

community catalyst



Oklahoma City

Community
Foundation

Helping Donors
Help the Community

March 1997

Local doctor perpetuates his family's ties to Oklahoma City *Charitable funds allow him to give back to his community*

The Oklahoma City Community Foundation works with hundreds of donors each year to design a charitable giving plan that fits their individual goals for helping the community.

The Community Foundation's flexibility has been appealing to Dr. Mark Allen Everett, who has established several Name Funds in honor of family members, and who also transferred the assets of his private family foundation to a fund at the Community Foundation. These options have afforded continued support to Dr. Everett's and his family's charitable interests, as well as offering the Everetts the simplicity of giving through one organization that administers the various funds.

"The Community Foundation has been very responsive," Dr. Everett said. "It is a vehicle that people with any amount of money can utilize successfully."

Dr. Everett's grandparents thought that Oklahoma "was the end of the world" when his mother and father moved here in 1924.

His parents, Mark R. and Alice Everett, met while his father was a student at Harvard Medical School. The newly married couple moved to Oklahoma when the senior Dr. Everett

took a job teaching at the University of Oklahoma College of Medicine — the beginning of what would become deep roots within the medical school and within the Oklahoma City and OU communities. Those roots continued to deepen with the birth of their children, Mark Allen and Kathleen, at the University Hospital and through the forty years of service Dr. Everett, Sr. gave as a professor and Dean of the medical school. The second-generation



Mark R. and Alice Allen Everett

Dr. Everett followed in his father's footsteps at the medical school, first as an undergraduate and then as a faculty member and chair of the Department of Dermatology. The younger Dr. Everett has devoted much of the past forty years to giving something back to the community in which his family made its home and prospered—a place once believed by his grandparents to be the "end of the world."

The first fund that Dr. Everett established at the Community Foundation, in 1973, was a Name Fund in memory of his brother-in-law, Berrien Kinnard Upshaw. Berrien's father's first wife was Margaret Mitchell, author of *Gone with the Wind*. Berrien was an economist and an antitrust and trial lawyer. He and Dr. Everett's sister, Kathleen, met while they were both in Germany as Fulbright Scholars. They never lived in Oklahoma while they were married, but this

Name Fund, which supports Chamber Music in Oklahoma, provides a source of perpetual enrichment for the cultural landscape of Oklahoma City.

Dr. Everett established a second Name Fund in 1983, in memory of his father, who passed away in 1981. The fund supports the University of Oklahoma libraries and an annual scholarship for the top first year medical student at the College of Medicine. The fund provides a meaningful tribute in support of the organization to which he devoted his lifelong career.

Most recently, in 1994, Dr. Everett established Name Funds in honor of his sister, Kathleen Everett Upshaw, and his mother, Alice Allen Everett. Kathleen died in 1995 after a long battle with cancer. Her varied career included service as an intelligence officer with the CIA in Washington, D.C. during the Eisenhower and Kennedy administrations, and later, in the 1980s as a hospital administrator with the Oklahoma Teaching Hospitals. Native American art was one of her interests, and the fund her brother

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- Community Foundation Highlights
- Meador fund to beautify city with hyacinths



...from the
Executive Director

Together
Everyone
Achieves
More

This simple expression on the wall of a high-school gym clearly explains the value of teamwork to young people. In the grown-up world, we use the fancy word "collaboration," but the concept of teamwork in dealing with community issues revolves around the same simple idea: By working together, we can get more done for the community.

The Trustees of the Community Foundation have chosen to emphasize collaboration in community programs by requiring it as part of grants from the Fund for Oklahoma City and by providing staff support and other resources to foster cooperative efforts among non-profits. Cooperative projects utilize existing resources more efficiently and gather a broader range of expertise to help with an issue or problem than a single organization acting alone can offer. When organizations work together to serve the community, the potential for even greater service results.

Collaboration is based on the resources and strengths that organizations and individuals have to offer, not on their weaknesses. When agencies pool these strengths, their ability to effect change grows exponentially. Community Gardening and After School Options are two large Community Foundation programs that are built on the concept of collaboration. In future issues of this newsletter you will hear about others.

Another saying appeared on the same gym wall: "There is no 'I' in TEAM." The Community Foundation's ultimate task is to improve the community – not simply to distribute money to individual organizations. The challenge to make Oklahoma City a better place demands that we pool our resources and ideas and work together for the best results.

–Nancy B. Anthony

Community Foundation Highlights

The OKLAHOMA CITY ART MUSEUM recently made a major addition to its Affiliated Fund at the Community Foundation. Proceeds from the sale of the Buttram Mansion (formerly the Oklahoma Museum of Art) created the FEE-MILLIGAN ENDOWMENT, named after the donors of the property, Mr. and Mrs. S.T. Fee and Mr. and Mrs. James H. Milligan. This contribution will increase the Museum's endowment to more than \$2.5 million, from which it receives annual distributions to support its programs.

