Will Griswold Suicide Prevention Fund  
Hamilton-Wenham Friends of the Arts Reserve Fund \*  
Hardscrabble Education Fund  
Help in the Nick of Time Fund  
Stephanie Hobson Memorial Fund  
Margaret Voss Howard Teacher Recognition Award Fund  
Inspire to Act Fund \*  
JCH Fund  
Corinne (Morris) Johnson Scholarship Fund  
JEOL Families Scholarship Fund \*  
The JT ECCF Fund  
JTS Memorial Fund  
Patricia Foley Karl (PFK) Scholarship Fund  
Knapp Family Fund \*  
Teresa Hopper LaChance Scholarship Fund  
Michael J. Latta EMS Scholarship Fund  
Lawrence Emergency Fund

Lawrence Development Fund  
Lawrence High School Alumni Association  
Nicole Lemieux Knight Scholarship Fund  
Albert Lunt Trust for Charity Fund  
Lupoli Family Fund \*  
Evelyn Lily Lutz Foundation Fund \*  
MADLMU Fund  
Raymond Banigan Malm Foundation Fund  
Isabella Rose Marino Endowment Fund  
McKenna Family Fund  
George McQuinn Memorial Foundation  
Merck-Evarts Fund  
Merrimack Valley General Fund  
Merrimack Valley Habitat for Humanity Endowment Fund\*  
The Music Fund  
Myopia Hunt Club Caddie Scholarship Fund  
Nancamp Fund \*  
National Lancers’ Guard Anniversary Fund  
Niben Point Fund  
North Shore Community Health Network Fund  
North Shore Technology Council Scholarship Fund  
Ocean River Institute Fund  
Eamon O’Holleran Fund  
One Run for Boston Fund  
Open Democracy Fund \*  
Mary H. Paolino Scholarship Fund \*  
John W. Peirce Fund  
Ernest J. Perry Jr. Scholarship Fund\*  
Dr. Thomas N. Pesola Memorial Scholarship Fund  
Christine C Price Breast Cancer Fund  
Josh Quince Fund for Adolescent Services  
Rawlins Family Fund  
Susan Kain Reeder Memorial Fund  
Colleen E. Ritzer Scholarship Fund  
Robinhood Cove Fund \*  
Rockport Millbrook Meadow Fund  
Rolling Ridge Retreat and Conference Center Fund  
Sherry and Will Rogers Family Fund  
Rosman Family Fund

S.E.A. Fund  
Reid Sacco AYA Cancer Fund  
Reid R. Sacco Memorial Scholarship Fund  
Sam and Molly Fund  
Santa’s Workshop Fund  
The Scholars’ Fund  
Season of Advent Fund  
Peter B. Seamans Fund  
Sendzimir Family Fund  
Clark Smith Fund  
Solstice Singers Scholarship Fund  
Spark Academy Fund  
Peter N. Stavru and Angelo Stavru Scholarship Fund  
Quentin Steele Trust Fund  
Step Up for Colleen Fund  
Edna Stocker Trust Fund  
Sumberg Family Fund  
Support Our Schools Fund  
S.W. Fund \*  
Three Cool Cats  
David Tory Fund  
Helen & David Tory Fund  
Peter and Kathleen Van Demark Fund  
Kenneth Waldie Memorial Fund  
Wasserman Fund  
Peter Watson Memorial Scholarship Fund  
Webster Family Fund  
Webster Scholarship Fund\*  
R.J. Weggel Fund for the Friends of the Middlesex Fells Reservation  
David Welbourn Fund for Innovation and Collaboration \*  
Richard D Wilson Community Response Gift Fund  
Stirling A. Winder Fund  
The Women’s Fund of Essex County  
Goodwin Wregg Land Stewardship Endowment Fund  
Wrigley Fund  
Youth and Philanthropy Fund  
Youth at Risk Fund

*\* Indicates a new fund for FY2015*

# Grants | BY THE NUMBERS

HELPING ORGANIZATIONS CHART A NEW COURSE



## FY 2015 GEOGRAPHICAL DISTRIBUTION

**ESSEX COUNTY: 76%**

**883 Grants**

|                |     |
|----------------|-----|
| USA:           | 12% |
| INTERNATIONAL: | 1%  |
| OTHER MA:      | 11% |



