

GIFT *of* GIVING

NEWS FOR DONORS AND FRIENDS OF THE CLEVELAND FOUNDATION



+ CURATING THE FINE ART OF GIVING

GINN FAMILY FOUNDATION CONVERTS
TO CLEVELAND FOUNDATION
SUPPORTING ORGANIZATION

INSIDE: *Be a host or join a table for Common Ground 2018!*



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

We are thrilled to highlight the amazing history of the Ginn Charitable Trust on our cover and to help descendants carry on this family foundation's legacy as a new Supporting Organization of the Cleveland Foundation. Read on to discover how early impressionist masterpieces purchased by the family a century ago have become a charitable source for the education and healthcare needs of low-income individuals in Cuyahoga County.



As we look to the year ahead, there are an exciting number of events and initiatives lined up for our donors, including the African-American Philanthropy Summit on April 28 at Landerhaven. Several members of the foundation's African-American Philanthropy Committee chat with us on page 6 about why they are passionate about Cleveland and their philosophy on giving back.

Speaking of exciting events, the Cleveland Foundation Annual Meeting presented by KeyBank on May 1 will feature the Robert D. Gries Keynote Lecture by Sir David Adjaye, lead designer of the Smithsonian's new National Museum of African American History and Culture. We hope you can join us to hear Sir David's insights on how architecture and placemaking can create pathways for shaping and reflecting modern culture and lifting civic spirits to new heights.

Spirits are sure to be lifted as we convene another year of Common Ground, bringing people together to share a meal and a conversation about building an equitable and resilient community. More than 80 conversations will occur across Cuyahoga, Lake and Geauga counties on June 24, and we invite you to be a host or join a table! Learn more on page 7.

As we embark on the foundation's 104th year of place-based philanthropy, we thank you for generously supporting the people and programs that are building community and shaping an even greater Cleveland. The Advancement team stands ready to serve you.

Warm regards,

Kaye Ridolfi, Senior Vice President, Advancement

Name *that* Fund!

The Cleveland Foundation offers individuals and organizations a variety of tools and services to make giving meaningful, easy and rewarding. One great way to meet your philanthropic goals is by setting up a Named Fund. Just as it sounds, a Named Fund is a permanent fund, established by donors, to support charitable causes in perpetuity.

There are several popular ways to fund this type of vehicle, including outright gifts, IRA rollovers, bequests and other estate gifts.

The Cleveland Foundation manages 685 Named Funds for donors that all benefit from our strong financial stewardship and our deep knowledge of the community's needs.

There are *three* types of named funds at the foundation:

- **Designated:** Supports a specific nonprofit or multiple nonprofit organizations
- **Field of Interest:** Supports a field of interest you are passionate about, such as education or arts & culture
- **Unrestricted:** Supports the community's overall needs, guided by foundation staff and board

For more information, please contact us at 877-554-5054.



▲ Group hug! Lauren Rich Fine meets Cleveland Indians mascots Mustard, Slider, Ketchup and Onion on June 7 at Progressive Field during Donor Conversations, "A Home Run for Cleveland's Youth: Highlighting the Larry Doby Youth Fund."



▲ Congratulations to 2017 Anisfield-Wolf Book Awards winners Peter Ho Davies, "The Fortunes," fiction; Tyehimba Jess, "Olio," poetry; Isabel Allende, Lifetime Achievement; Margot Lee Shetterly, "Hidden Figures," nonfiction; and Karan Mahajan, "The Association of Small Bombs," fiction. Watch ceremony highlights on the Cleveland Foundation's YouTube channel.



Cleveland Foundation donors and special guests enjoyed a number of exceptional programs in 2017.



▲ Guests of the Cleveland Foundation enjoy a trolley tour of the city's west side June 20 with stops highlighting key grants and important community updates.



▲ Guests gather at the Cleveland Foundation's 82nd annual Anisfield-Wolf Book Awards Sept. 7 in the State Theatre at Playhouse Square. From left to right: Sonali Bustamante Wilson, Vanessa Whiting, Bracy Lewis, Stacey Polk, Aseelah Shareef, Susan Hall, Patrick Washington and Sadie King.

CURATING THE FINE ART OF GIVING WITH THE FRANK HADLEY GINN & CORNELIA ROOT GINN CHARITABLE TRUST

Prominent family foundation converts to Cleveland Foundation supporting organization to address education and community healthcare needs

As art collectors with an eye for impressionist masterpieces and other European art, early 20th century Clevelanders Frank Hadley Ginn and Cornelia Root Ginn enjoyed meeting with New York art dealers at their home in Gates Mills. With each purchase, they were curating Cleveland history and laying the groundwork for what would become an active and engaged local family foundation.

Both born in the mid-1800s, Cornelia's family ran the Root Dry Goods store in downtown Cleveland. Frank was born in Clyde, Ohio, and came to Cleveland for a legal apprenticeship after attending Kenyon College. The first firm that he worked for merged with another to create Tolles, Hogsett, Ginn and Morley, a forerunner to Jones Day. In 1913, Frank was appointed managing partner, a position which he held until shortly before his death in 1938. While Frank was practicing law during a period of great prosperity in Cleveland, Cornelia was raising four children, staying active in the faith community, and, to ensure the best education for her children, maintaining a correspondence with Madame Montessori. This even led to establishing an early Montessori school in the Ginn attic.



