

# Foundation

## LETTER

### GEOFFREY CANADA: CHANGING THE EXPECTATIONS CHANGES THE POSSIBILITIES

Learning of Geoffrey Canada's community-changing reforms in Harlem stirs the mind. Hearing him tell the story in person stirs the soul.

As the 2012 featured presenter in The Community Foundation's Speakers Series, Canada, president and CEO of Harlem Children's Zone (HCZ), stimulated the minds and emotions of some 1,400 at Mohawk Valley Community College Oct. 17.

His efforts to end generational poverty through an umbrella of social and educational services which serve thousands of children in a 100-block area of Harlem have been spotlighted nationally, become the model for a federal program, and placed Canada on TIME's top 100 list of the world's most influential people in 2011.

#### System Wasn't Working

Canada founded HCZ in 1997 after concluding that previous programs aimed at reversing cycles of poverty weren't working.

"Young people weren't graduating from high school, much less college," he said. "The thinking was, wait until they fail, then put them in jail. We had a problem."

HCZ's approach starts with changing what is expected of every child. "When you change expectations, you change what they believe is possible," he said.

*Continued on page 2*



Among those to greet Geoffrey Canada during his visit to Utica was Deondre Coston, a graduate of Harlem Children Zone's Promise Academy High School and now a freshman at Hamilton College.



*Geoffrey Canada was an inspiring speaker who makes you think anything is possible."*

— Tim Birnie, President & CEO, Birnie Bus Service  
Community Foundation Corporate Partner



2  
Conversation Continued



3  
Sharing the Vision



4  
Home Away from Home



7  
Statistics About Our Community

Geoffrey Canada

Continued from page 1

“Right now is the most important time in a child’s life.”

“We are committed every day to not lose any child.”

“When you change expectations, you change what they believe is possible.”

Just as important, he added, is staying with these kids through elementary, middle and high school, and into college, surrounding them with the support they and their parents need to turn those expectations into reality.

“When can we disappear from a child’s life? There is no time. Right now is the most important time in a child’s life.”

Canada believes educational reform, including demanding greater accountability of teachers, is essential to shaping better futures for children, especially those in impoverished areas.

“We have schools that don’t work and haven’t in a long time,” he said. “Schools can be designed so kids can be successful.”

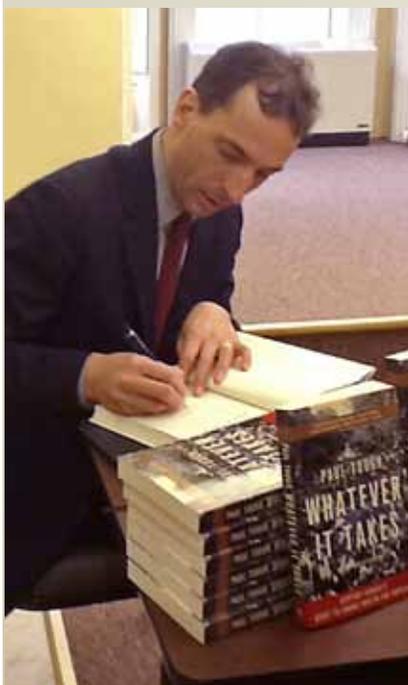
### Thinking Outside the Box

The formula, he said, calls for not cutting programs such as sports, arts and drama, that enhance the educational experience, and for thinking outside the box when it comes to fixing problems. “People are scared to think bold thoughts and do bold things. But what seems radical when there is no change, is really modest.

“Every day we are faced with problems. We have to find what works. We don’t have it all figured out. We work kid by kid. We are committed every day to not lose any child. We give him or her our best. That’s how we will be successful.”

For more about Geoffrey Canada and Harlem Children’s Zone, visit [www.hcz.org](http://www.hcz.org).

## The Conversation Continued ... with Paul Tough



The Community Foundation presented *New York Times* bestselling author and journalist Paul Tough on Nov. 5 to continue the conversation ignited by Geoffrey Canada.

Tough presented to audiences at Jervis Public Library and Mohawk Valley Community College with powerful information and new research in education. He affirmed Canada’s vision, backed by research from his books “Whatever It Takes: Geoffrey Canada’s Quest to Change Harlem In America” and the *New York Times* bestseller “How Children Succeed: Grit, Curiosity and the Hidden Power of Character.”

