

WINTER 2016

GIFT *of* GIVING

NEWS FOR DONORS AND FRIENDS OF THE CLEVELAND FOUNDATION

+ SPOTLIGHT ON LEADERS: CELEBRATING DONORS AND THE 2015 GOFF AWARD HONOREES



INSIDE: *Friends are “Seen & Heard” at a number of exciting Cleveland Foundation and community events.*





Welcome to our winter issue of *Gift of Giving*, the magazine for donors and friends of the Cleveland Foundation.

We certainly have an exciting year ahead with Cleveland in the national spotlight as our city hosts the Republican National Convention and rolls out the welcome mat for thousands of visitors. Regardless of your party affiliation, a terrific opportunity exists for our community to make a positive impression. We look forward to the completion of Public Square featuring the Cleveland Foundation Centennial Plaza, as well as a place-making art project we've funded to help transform the RTA Red Line from the airport to downtown. Each art installation along the route will draw inspiration from 80 years of our Anisfield-Wolf Book Awards, the only national juried prize for works that have made important contributions to our understanding of racism and human diversity. Both of these projects will have a lasting aesthetic and civic impact beyond when convention goes depart in July.

On the social scene, we were pleased to see many of you at our Spotlight on Leaders event in the revitalized Flats, celebrating donors and our Frederick Harris Goff Philanthropic Award honorees. Our cover story features these passionate Clevelanders who are giving their time, talent, and treasure to make our city a better place to work, live, and invest. Our founder, Fred Goff, would certainly be proud of their accomplishments, and we will be ever thankful.

On the opposite page, the Chairman of our Board, James Ratner, and his wife, Susan, talk about their own philanthropic journey in a fun Q&A we call "Why We Give." We are grateful for their generosity and know the experience of taking a "personal inventory" of charitable goals and values is a shared experience among many of our donors.

Finally, a picture tells a thousand words in "Seen & Heard," which features foundation events that have convened donors and community stakeholders on civic issues of the day. Wherever you picture yourself this year, our Advancement team thanks you for "electing to give" and for choosing the Cleveland Foundation as your philanthropic partner. We wish you a Happy New Year and stand ready to serve you.

Warm regards,
Kaye Ridolfi

Kaye Ridolfi, Senior Vice President, Advancement



Embrace Your Willpower!

According to Lexis Nexis, 55 percent of Americans do not have a will or estate plan in place. It's a troubling thought, but keeping an outdated will can be just as bad as not having one at all. In the New Year, consider these questions:

- 1. Have there been any changes in your family that would impact whom you choose as beneficiaries? Consider new children, grandchildren, marriages, divorces, and remarriages.
2. Have your assets changed? These may include property, business, or retirement plans.
3. If you are moving to a new state, is your will in compliance with the laws of that state? Wills and estates vary greatly by jurisdiction.
4. Are you getting the most out of your will? Tax laws and exemption amounts evolve constantly.
5. Have your personal affiliations with charities changed? It is always good to reevaluate your provisions for charity to ensure your wishes are carried out.
We are happy to partner with you and your professional advisor as you fine-tune your philanthropic strategy and legacy.

Why We Give: James & Susan Ratner

Why do so many people choose to give through the Cleveland Foundation? The reasons for giving are as unique as the passions and interests of the giver. That's why each issue of Gift of Giving features a discussion on a philanthropic area of interest. In this issue, we highlight the Chairman of our Board of Directors, James Ratner, and his wife, Susan, and explore their charitable aspirations.

What attracted you to philanthropic service? Particularly to the Cleveland Foundation?

A few years ago, we took inventory of our own personal charitable giving options. We agreed that in terms of leaving a legacy, we wanted to affiliate with an organization that shares the goals and values most important to us. That criterion affirmed our choice of the Cleveland Foundation as an organization deeply invested in the community, skilled at managing the funds its donors entrust to it, and expert at advising donors on how their gifts can make the greatest impact. We both understood how much the Cleveland Foundation has helped support the community and carry out the intent of generations of donors eager to invest in something bigger than themselves.