John and Claudia Holliman have established the Community Foundation's 16th Affiliated Fund. John Holliman, M.D., is a professor of pathology at the University of Oklahoma College of Medicine, and Claudia Holliman is a stockbroker with Smith Barney. Trustees of the JOHN AND CLAUDIA HOLLIMAN AFFILIATED FUND will be the Hollimans, Marilyn Myers, Jane Harlow and Marge Downing. The focus of the distributions from the fund will be to enrich the cultural, social and educational activities of the community.



The Community Foundation awarded a \$20,000 grant in November to four local arts agencies. The grant was for marketing and promotion of "The Russians are Coming!" — a collaborative arts program highlighting the cultural contributions brought to the arts from Russia. The four agencies involved in this extraordinary event were the OKLAHOMA CITY PHILHARMONIC ORCHESTRA, THE OKLAHOMA CITY ART MUSEUM, BALLET OKLAHOMA AND THE CANTERBURY CHORAL SOCIETY. All four also participate in the Designated Endowment Fund program at the Community Foundation. Museum Director Carolyn Hill and Philharmonic Executive Director Alan Valentine both said that the extra marketing push resulted in increased attendance and an introduction of the arts agencies to new audiences.

AFTER SCHOOL OPTIONS UPDATE — Did you know that butterflies are cold-blooded and that their body temperatures must reach 80° before they can fly? Fourth and fifth graders from eight elementary schools learned this and many other facts about zoo animals last fall during two six-week, after-school sessions coordinated by After School Options, the Oklahoma City and Millwood school districts and the Oklahoma City Zoo. High school mentors from Millwood High School assisted in all aspects of the program. The Oklahoma City School District provided transportation for the program both to and from the zoo.

On April 19-20, the first-ever "24 HOUR RELAY" for middle school children will be held in Oklahoma City. The event, which will feature many activities going on non-stop from 10:00 a.m. Saturday to 10:00 a.m. Sunday, will be held at Capitol Hill (Speegle) Stadium at 500 S.W. 36th Street. The six participating schools are Harding, Jackson, Jefferson, Moon, Roosevelt and Webster. After



School Options has helped to coordinate this event, and many community organizations are partners in the project.

For more information call Sam Bowman at 405/528-0709.

ASO director Sam Bowman with 4th and 5th graders at the zoo's Butterfly Garden.

Community gardening takes root in Oklahoma City

The community gardening movement began in the early 1970s in large, urban cities like Philadelphia and New York, driven in part by the energy crisis of the 70s and the resulting rise in the price of fresh produce, coupled with growing neglect of inner city neighborhoods as city dwellers fled to suburbia.

Today, community gardening is still a powerful greening force in cities trying to prune back the asphalt jungle. Cities like Seattle, Boston and Portland have numerous, well-organized community gardening programs. The American Community Gardening Association reports that the number of community gardening programs in the United States is increasing, from around 20 programs in the 70s to more than 550 programs nationally today.

"Oklahoma City is not land-poor like many other urban cities where community gardening has become popular. A lot of people here have gardens in their own back yards," said Dale Levy, director of



community programs for the Oklahoma City Community Foundation.

"But there is something to be said for working side-by-side with your neighbors to beautify the whole neighborhood."

Every city faces unique social challenges. But community gardening builds on the strengths of a community—its shared resources—not its weaknesses.

Common interests and common spaces define a community. Our sense of community is no longer a function of geographic proximity.

Community gardens can be started by school children, senior citizens or any other group in any available common space. Gardens are started for various reasons, including food production, neighborhood beautification, education or horticultural therapy.

A community garden can be divided into plots, with an individual or family

tending to each plot. A plot can contain vegetables, flowers or herbs.

"When a garden is divided into plots," Levy said, "it allows for the development of individual expression within the larger common garden, and also promotes a sense of accountability to the group as a whole."

More important than the particular crop or the reason a community garden is planted is the impact they can have on a community. Organizing a group of people with common interests around a neutral activity like gardening can cultivate leadership skills and develop community resources.

In Oklahoma City, community gardening is just beginning to take root, but already excitement is spreading.

Last September, Levy began meeting with non-profit leaders, beautification experts and members of neighborhood associations to explore local interest in community gardening. This group, the Central

Oklahoma Community Gardening Group, helped to develop guidelines and procedures, and even secured a grant from the American Community Gardening Association. The grant, awarded to only five cities nation-wide, provides for one year of training from a "mentor" who has established community gardening programs in other cities.

Understanding that community gardening is often a catalyst for community development, the Community Foundation has established a new two-year initiative to encourage and offer resources for groups to plant and maintain gardens city-wide.

In support of the initiative, a grants program was established. The first round



Volunteers work together to plant a demonstration garden at the Horticulture Center.

of grants were approved this February, with a range of organizations desiring a garden. Seelman United Methodist Church, Capitol View Neighborhood Association and Mayfair Center, a senior citizen's center, all received start-up assistance through this program.