His hour-long talk was filled with impactful information. Here we highlight a few takeaways:

- Noncognitive characteristics are a larger determining factor than IQ of whether students succeed in school and in life.
- It’s not too late at the middle school, high school or even later adult ages to teach someone more productive ways of handling life situations and responding to pressures.
- A proper balance of adversity and support can help students understand how to better manage failure and be more successful.

We look forward to leading the community in more discussion and action, backed by new information.

Author Paul Tough signing copies of his book “Whatever It Takes” following his presentation at the Jervis Public Library in Rome.

## CORPORATE PARTNER BIRNIE BUS SERVICE

# SHARING THE VISION



One united with another in a common endeavor.

In its simplicity, this definition of partner is also a pertinent description of The Community Foundation's Corporate Partners Program: leading area companies joining together under The Foundation's umbrella to build a better community.

Among them is Birnie Bus Service, a business success story and a firm that remains committed to its local roots. That commitment, explained President & CEO Tim Birnie, set the stage for joining the Corporate Partners Program a couple of years ago.

"We were at a gathering in Rome at which Peggy O'Shea spoke about The Foundation and what it does. Immediately I thought, what a wonderful way to engage our services as a community-oriented company. I wanted to be a part of all the good that The Foundation does in Herkimer and Oneida counties."

*"We're proud to be participating in the Corporate Partners Program and the way it ties area companies together. Yet it's still in its infancy and has so much promise."*

Lauren Bernie

### Always Seeking New Ways to Help

The good that Birnie Bus was already doing is considerable. The company is a major sponsor of the Boilermaker 15K Road Race and the "Stuff the Bus" program that last year collected and distributed over 14,000 toys to needy youngsters during the holidays. Among other causes the firm goes above and beyond to support are Rome Youth Hockey, the Rome Art and Community Center, Relay for Life and United Way.

"We're always seeking new ways to help," said Lauren



Tim and Lauren Birnie, with one of the motor coaches operated by Birnie Bus Service.

Birnie, executive assistant to the president. "In a world of large businesses, we need to keep things local."

Headquartered at the Griffiss Technology Park in Rome, Birnie Bus Service operates fleets of more than 900 school buses and 36 motor coaches, which combined transport some two million passengers over 700 million miles annually. The company employs more than 1,400 workers at 18 locations across New York State and in Jacksonville, Fla. Founded in 1947, it has grown to become one of the 10 largest bus companies in the United States.

### Part of the Vision

"We're proud to be participating in the Corporate Partners Program and the way it ties area companies together," Lauren added. "Yet it's still in its infancy and has so much promise."

"We feel that what we do to give back to our community is very, very important," emphasized Tim. "Being a Corporate Partner provides an effective way to do that."

"I'm also excited about The Community Foundation's leadership and the vision it has for our area. We want to part of that vision."

# MAKING SCULPTURE SPACE A HOME AWAY FROM HOME

For decades, Sculpture Space has been a destination for working artists from all over the world. For many of the artists, the opportunity to work in a large space, uninterrupted with other artists proved career changing.

But challenges existed.

Without living spaces for the artists, residents had to be hosted by Sculpture Space friends around the city — sometimes several miles from the studio. Sculpture Space's vision of connecting the neighborhood with the artists was being thwarted by the housing disconnect.

A \$40,000 grant from The Community Foundation to purchase a house around the corner from the studio has changed that.

Artists now have a comfortable, nearby setting — renovated with the help of another Foundation grant of \$13,860 — in the neighborhood where they work. Because of the close proximity to the studio, artists can work longer hours and essentially whenever they are moved to create.

## Camaraderie and Inspiration

Camaraderie also has formed among the artists making for more creative and inspired work.

“Now, there is more community among the artists,” said Monika Burczyk, executive director of Sculpture Space.

Not to mention the community interaction that has formed.

“Artists feel a part of the community as now they live here too instead of just work here — this becomes their home,” Burczyk added.

The home and community feeling will continue to develop the culture around an arts movement much like what has happened in cities such as Portland, Ore.

A more active and engaged arts community grows population, attracting cultural diversity and young artists.

“We see ourselves as a laboratory for creativity and

are extending that into the community,” Burczyk said. “I suspect that with Pratt and the Munson-Williams-Proctor Arts Institute, plus Varick Street and now our artists, these cultural entities are foundational and are a beacon for other creative types to return to this neighborhood, to this city.”

That includes more artists. Evaluations from departing artists have improved significantly, and word-of-mouth among artists about the new accommodations already are encouraging more and better artists to Sculpture Space's residency program.