Tell us about the type of fund you've established with the Cleveland Foundation and why?

We established a donor advised fund with the Cleveland Foundation several years ago. Our fund gives us flexibility to make additional contributions at any point and also to extend grants to nonprofit organizations anywhere in the country when we know there is a specific need or a special project we're interested in. Selecting the foundation to help us carry out our philanthropy was the greatest vote of confidence we could show all of our colleagues in Cleveland at-large.



Jim served on the boards of a number of venerable nonprofits before he had the opportunity to join the foundation board in 2006 and become chair in 2013. Susie has worked for more than 30 years on behalf of children with special needs and now serves as a co-director of education and prevention services at Bellefaire JCB. Photo courtesy of Cleveland Jewish News.

What causes and organizations have you supported through the Cleveland Foundation? How do you decide where your charitable dollars will go?

We have a variety of charitable interests and have supported organizations we've become aware of through our careers and our family's time in Northeast Ohio. With the foundation, we're able to give with a high degree of insight and confidence that our grants will really make a difference.

What role should philanthropy play in Cleveland's renaissance?

Philanthropy has a crucial place in the mix of public and private investments being made in Greater Cleveland. It's our job to make sure that people aren't left

behind and that new opportunities are available for everyone to enjoy, whether that means education and career access or social equity.

What's the most rewarding part of your philanthropy?

We became members of the Cleveland Foundation Centennial Society because we wanted to leave a purposeful legacy for the community we love. We respect the foundation's deep roots in Greater Cleveland and the staff's expertise in managing funds and ensuring our support makes a lasting impact. The most rewarding part is seeing how much positive change can occur through the right grant at the right time. By giving to the Cleveland Foundation, we know we're supporting our community forever.



▲ Fred Geis receives the Goff Philanthropic Leadership Award from Ronn Richard, Cleveland Foundation President and CEO



▲ Connie and Kevin Johnson receive the Goff Philanthropic Service Award



▲ Dick Pogue receives the Goff Exemplary Trustee Award

Celebrating Donors and the 2015 Goff Award Honorees

SPOTLIGHT ON LEADERS

The Music Box Supper Club overlooking the Cuyahoga River and redeveloped Flats East Bank was the perfect setting for the foundation's biennial Frederick Harris Goff Philanthropic Awards on October 7.

Against this backdrop that epitomizes a Cleveland renaissance that is spreading through the city, a group of generous individuals were being celebrated for their extraordinary contributions to our community.

"The common theme connecting the donors we highlighted in this year's program is their transformative community leadership and philanthropic impact," said Kaye M. Ridolfi, Senior Vice President of Advancement. "When we consider Cleveland's present and future success, we can see their contributions having a significant civic return on investment."

Fred Goff, the founder and first president of the Cleveland Foundation,

would be proud of the city's recent accomplishments fueled by generations of foundation donors and the honorees who carry the torch of place-based philanthropy that he created more than a century ago. The Goff Awards have been a tradition for nearly 25 years, and this year, the foundation added a new category to recognize exemplary former trustees.

Goff Philanthropic Leadership Award

As the co-founder and owner of Geis Companies, one of the largest industrial design/build firms in Ohio, Fred Geis has been in the real estate business for more than 40 years. Under his leadership, the company has built more than 700 projects, with a current focus on urban development growth projects within the core city of Cleveland. These physical developments are changing the landscape of the city and attracting tenants of all ages to live and work downtown.

"When we decided to go with a larger institution to help us with a donor-advised fund, the Cleveland Foundation,

of course, came first and foremost to my mind," Geis said. "It's not just investing money in the community, it's investing money in those little places where that small investment has the ability to make a huge difference in the community. That's catalytic philanthropy."