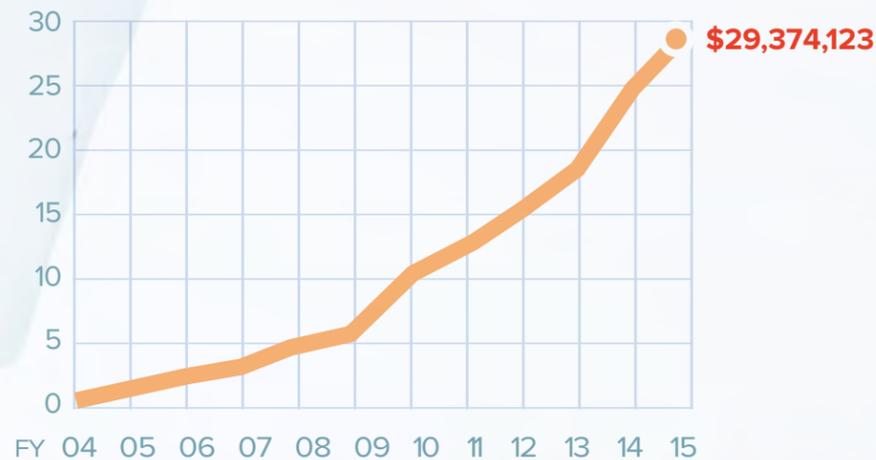
**TOP 2015 GRANT DESTINATIONS IN ESSEX COUNTY**

1 Lawrence | 2 Lynn | 3 Salem | 4 Beverly | 5 Gloucester



## GRANTS MADE FROM ECCF FUNDS (CUMULATIVE)

\$MILLIONS



# Grant Highlights



## MAKING HISTORY WITH THE WOMEN'S FUND

The past year was a historic one for The Women's Fund of Essex County, an ECCF field of interest fund dedicated to changing the lives of local women and girls. During FY 2015, The Women's Fund awarded \$230,000 to 15 agencies, putting the Fund at over \$1 million in total grants since 2003. Today, The Women's Fund has supported over 80 different programs that help provide the skills, knowledge and mentoring women and girls need to transform their lives. The Fund's areas of focus are economic self-sufficiency and security, health and well-being, and leadership and empowerment. "The facts show that improving the lives of women and girls translates into stronger families and healthier communities," said Becky Hallowell, TWF board president. "We are grateful to our generous donors who have helped us create a sustainable way to empower women and girls to reach their full potential and we can't wait to reach our next milestone."

To learn more about The Women's Fund of Essex County, visit them online at [www.thewomensfundec.org](http://www.thewomensfundec.org).



## STRENGTHENING GREATER LAWRENCE WITH THE WEBSTER FAMILY FUND

For 10 years, The Webster Family Fund has been strengthening the communities of Greater Lawrence one grant at a time. The Fund, opened by Dean Webster when he transferred the assets of his family foundation to ECCF in 2005, donates annually to 11 nonprofits in Greater Lawrence that were significant to the Webster family, and to the Betty Beland Greater Lawrence Summer Fund, which provides support for out-of-school-time programs to local at-risk youth. Mr. Webster also created an annual competitive grants process, through which the Fund awards small grants for capital projects at nonprofits in Lawrence, Andover, Methuen and North Andover. This year, after a review and recommendation by ECCF's Grants Management Committee, the Webster Family Fund awarded seven grants totaling \$27,300, including support for a new secure courtyard for residents with dementia at the Nevins Family of Services in Methuen, a projector and sound system for the auditorium at Notre Dame Cristo Rey High School in Lawrence and a washer and dryer for the soup kitchen at Bread & Roses in Lawrence.

Visit [www.eccf.org/webster-fund](http://www.eccf.org/webster-fund).



## IMPROVING THE COMMUNITIES OF THE MERRIMACK VALLEY

In the past year, grants from The Merrimack Valley General Fund helped feed the hungry, support after-school art programs, raise kids to be readers and inspire them to be leaders. In fact, in FY 2015, 22 grants totaling \$45,000 were awarded to nonprofits that serve the 14 communities of the Merrimack Valley of Massachusetts. The Merrimack Valley General Fund has deep roots in the local communities it serves. Originally founded as the Greater Lawrence Community Foundation in 1987, the organization was renamed the Merrimack Valley Community Foundation in 1995 before merging with ECCF in 2004. The Merrimack Valley General Fund continues to fulfill the mission for which it was founded: that people local to the Valley would direct philanthropic gifts to local agencies and causes. Today, the Fund continues this critical work in support of essential needs by focusing on the key areas of food, clothing shelter and education.