“It's much better here,” said Brazilian artist-in-residence Erica Ferrari, who participated in two residency programs in Brazil. “You're able to have privacy and share with the other artists, and it is so near to the studio and you can work when you want, even late at night.”



Miha Coghter, 28, and Erica Ferrari, 31, talk in the kitchen of Sculpture Space's home for artists-in-residence. Coghter, from Slovenia, and Ferrari, from Brazil, are artists in residence at Sculpture Space. The home was purchased with a \$40,000 grant from The Community Foundation of Herkimer & Oneida Counties, Inc. An additional grant of \$13,860 was given for renovations. The new home allows residents a comfortable space while creating their work and helps them to feel a part of the community. The home is also an extension of Sculpture Space's vision of being embedded into the community. Previously artists-in-residence would stay at various hosts homes far from the studio and the neighborhood that Sculpture Space is a part of and attempting to make impact in. The house is providing another way for Sculpture Space to embed itself into the community and improve the otherwise decaying neighborhood.



## OUR NEWEST FUNDS

### GROVE AND ASTA MURRAY HERKIMER SCHOLARSHIP FUND

A fund created to recognize the contributions of Grosvenor and Asta Murray to Herkimer, especially for fostering an appreciation among Herkimer's young people of our country's natural bounty and joy music offers. The scholarship fund will support Herkimer High School graduates who pursue higher education related to natural resource preservation and music.

### SWANCOTT FUND FOR SHELTERING WOMEN

A restricted, field-of-interest fund created through the 2008 Dissolution Plan for the Swancott Home, approved by the Supreme Court of the State of New York, under which The Foundation was named a contingent beneficiary. The assets of the fund shall be disbursed to women's shelters as required by the original plan.

### NEIL F. HARDEN BOCES SCHOLARSHIP FUND

This fund was created from memorial donations transferred to The Foundation from the Camden Central School, at the request of the donor family, to take advantage of our investment expertise and professional management. The family plans to build the endowment as a perpetual legacy. The award is for a graduate who has successfully completed a BOCES program and will pursue further education.

### OLD FORGE LIBRARY FUND

An agency fund created by the Old Forge Library to invest its assets with The Foundation and take advantage of the professional, administrative services provided. Growth of the fund will expand

the Library's capacity to serve the community and generate a stream of income. Grants will be made to the Library, at the request of their Board, to meet their operational needs.

### EARLE FORD MEMORIAL FUND

A designated fund, created through memorial tributes, to provide a yearly scholarship to a graduate of Waterville Central High School. The scholarship will be awarded in cooperation with Brothertown Scholarships, Inc. of Waterville, which manages and supports scholarships for the school. Criteria for the award require the student to have an interest in agriculture or mechanical studies.

### JEREMIAH O. MCCARTHY MEMORIAL FUND

A donor-advised fund created by the McCarthy family as a legacy to the respected businessman and community advocate. Grants recommendations will be generated by a committee of family members to support charities and causes that match their family's values and giving interests.

### POLAND HIGH SCHOOL SCHOLARSHIP FUND

A fund established anonymously by a former resident that will provide a four-year scholarship to a graduate of Poland High School. The criteria require the award candidate to have excellent aptitude in science or math and who is pursuing a course of study leading to a career related to math or one of the natural sciences.

*May we help you create a fund? Contact Elayne Johnson, director of donor services, at 315-735-8212.*

## WE HAVE TAKEN A STAND

The Foundation acknowledges its Corporate Partners who partnered with us in 2012. Together, we have had a profound impact on core community issues, such as literacy and economic revitalization. Their corporate contributions funded nonprofit training on board development and major gifts fundraising, a celebration

of our community's philanthropy and the inauguration of community-wide leadership initiatives; and our second annual Speaker Series, featuring nationally-recognized leader in education reformation Geoffrey Canada. We thank them for giving back and for accepting a leadership role in our community.

Bank of America  
Bank of Utica  
Birnie Bus Service  
Carbone Auto Group  
Cathedral Corporation

Excellus Blue Cross Blue Shield  
Fastrac Markets  
M. Griffith Investment Services

NBT Bank  
The Observer-Dispatch  
Pacemaker Steel & Piping Company  
Staffworks  
Strategic Financial Services



CORPORATE PARTNERS PROGRAM

# NEW BOARD MEMBERS

The Community Foundation was pleased to welcome six new board members this year.