Cornelia Root Ginn & Frank Hadley Ginn

"It's a mystery how they became interested in art, and how they developed the ability to know what was really good," said grandson Walter Ginn. "The collection was considered an excellent representation of a variety of impressionist artists."

In addition to their passion for art, the Ginns loved classical music. Frank was one of the founders of the Musical Arts

Association, and at the request of his close friend John Severance, chaired the construction committee for Severance Hall. Frank and Cornelia also hosted "musicales" several Sundays each year in their home for orchestra members and visiting musicians. Their guest book is even signed by Maurice Ravel, who played on a piano that is still in the family.

Following their deaths in the late 1930s, Frank and Cornelia's art collection, as well as their passion for the Cleveland community, was passed on to their four children, Francis, Marian, Alexander (Sandy) and Barbara. Over the years, several paintings were sold or donated, including a handful of pieces given to the Cleveland Museum of Art. One of the donated paintings, "Mother and Child," is regarded as one of Renoir's best pastels.

Their son Sandy would follow in his father's footsteps and join Jones Day in 1938, practicing there for 40 years. Also, in 1938, Sandy married Helen Vilas, a member of a prominent Cleveland family, and they would have four children: Frank, Mary, Patty and Walter.



◀ Alexander (Sandy) and Helen Vilas Ginn's children, Frank Ginn, Patty Feeney, Walter Ginn and Mary Ginn

▼ Ginn family members (front row) Mary Ginn, Walter Ginn and Patty Feeney and (back row) Peter Ginn, Anne Ginn, Meredith Carr and Tara Feeney



"Throughout their marriage, Helen and Sandy gave generously of their time and money to many area organizations and causes," Walter said.

In the early '90s, Helen and Sandy's children began encouraging their parents to auction the remaining art for a charitable endowment. Nearly 10 years before Sandy's passing, the paperwork was drafted for the Frank Hadley Ginn and Cornelia Root Ginn Charitable Trust, which would be seeded by the sale of the art. In May 2000, the five remaining paintings were sold for about \$4 million, and Helen and Sandy's children became the first charitable trustees.

Over the last 17 years, the family foundation has awarded 309 grants to 99 organizations, totaling more than \$2.7 million. The grants focus on the education and healthcare needs of low-income individuals, primarily in Cuyahoga County.

Over time, Ginn spouses and other family members joined as trustees. In 2009, the next generation began to participate as non-trustee grant reviewers, learning about the organization and the family's

process for determining awards. The trustees may review as many as 50 proposals twice a year, drafting and circulating written recommendations and holding two days of in-person meetings.

"When we meet to consider requests, we do so with the firm conviction that we are fulfilling the wishes of our parents, grandparents and great grandparents," said second-generation trustee Meredith Carr.

In recent years, the Ginn family realized that there was an emerging need to "reinvent" the foundation. Three of the four original trustees—all but Walter—and each of the grandchildren were living outside of Cleveland.

"Our first trustees grew up in Cleveland and were pretty knowledgeable about the nonprofit landscape," said Patty Feeney, Ginn Foundation President. "But we were concerned about how future trustees would carry on our grantmaking without that insight."

The family turned to the Cleveland Foundation as a charitable partner,

recently converting the family foundation into a Supporting Organization, which will operate as a "foundation within a foundation."

"The Cleveland Foundation offers a level of flexibility allowing future generations to be involved and supported by the structure and expertise of foundation staff," said Tara Feeney, another second-generation trustee.

The Cleveland Foundation will assist the family with reviewing grant proposals, investing the dollars for increased future giving and providing administrative support.

"It's remarkable that the Ginn family's artwork remains a charitable source for the community 80 years after Frank and Cornelia's passing," said Kaye Ridolfi, Cleveland Foundation Senior Vice President of Advancement. "The ink is definitely not dry on this amazing local history and family legacy that we look forward to continuing in perpetuity." ■

Why We Give: African-American Philanthropy Committee

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. This issue features a discussion with members of the African-American Philanthropy Committee of the Cleveland Foundation on giving back to our community and the African-American Philanthropy Summit on April 28.



Jeff Johnson

Journalist, thought leader and President of Baltimore-based JJJ Communications

Q: How do you continue to stay connected to Cleveland through the power of philanthropy?

A: I stay connected through institutional and relationship giving. I am proud of my contributions to the African-American Philanthropy Committee of the Cleveland Foundation and am excited about the opportunity to give more. But it is also important to stay connected to small organizations, churches and even families. The work they do to empower entrepreneurs, or mobilize voters, or engage young people is just as important to the future of the city.

Q: Why are you compelled to give back to your home city?

A: I give back to Cleveland because without the city, there would be no

me. The diversity, the grit, the pride, the work ethic and the experiences all made me who I am. I give because I want more young people to have the opportunities I had.

Q: How have you used your celebrity as a platform for philanthropy?