Visit [www.eccf.org/mvgf](http://www.eccf.org/mvgf).

# News from the Center for Nonprofit Excellence

ECCF's Center for Nonprofit Excellence had a stellar year of programming. Through a full schedule of workshops and the annual Institute of Trustees, the CNE helped 302 unique nonprofits raise their operational expertise and improve the capacity of their organizations. Quality programming and personal service will continue to be the cornerstones of the CNE under the new leadership of Sarah M. Jackson, CNE program director, and Rebecca Turner, CNE program coordinator.

To stay updated on CNE activities, including the 2016 Institute for Trustees on March 19, please visit [www.eccf.org/CNE](http://www.eccf.org/CNE).



Above: More than 350 nonprofit leaders attended this year's IFT.

Right: Tammy Dowley-Blackman, vice president of CFLeads, leads an IFT workshop.

## INSTITUTE FOR TRUSTEES

Despite an early spring snowstorm, more than 350 nonprofit leaders gathered at the Pingree School in South Hamilton on March 28 for the 2015 Institute for Trustees, the area's premier leadership conference hosted by ECCF.

The annual, all-day conference features networking, presentations and educational workshops designed to help nonprofit trustees and executive directors take their organizations to the next level. This year's 23 thought-provoking, inspiring and dynamic workshops focused on areas such as capital campaigns, board recruitment, leadership development and NextGen engagement.

Keynote speaker Dan Pallotta, founder and president of the Charity Defense Council and creator of the AIDS Rides and Breast Cancer 3-Days, brought the crowd to their feet with his call for economic equality for the nonprofit sector.

**THE 2016 INSTITUTE FOR TRUSTEES WILL TAKE PLACE MARCH 19 AT THE PINGREE SCHOOL.**



Clockwise from left: The Pingree School in South Hamilton is the site of the annual IFT; Dan Pallota, 2015 IFT keynote speaker, urges attendees to change the way they think about nonprofits; Each year, ECCF provides a Resource Guide for IFT attendees.



## SALEM STATE TO LEAD YOUTH AT RISK CONFERENCE

Earlier this year, ECCF announced that Salem State University would assume leadership of the Youth at Risk Conference, the largest, regional all-day event devoted to those serving at-risk youth. In 2000, ECCF created the YAR program and for 15 years has led this celebrated event, graciously hosted each year by Endicott College. At ECCF, we are excited to watch YAR grow in stature and substance under Salem State's expert leadership. "We are honored to assume a leading role in the Youth at Risk Conference," said Salem State President Patricia Maguire Meservey, also an ECCF trustee. "This is a great opportunity to involve our dedicated faculty, alumni and future youth service providers in an already outstanding program that we will continue to nurture and grow."

This year's YAR event drew 725 attendees and featured 27 workshops, networking opportunities, program exhibitions and keynote speaker Jeanine Fitzgerald, human behavior consultant and founder of the Fitzgerald Institute of Lifelong Learning, who urged youth service providers to "nurture the nurturer."

**THE 2016 YAR CONFERENCE WILL TAKE PLACE ON JUNE 1, 2016 AT ENDICOTT COLLEGE.**

**FOR UPDATES AND INFORMATION ABOUT YAR, PLEASE VISIT [WWW.SALEMSTATE.EDU/YAR](http://WWW.SALEMSTATE.EDU/YAR)**



## Charting a New Course: What's on the Horizon for ECCF

**Leading Change. Transforming Communities.**

This is the Essex County Community Foundation's renewed promise, to our fundholders and to the communities we serve. Over the next few pages, we invite you to learn about our plans for raising awareness and engagement, and improving the impact of local giving.



## Our Vision for Essex County's Future

ECCF'S STRATEGIC PLAN POWERS PHILANTHROPIC SUCCESS

The Essex County Community Foundation is committed to leading change and making a significant impact in the communities we serve. Our strategic plan for FY2016–FY2018, outlined below, gives us our heading; investments from our friends and neighbors will power our goals.

### ASSET DEVELOPMENT

By 2020, our goal is to have \$100 million in assets committed to philanthropic work in Essex County.

### DONOR SERVICES

We will raise the level of engagement with our donors through improved technology, increased options for endowment investing and philanthropic advising, and place a special emphasis on the emerging generations of volunteers, nonprofit leaders and philanthropists who will secure the future of giving in Essex County.

### VISIBILITY

We will increase the visibility and improve the perception of the Foundation among targeted audiences and markets, including national and local philanthropic partners, local government and industry.