## **RONALD A. CUCCARO**

**EDUCATION:** Utica College, bachelor's degree.

**BOARD EXPERIENCE:** Utica College trustee and past chair; Central New York Community Arts Council, past president; The ARC Foundation, founding president; American Heart

Association Advisory Board, director; Mohawk Valley EDGE, board member and vice president; The Church of Our Lady of Lourdes, past trustee.

**INTERESTS/HOBBIES:** Antique boat restoration, boating in the Adirondacks, Gardening.



## **ANN MARIE MURRAY, PH.D.**

**EDUCATION:** M.A., M.S. & Ph.D., University at Albany; bachelor's degree from Mount St. Mary College.

**BOARD EXPERIENCE:** Herkimer NOW, United Way, Mohawk Valley EDGE, The Genesis Group, Lions Club

**INTERESTS/HOBBIES:** Museums, family, friends, reading, cooking, knitting.



## **BURT DANOVITZ, PH.D.**

**EDUCATION:** Doctor of Philosophy

**BOARD EXPERIENCE:** Workforce Investment Board, United Way; MVP, Independent Living Network of NY.

**INTERESTS/HOBBIES:** Innovation, bicycling, gardening, family, travel.



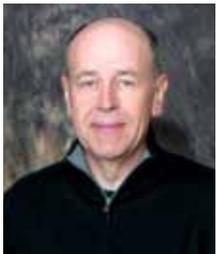
## **THE REV. ROBERT G. UMIDI, PH.D.**

**EDUCATION:** Drew University, post doctorate, master's degree of philosophy; Trinity University, master's degree, master's degree of divinity.

**BOARD EXPERIENCE:** Tradewinds Foundation, Hope House, MVILR Facilitator, Utica College adjunct

professor, ecumenical convener.

**INTERESTS/HOBBIES:** Golf, guitar.



## **L. MICHAEL FITZGERALD**

**EDUCATION:** St. Bonaventure University, bachelor's degree; Northeastern University, master's degree; Bentley College, post graduate work in taxation.

**BOARD EXPERIENCE:** Rescue Mission, Oneida County I.D.A., Utica I.D.C.



## **BONNIE WOODS**

**EDUCATION:** Bachelor's degree Hartwick College; ABA National Graduate Trust School

**BOARD EXPERIENCE:** Faxton-St. Luke's Healthcare, UCP Foundation, Mother Marianne's West Side Kitchen, Rebuilding Together Mohawk Valley.

**INTERESTS/HOBBIES:** Golf, reading, walking, community service.

In addition to the leadership contributions of our board members, we acknowledge with appreciation the time and talents dedicated to The Foundation by our non-board volunteers:

## MILLIONS OF DOLLARS EXPECTED TO BE AVAILABLE FOR CHARITABLE SPENDING

A recent study commissioned by The Community Foundation of Herkimer & Oneida Counties, Inc. shows almost \$8 billion is expected to pass from one generation to the next within the next 10 years in our two counties. The results from RUPRI Center for Rural Entrepreneurship showed the following:

**\$7.7 billion:** the amount expected to pass from one generation to the next within the next 10 years in our two counties.

**\$400 million:** the amount that could be added to local charity endowments if 5 percent of that transfer is given charitably.

**\$20 million:** the amount of money per year that would be pumped into our two-county area to meet local needs from the spending from these funds.

## Community Indicator Statistics

From the pages of “A Community Indicators Project for Herkimer & Oneida Counties,” funded in part by The Community Foundation, with United Way of the Valley and Greater Utica Area, and Mohawk Valley Edge.

A glance at our community, by the numbers:

**21%** The percent of Oneida County residents with bachelor's degrees or higher.

**18%** The percent of Herkimer County residents with bachelor's degrees or higher.

**53%** The percent of pre-kindergarten age children enrolled in pre-kindergarten in 2010 in Herkimer County.

**64%** The percent of pre-kindergarten age children enrolled in pre-kindergarten in 2010 in Oneida County.

**54%** The percent of pre-kindergarten age children enrolled in pre-kindergarten in 2010 in New York state.



## WELCOME NEW STAFF

The Community Foundation welcomed two staff members this year.



**CASSANDRA BABER**  
MARKETING AND  
COMMUNICATIONS OFFICER

**HOMETOWN:** New Hartford.

**EDUCATION:** Bachelor's degree in public relations and journalism from Utica College of Syracuse University.

**PREVIOUS ADVENTURES:** Most recently, Baber was a features reporter at *The Observer-Dispatch*, where she was employed for eight years as reporter, page designer and copy editor. She also has served in AmeriCorps, received Associated Press awards in features writing and runner up for Best Features Writer of the Year in 2011 among GateHouse Newspapers.