Geis has been a creative and impactful philanthropist, supporting educational opportunities for inner-city youth, refugee and immigrant initiatives throughout Cleveland, as well as causes that are important to the employees of Geis Companies. He and his family have also been longtime supporters of the Shrine Church of St. Stanislaus in the Slavic Village neighborhood.

"Fred's leadership has allowed so many Clevelanders to dream," said Ronn Richard, Cleveland Foundation President and CEO. "His family business is one of the region's largest property development firms. It's changed the landscape of Cleveland. Likewise, the company's strong value on corporate giving and employee volunteerism has contributed so greatly to our community's culture of philanthropy."

Goff Philanthropic Service Award

Connie and Kevin Johnson are Cleveland natives and successful entrepreneurs whose careers are dedicated to the service of others. Their Visiting Angels business, part of a national franchise, helps older adults live as independently as possible in their own homes. Kevin is chairman of Fairhill Partners, a 9.5 acre campus that houses more than 35 businesses, many of which support seniors, including Visiting Angels.

"The Johnsons continue to make a meaningful imprint on our community," Richard said. "As proud graduates of Cleveland public schools, Connie and Kevin's donor advised fund at the foundation supports education, and their Lamont S. Johnson Scholarship Fund, named in honor of Kevin's late brother, helps undergraduates in speech pathology at CSU."

This commitment to service extends to their personal journeys. Both Connie and Kevin have a strong desire to give back to the community. Connie is co-chair of the African-American Philanthropy Committee of the

Cleveland Foundation, and she and Kevin are both instrumental in its biennial summit to increase awareness within the African-American community of charitable giving strategies. Under Connie's leadership and service, the prominence and scope of the committee has been elevated and serves as a national model. Connie and Kevin also provide meaningful civic leadership and charitable gifts in support of education and youth.

"We're aligned with a lot of the initiatives that go on here, so we are able to have our projects within the foundation's scope," Kevin said. "I think the Cleveland Foundation will continue to be a tremendous partner as we go forward."

Goff Exemplary Trustee Award

Dick Pogue, a senior advisor at Jones Day who has long been active in civic affairs, is a seminal figure in the Cleveland Foundation's history. He was a board member from 1979-1989 and served as its chairman from 1985-1989. During his tenure, economic development became an official priority area of the foundation, and he led the foundation's support of the development

of North Coast Harbor, connecting the water with open green spaces.

"Of all the things I did outside of my work—[being a trustee] was the most gratifying activity that I ever had," Pogue said. "It just made you feel like you could actually accomplish something and really improve society. And you had the wherewithal, the staff, and the skill to really make things happen."

Pogue has served as chairman of a number of major civic organizations, including the Greater Cleveland Growth Association, University Hospitals, The City Club of Cleveland, BVU, Greater Cleveland Roundtable, The 50 Club, The President's Council Foundation, and Cleveland Institute of Music.

"His commitment to our community and dedication to our city is an inspiration," Richard said. "Dick has also been a wonderful mentor and advisor to me personally." ■

Seen & Heard

Throughout its 101st year, the Cleveland Foundation convened donors and stakeholders at high-profile events focused on our community's success in a number of priority areas.



EMBRACING THE ROAD AHEAD

Whether in corporate board rooms, poetry, or presidential politics, the foundation promoted forward-thinking leadership through seminal events including the Anisfield-Wolf Book Awards, the *Crain's* Women of Note Summit and a Donor Conversation on the economic impact of the Republican National Convention.



▲ Since 1935, the Anisfield-Wolf Book Awards presented by the Cleveland Foundation have recognized books that impact our understanding of racism and human diversity. In September, an audience of nearly 800 gathered at Playhouse Square for the 80th annual awards. Pictured from left are 2015 honorees Jericho Brown, poetry; Marlon James, fiction; Marilyn Chin, poetry; and Richard S. Dunn, nonfiction. Not pictured: David Brion Davis, lifetime achievement.