### COMMUNITY LEADERSHIP AND GRANTMAKING

ECCF will selectively engage in community leadership activities where we have the capacity and resources to achieve measureable impact. Working with other funders and nonprofits, our first leadership priority is to commission a community-wide needs assessment, Phase I of our new Community Leadership Project.

### ECCF'S VISION STATEMENT

Our vision is to have 34 thriving cities and towns in Essex County that have:

- ◆ Successful schools
- ◆ Safe, clean, green and vibrant neighborhoods
- ◆ Economic and job opportunities
- ◆ Arts, culture and entertainment
- ◆ Healthy residents



# Community Leadership Project

## MOVING THE NEEDLE ON THE REGION'S MOST PRESSING PROBLEMS

With its access to the ocean, open space, vibrant cities filled with history and culture and its proximity to Boston, Essex County is an ideal place to live and raise a family. On average, Essex County residents enjoy a good standard of living.

But the region is also home to poverty, crime, hunger, homelessness, addiction, unemployment and failing schools. How do we help improve the quality of life for all our residents? What are our most pressing problems and how can donors work together to solve them? And how do we know when we are moving the needle?

As Essex County's leader in community philanthropy, ECCF will tackle these questions by leading a multi-year, multi-phase **Community Leadership Project (CLP)**, the ultimate goal of which is to improve the quality of life for the more than 750,000 residents that live in Essex County.

### PHASE I: ASSESSING THE STATE OF ESSEX COUNTY

Gather and analyze data on nearly 100 indicators that will help provide an accurate picture of the current health of our region. Access to this critical data will be made available on an interactive CLP website designed for community use.

### PHASE II: IDENTIFYING THE NEEDS OF ESSEX COUNTY

Use the data to determine the County's most pressing problems, set a baseline for measuring impact and inform and engage key partners, elected officials, business leaders, nonprofits and funders.

### PHASE III: MOVING THE NEEDLE ON KEY ISSUES IN ESSEX COUNTY

Launch a capital campaign to raise funds to meet critical needs in the County and convene additional funders to help multiply resources and increase philanthropic impact on identified priorities.

Project updates will be posted to the CLP website, which will also be updated annually to help community leaders, nonprofits and funders understand where need continues and where the needle is moving.

# The Future of Philanthropy

## NEXTGEN AT THE HELM

A historic shift in the philanthropic landscape is on the horizon. The next generation of major philanthropists – Gen X'ers and Millennials – will wield more philanthropic power than any previous generation. They think differently. They act differently. And they are driven by values, strategic impact and the important ties that connect them to their giving.

To secure the future of local philanthropy, and to maximize the generosity of the next generation, in 2014, ECCF launched its **NextGen Philanthropy Initiative** with a donor-funded research project aimed at developing a plan to meet the needs of this demographic across Essex County. The results of the study, outlined in last year's Annual Report, provided ECCF with a roadmap to more effectively engage the next generation in making Essex County the best place to live, work and raise a family.

Over the last year, the NextGen team, led by Carol Lavoie Schuster, ECCF's assistant vice president for philanthropy, laid the foundation for a robust, integrated and sustained initiative by:

- Forming a NextGen Steering Committee to connect peers and act as liaisons to the NextGen Philanthropy Initiative.
- Engaging current and future donors at a series of small dinners and at two NextGen workshops at the 2015 IFT, both of which explored the philanthropic impact this cohort will have on the long-term health of Essex County.

### NEXTGEN: NEXT STEPS

In the coming year, the NextGen steering committee, with guidance from Lavoie Schuster, will work to further engage Essex County's future philanthropists in ECCF-led activities by:

- Growing and diversifying the NextGen Steering Committee.
- Hosting two NextGen dinners and one intergenerational dinner.
- Hosting 2-3 donor education events that will include site visits.
- Expanding ECCF's network of NextGen partners.



### NEXTGEN DONORS

- ♦ Are driven by values over valuables
- ♦ Want to be part of the problem solving
- ♦ Seek quantifiable measurements of impact
- ♦ Think deeply about their philanthropic identity
- ♦ Value innovation and meaningful connections
- ♦ Want information and tools to be strategic givers

View the results of the 2014 NextGen Study on pages 16-17 in the 2014 Annual Report, which can be found at [www.eccf.org/financials](http://www.eccf.org/financials).