**BARBARA HENDERSON**  
VICE PRESIDENT FOR PROGRAMS  
AND COMMUNITY INITIATIVES

**HOMETOWN:** Oneida

**EDUCATION:** Master's degree in arts in administration from the Maxwell School of Citizenship & Public Affairs at Syracuse University, a master's degree in landscape architecture from SUNY College of Environmental Science and Forestry and a bachelor's degree in biology from Franklin & Marshall College.

**PREVIOUS ADVENTURES:** Most recently, Henderson served as executive director of the Cazenovia Area Community Development Association. She also worked in Regional Community Development for the Mohawk Valley Heritage Corridor Commission.



## OFFICERS

Larry Bull CHAIR  
Keith Fenstemacher CHAIR-ELECT  
Don Carbone SECRETARY-TREASURER  
Peggy O'Shea PRESIDENT & CEO

## TRUSTEES

Mary Lyons Bradley Susan Matt  
Richard Callahan Mary Morse  
Linda Cohen Dr. Ann Marie Murray  
Ronald Cuccaro Judith V. Sweet  
Burt Danovitz, Ph.D. Richard Tantillo  
L. Michael Fitzgerald Rev. Robert Umidi  
Georgiana Roberts Ide Eve Van de Wal  
David Jones Bonnie Woods

## STAFF

Peggy O'Shea PRESIDENT & CEO  
Cassandra Baber MARKETING &  
COMMUNICATIONS OFFICER  
Wendy Caliguire DATA MANAGER  
Lindsey Costello EXECUTIVE ADMINISTRATIVE ASST.  
Barbara Henderson VP FOR PROGRAM &  
COMMUNITY INITIATIVES  
Elayne H. Johnson DIRECTOR OF DONOR SERVICES  
Gilles G. Lauzon DIRECTOR OF FINANCE  
Marie Piayai PROGRAM OFFICER  
Denise Salvatore CONTROLLER  
Jan M. Squadrito SENIOR PROGRAM OFFICER



PHONE: 315.735.8212  
WEBSITE: [www.foundationhoc.org](http://www.foundationhoc.org)  
EMAIL: [info@foundationhoc.org](mailto:info@foundationhoc.org)

## Thanking Our Professional Advisors

The Community Foundation is pleased to recognize the professional advisors who have assisted us this year in the acquisition of charitable donations, bequests and other planned gifts that play a vital role in building and sustaining The Foundation, and making its work possible.

Laurie B. Borner, Philanthropic Management Service Administrator, Bank of America (Albany)  
(Late) William Calli, Sr. Esq. — Calli Calli & Cully Law Offices  
Richard Compson, Esq. and Paul Pimpinella, Esq. — Compson Eannace & Piero, PLLC  
Joseph T. La Ferlita, Esq. — Farrell Fritz, PC  
L. Michael Fitzgerald, CPA — Fitzgerald, DePietro & Wojnas CPAs  
Theresa M. Flemma CFP — M. Griffith Investment Services Inc.  
Ford, English Financial Group, LLC/Estate Strategies, Blake J. Ford CLTC  
Gregory A. Hamlin, Esq. — Kernan and Kernan, PC  
James Robert Harris — Morgan Stanley Smith Barney of Syracuse  
John Hilton, CPA — Barone, Howard & Co, PCAs  
William Manikas, Esq. — Law Office of William Manikas of Palm Beach County, Florida  
Richard G. Parker, Esq. — Parker & Haggas  
Nixon Peabody, LLP of Rochester, New York  
William P. Schmitt, Esq. — Gorman, Waszkiewicz, Gorman and Schmitt  
Honorine M. Wallack CFP — M. Griffith Investment Services, Inc.  
Jay G. Williams, III, Esq. — Felt Evans, LLP  
Mark Wolber, Esq. — Law Office of Mark Wolber  
David Zumpano, Esq. — Estate Planning Law Center

## DOING WHATEVER IT TAKES ... TOGETHER

If you have already made your gift to the Community Leadership Fund in honor of our 60th anniversary — thank you. If not, there is still time to help make our community a better place by sending your check made out to The Community Foundation. Remember, all year-end donations **must be postmarked** on or before Dec. 31 to be considered charitable gifts in 2012.