▲ In July, the foundation partnered with *Crain's Cleveland Business* to host the inaugural Women of Note Summit, expanding the annual Women of Note Awards luncheon into a comprehensive leadership event at the Cleveland Convention Center. Cleveland Foundation board member Teresa Metcalf Beasley spoke with her daughters Shelby and ShellLynn Beasley about "having it all" during one of six IGNITE Talks that spurred introspective conversations throughout the morning.



▲ Looking ahead to 2016, the foundation hosted a Donor Conversation event in May at the Westin Cleveland Downtown focused on the economic impact of the Republican National Convention in Cleveland. Cleveland Foundation President and CEO Ronn Richard moderated a non-partisan panel discussion featuring David Gilbert, Destination Cleveland and Greater Cleveland Sports Commission President and CEO; KeyCorp Chairman and CEO Beth Mooney; and James Wert, CM Wealth Advisors President and CEO. Pictured from left: Wert, Mooney, Richard, and Gilbert.

SAVE THE DATE

CELEBRATING 101 YEARS

In June, the Cleveland Foundation Annual Meeting presented by KeyBank celebrated the first year of the foundation's second century. Nearly 1,000 attendees gathered at Severance Hall for an evening of inspirational performances, notable awards, and thought-provoking presentations.



▲ The meeting began with an original composition of "Home" from "The Wiz" and "Hear My Song" from "Songs for a New World" performed by a talented group of Clevelanders.



▲ "The depth of human creativity and talent is so profound that it constantly surprises if we create the right conditions for it to show itself." Sir Ken Robinson, *New York Times* best-selling author and most viewed TED Talk speaker of all time, delivered the Robert D. Gries Keynote Lecture at the annual meeting, in which he underscored the importance of fostering creativity in our education system. He also praised the Cleveland Plan for Transforming Public Schools and its accomplishments thus far in ensuring high-quality schools in the district.



▲ During the meeting, the foundation and its guests celebrated a landmark \$23 million gift from the Higley family, making the Higley Fund the largest supporting organization of the Cleveland Foundation. From left to right: Bruce Higley, Ann Higley, Sharon Higley, Greg Watts, Jennifer Higley, and Chris Higley.

CLEVELAND FOUNDATION AFRICAN-AMERICAN PHILANTHROPY SUMMIT

Impact & Influence: The Evolution of African-American Giving

Presented by



April 23 at 8:30 a.m.

Corporate College East
Warrensville Heights

The biennial summit is the hallmark event of the African-American Philanthropy Committee of the Cleveland Foundation and seeks to both celebrate philanthropists and highlight the benefits of wealth and community preservation by providing tools and insight for charitable giving. The morning sessions and keynote luncheon will motivate audiences to find personally meaningful ways to give back to their community and will inspire the next generation of change-makers and philanthropists.

Registration will open this winter.

THE CLEVELAND FOUNDATION ANNUAL MEETING

Presented by



June 8 at 4 p.m.

Playhouse Square

In 2016, we have an important election for our nation. The spotlight will be on our state, our city, and our community. As people think about our country's future, our Annual Meeting will focus on the immense possibility right here at home to create opportunities for Greater Clevelanders thanks to generations of donors who have elected to give.

The meeting is free, but tickets are required and will be available in the spring.

Stay Connected

*Cleveland
Like You've
Never it
Seen Before*



The Cleveland Foundation's latest digital project is definitely one you'll want to explore!

We recently launched the "Cleveland Yearbook" profiling our work in the community over the last year powered by the generosity of countless donors and community partners.

The yearbook starts with a 10,000-foot view, literally, via a high definition 360-degree photo taken atop our iconic Terminal Tower. You are in the driver's seat as you zoom, pan, and explore a limitless view of the community we seek to impact through philanthropy. From this entirely original photo of Cleveland, dive in to countless stories of progress and hope across our priority areas. From a local theatre company building community through language to the aspirations of a first-generation college student fulfilling his dreams thanks to scholarship support, the Yearbook captures and presents community voices far and wide. It will certainly give you a new perspective: www.ClevelandYearbook.com.



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