# Giving Through Essex County Community Foundation

A community foundation is special in that it is made up of a family of funds established by individuals, organizations and corporations deeply committed to a place. At ECCF, we raise money so, together with our donors, we can help ensure all 34 cities and towns in Essex County thrive in every way. Here's how you can help:



A **DONOR ADVISED FUND** invites donors to directly participate in the grantmaking process.

A **CORPORATE ADVISED FUND** can be structured to meet the charitable and employee-involvement goals of your company.

A **DESIGNATED FUND** supports one or more specific organizations.

A **FIELD OF INTEREST FUND** allows a donor to target a specific area of philanthropic interest, such as education, hunger or a geographic region.

An **AGENCY FUND** helps to create a stable financial future for a nonprofit organization by guarding and growing assets.

A **SCHOLARSHIP FUND** enables a donor to support individuals who might otherwise be unable to continue their education.



**ECCF OPERATING FUND** supports the Foundation and the services we offer our donors and Essex County's nonprofit organizations.

**COMMUNITY INDICATORS AND ASSESSMENT FUND** supports ECCF's Community Leadership Project, outlined in this report.

**FUND FOR NONPROFIT EXCELLENCE** awards annual grants to strengthen the capacity of nonprofits.

**CENTER FOR NONPROFIT EXCELLENCE FUND** supports ECCF's work to educate and train nonprofit leaders in Essex County.

**EMERGENCY FUND** supports agencies facing a one-time emergency.

**ESSEX COUNTY HUNGER RELIEF FUND** helps local hunger organizations meet the rising need for services.

**BETTY BELAND GREATER LAWRENCE SUMMER FUND** supports programs that offer enrichment and positive out-of-school time for urban youth.

**MERRIMACK VALLEY GENERAL FUND** provides program support for nonprofit organizations in the Merrimack Valley.

**THE WOMEN'S FUND OF ESSEX COUNTY** supports local nonprofits that create social change for women and girls in need.

## 10 REASONS TO GIVE THROUGH ESSEX COUNTY COMMUNITY FOUNDATION

- ◆ You gain access to **ECCF's wealth of knowledge** about local nonprofits, issues and causes.
- ◆ We provide **highly personalized service** tailored to meet your charitable goals.
- ◆ ECCF offers **diverse fund types** that help you invest in the causes you care about.
- ◆ We accept a **wide variety of assets** and can facilitate even **complex giving arrangements**.
- ◆ ECCF provides **professional financial stewardship and investment management**.
- ◆ ECCF will **work with your professional advisor** to establish the right giving plan for you.
- ◆ Your gifts go farther, as **fund fees support our Center for Nonprofit Excellence**.
- ◆ You are **investing in Essex County** and making a lasting, meaningful impact.
- ◆ ECCF offers **maximum tax advantages** under state and federal law.
- ◆ ECCF is a community leader, **convening resources to create change throughout the region**.

For more information, contact **Dave Edwards**, [d.edwards@eccf.org](mailto:d.edwards@eccf.org) or **Julie Bishop**, [j.bishop@eccf.org](mailto:j.bishop@eccf.org).

# ECCF Committees

## PROFESSIONAL ADVISORS COMMITTEE

The Professional Advisors Committee is an advisory group appointed by the Board of Trustees and made up of Essex County estate planning attorneys, CPAs and financial advisors that are committed to introducing the Foundation as a resource to help clients achieve their charitable and financial goals.

|   |   |  |
|---|---|--|
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| THOMAS BURGER<br>The Hamilton Group           | ROBERT LIEBERSON<br>Moody Lynn & Lieberson Investment Counsel | JACK REEDER<br>The Bulfinch Group                        |
| RAYMOND CANNON<br>Cannon Murray Law, LLC      | DAVID MCKECHNIE<br>Beauport Financial Services                | WILLIAM RYAN<br>Ryan Financial                           |
| PETER CARUSO<br>Caruso and Caruso, LLP        | BRIDGET MURRAY<br>Cannon Murray Law, LLC                      | MATTHEW SCHROEDER<br>The Hamilton Group                  |
| STEPHEN CURRAN<br>Boston Hill Advisors, LLC   | FREDERICK NAGLE<br>Law Office of Frederick L. Nagle, Jr.      | RICHARD SUMBERG*<br>The Financial Advisors               |
| GEORGE CUSHING, CHAIR<br>McLane Middleton, PA | ANDREW NOVELLINE<br>Abbot Financial Management                | SUSAN WEEKS<br>Vesey and Company PC                      |
| DAVID DEARBORN<br>ECCF Trustee Emeritus       |   |  |

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\* Current ECCF Trustee

# ECCF Staff



Front row, (L-R): Joan Henkels, Carol Lavoie Schuster, Julie Bishop, Maria Mahdasian.  
 Back row, (L-R): Kristin Hansen, Sarah M. Jackson, Rick Crowley, Rebecca Turner, Dave Edwards and Michelle Xiarhos Curran.