A: I have provided information, inspiration and direction to audiences on radio, TV and in the community to increase strategic giving around important issues. Recently, I was able to help keep Boys Hope Home in Baltimore open by encouraging listeners on the Rickey Smiley Morning Show to give. I also encouraged a corporate partner to give to the home, directing over \$15,000.

Q: How did you come to be philanthropic?

A: When I was about 9 or 10 years old, I began to notice those less fortunate, such as a family that did not have enough to eat or children who needed warmer clothing. We had a Community Chest drive that came to the elementary schools, and we could donate and earn a red feather to wear. I began to budget some of my allowance money for giving. It's just the way it was; we looked out for each other.

Q: What are your charitable goals?

A: It's two-fold: First I want to make sure that my family is grounded in philanthropic ideals and that my

gifting and assisting youth shows my grandchildren that it is better to give than receive all of the time. I've involved them in volunteering at the Foodbank and at a homeless shelter through our churches. Secondly, I'm invested in a preschool in Uganda that I founded when on a mission trip with my church, Providence Baptist Church. I continue to support them with fundraising and missions.

Q: What do you believe is the best way to educate others about philanthropy?

A: Show and tell. This generation is highly visual. That's why the Summit on April 28 will be important. It's a chance to inspire people.



Bishara Addison

Senior Manager of Policy and Strategic Initiatives, Towards Employment
c. Tim Harrison, Crain's Cleveland Business

Q: Why is giving back relevant for young professionals?

A: It's about creating good habits. Even if you can't write a big check now, you can learn how to use your time, talent and treasure strategically so that you train yourself to give more thoughtfully later on when you have greater capacity.

Q: What do you see as the areas of greatest need in Cleveland today?

A: I strongly believe that human capital development is the biggest need here and across the country. Every person has potential to achieve and contribute to society, and we should dedicate more resources to help individuals realize their best selves.

Q: What do you enjoy most about the African-American Philanthropy Summit?

A: You get to form relationships with other like-minded folks, which actually builds energy for more collective giving. You also get a philanthropic "charge" from a dynamic keynote speaker who already models what it means to give back. With Wes Moore, I think this stands to be one of our best Summits.

African-American Philanthropy Summit: CLE for Life, Giving for Life

April 28, 8 a.m. – 1:30 p.m.
at Landerhaven New Venue!

Luncheon keynote by Wes Moore, bestselling author, army combat veteran, social entrepreneur and CEO of the Robin Hood Foundation

Registration via:
www.ClevelandFoundation.org/AAPC

Special thanks to Lead Sponsors:



Greater Cleveland prepares to find COMMON GROUND

On a sunny day last July, more than 2,000 Greater Clevelanders came together with neighbors, friends and strangers at locations throughout Cuyahoga County as part of Common Ground. Created in 2017 by the Cleveland Foundation, Common Ground brought people together to share a meal and a conversation about building an equitable and resilient community. On June 24, 2018, it's happening again on an even larger scale.

"Common Ground is an opportunity for residents to connect and have substantial conversations about our region while sharing a meal," said Ronn Richard, president and CEO of the Cleveland Foundation. "We all live in this very special place, and we are all invested in its future. Common Ground asks Greater Clevelanders to think about that and to come together as a community to talk about it."

Participants in the inaugural event attended meals hosted by civic organizations, businesses and individuals, and shared

thoughts across a broad spectrum of topics, from education and the environment to neighborhoods and jobs. In a follow-up survey of those who participated, 96 percent of respondents stated they would recommend taking part in Common Ground again, and nearly 50 percent said they exchanged contact information with someone they met at the event.

This year, Common Ground will expand to include the Cleveland Foundation's full-service area of Cuyahoga, Lake and Geauga counties. **To learn more about hosting a Common Ground conversation, visit www.clevelandfoundation.org/CommonGround. Registration to participate in Common Ground will open May 2.** ■



▲ Participants meet and shake hands at the Cleveland Foundation's Common Ground conversation at Cleveland Public Square in 2017.

Save the Date!



CLEVELAND FOUNDATION ANNUAL MEETING: A Sense of Place

Presented by



May 1 at 4 p.m.

Connor Palace at Playhouse Square

Featuring the Robert D. Gries Keynote Lecture by architect Sir David Adjaye, lead designer of the National Museum of African American History and Culture in Washington, D.C. Recently awarded the contract for the National Holocaust Memorial in the United Kingdom, Sir David is considered one of the world's most influential architects with an ingenious use of materials and an artist's sensibility and vision.

Tickets available in April via www.PlayhouseSquare.org or 866-546-1353

83RD ANISFIELD-WOLF BOOK AWARDS

Sept. 27 at 6 p.m. Cleveland Book Week Marquee Event!

KeyBank State Theatre at Playhouse Square

The Anisfield-Wolf Book Awards presented by the Cleveland Foundation recognize books that confront racism and add to our appreciation of the rich diversity of human cultures. For more than 80 years, the distinguished books earning Anisfield-Wolf prizes have opened and challenged minds.

Tickets available in July via www.PlayhouseSquare.org or 866-546-1353



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