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President & COO, North Shore Bank

# Financial Information

## STATEMENTS OF FINANCIAL POSITION | June 30, 2015 and 2014

| LIABILITIES AND NET ASSETS              | 2015                 | 2014                 |
|---|----------------------|----------------------|
| <b>Assets</b>                           |                      |                      |
| Cash and cash equivalents               | \$ 471,229           | \$ 52,811            |
| Investments at fair value               | 37,237,384           | 25,452,275           |
| Unconditional promises to give - net    | 29,057               | 92,057               |
| Prepaid expenses and other assets       | 8,455                | 16,448               |
| Fixed assets - net                      | 4,480                | 243                  |
| Annuitized split-interest agreements    | 739,810              | 837,438              |
| <b>Total assets</b>                     | <b>\$ 38,490,415</b> | <b>\$ 26,451,272</b> |
| <b>Liabilities</b>                      |                      |                      |
| Accounts payable and accrued expenses   | \$ 99,167            | \$ 78,297            |
| Grants payable                          | 750,168              | 161,000              |
| Deferred rent                           | 1,369                | 2,543                |
| Fiscal agency liability                 | 182,068              | 168,950              |
| Split-interest obligations              | 739,810              | 837,438              |
| Agency endowment funds                  | 11,285,362           | 658,076              |
| <b>Total liabilities</b>                | <b>13,057,944</b>    | <b>1,906,304</b>     |
| <b>NET ASSETS</b>                       |                      |                      |
| Unrestricted                            | 22,529,881           | 21,652,631           |
| Temporarily restricted                  | 923,149              | 938,006              |
| Permanently restricted                  | 1,979,441            | 1,954,331            |
| <b>Total net assets</b>                 | <b>25,432,471</b>    | <b>24,544,968</b>    |
| <b>TOTAL LIABILITIES AND NET ASSETS</b> | <b>\$ 38,490,415</b> | <b>\$ 26,451,272</b> |

Audit conducted by Anstiss Associates. Audit and Form 990 are available online at [www.eccf.org/financials](http://www.eccf.org/financials).

ASSETS UNDER MANAGEMENT  
2006 – 2015  
\$Millions

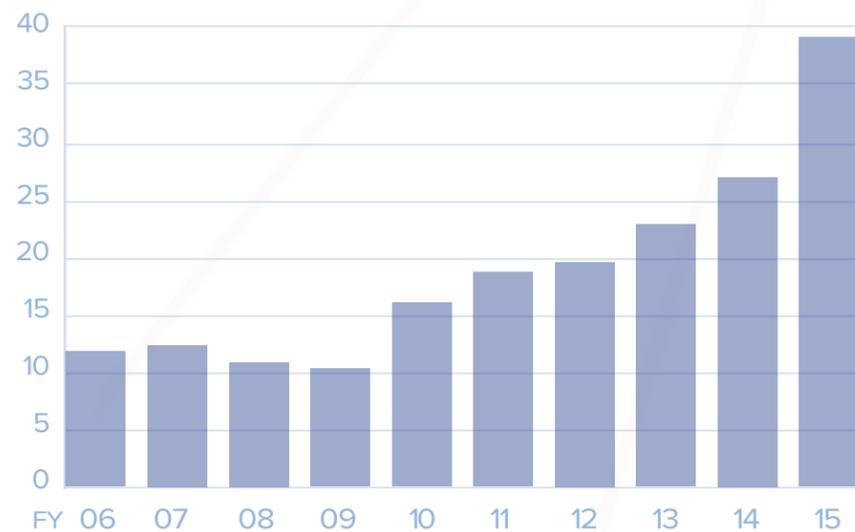


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Essex County Community Foundation meets national standards for  
U.S. Community Foundations.



Our mission is to strengthen the communities of Essex County.  
We do this by promoting philanthropy and managing charitable assets,  
making grants and engaging in strategic community leadership.



ESSEX COUNTY COMMUNITY FOUNDATION  
Leading change. Transforming communities.

Essex County Community Foundation | 175 Andover Street, Danvers MA 01923 | 978.777.8876  
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