In addition, the John E. Kirkpatrick Horticulture Center at the Oklahoma State University/Oklahoma City Extension campus is supporting this initiative. The Horticulture Center will serve as a resource to the community for gardening questions and implementation issues. The Community Foundation and the Horticulture Center co-sponsored "Create A Garden Day" early this month, where volunteers and horticulture students designed and planted a demonstration community garden on campus. Another event, a gardening symposium, is scheduled for April 5 at the Horticulture Center. The symposium will offer how-to information on both gardening and community organizing.

If you or your group is interested in community gardening, contact Dale Levy at the Community Foundation at 405/235-5603, or Brian Dougherty at the Horticulture Center at 405/945-3358. ♦



KWTV - Channel 9 covered the community gardening event.

New Agency Capacity Building program aimed at helping Designated Fund agencies better serve the needs of the community

A primary function of the Oklahoma City Community Foundation is building endowment funds for local non-profit organizations to help ensure that they will have a lasting impact on the community.

Designated Endowment Funds allow non-profits to receive a stable source of income year after year. In addition, the Community Foundation offers management services to the organizations—including investment services, accounting, reporting and acknowledgment to donors—which provide a much simpler way for the organizations to maintain an endowment than if they were to manage the fund themselves.

Many organizations are small and have few full-time staff members, and the Community Foundation offers them stable, consistent oversight of the fund. Other organizations that participate in the program are larger, but enjoy the investment management and

returns that the Community Foundation is able to provide with a \$100 million investment pool.

In keeping with our desire to help local non-profit organizations reach their fullest capacity to serve the community, the Community Foundation has established a new small grants program just for organizations with Designated Endowment Funds.

The Agency Capacity Building grants program is a two-year initiative that will award grants of \$500 to \$2,500 to help non-profits build their capacity to respond to current needs and future opportunities through training, planning and networking.

Agencies must have a current strategic plan or planning process to



A student at *Opportunities Industrialization Center* works on a computer upgraded through an Agency Capacity Building grant.

qualify for assistance through this program. A long-range plan is necessary for an organization's staff or board to affirm its mission and to know whether its programs indeed support the organization's mission. If an organization does not have a plan, a grant could be requested to help develop one. Assistance

could also be used for systems upgrading, development of board leadership, partnerships between agencies or any other element that builds an agency's ability to meet the needs of its clients.

The Community Foundation believes that increasing the capacity of non-profit organizations to fulfill their mission makes the community stronger.

For more information about the Agency Capacity Building program, call Dale Levy at 405/235-5603. ❖

Grants approved through community programs: November 1996 – February 1997

Fund for Oklahoma City and other restricted funds:

- **Variety Health Center**, \$20,000 to purchase property for a new clinic in the Del City area.
- **Special Care**, \$6,000 to help fund a full-time nurse at the school.
- **Oklahoma City Art Museum, Oklahoma City Philharmonic Orchestra, Canterbury Choral Society and Ballet Oklahoma**, \$20,000 for marketing of a collaborative arts program, "The Russians are Coming."
- **American Red Cross - Oklahoma County Chapter**, \$15,285 to train 24 volunteer CPR instructors who will each conduct more training courses.
- **Junior Achievement**, \$2,500 for training materials for the Scholars Program, which encourages 8th graders to take harder classes in high school.
- **United Scottish Clans**, \$4,000 for assistance with the Scottish Heritage Festival held in Midwest City in March.

Margaret Annis Boys Trust Fund:

- **Crooked Oak Public Schools**, \$1,000 for tree planting on campus.
- **Greater Oklahoma City Tree Bank Foundation**, \$6,500 for trees and shrubs at Ambassador Court public housing development.
- **Oklahoma City Public Schools Foundation**, \$7,500 for landscaping at three schools.
- **Oklahoma County Juvenile Bureau**, \$8,870 for beautification of Classen Blvd. between NW 58th and NW 63rd.
- **Putnam Heights Historical Preservation Association**, \$2,500 for trees and shrubs for four entrances to the area.
- **Quail Community Foundation**, \$5,000 for a beautification project along Quail Creek Road.
- **Greater Oklahoma City Tree Bank Foundation**, \$2,550 to replace dead trees at schools that participate in the "Leaf It to Me" program.
- **NE 23rd Street Beautification Project, Choctaw**, \$6,255 to beautify a strip of land near the Choctaw commercial district.
- **Western Oaks Middle School, Putnam City**, \$6,000 to purchase materials for an outdoor classroom and butterfly garden at the school.
- **Washington Irving Elementary School, Edmond**, \$3,500 for landscaping materials for an outdoor environment and nature study laboratory.

- **Southeast Area Health Center**, \$4,500 to purchase materials for landscaping the area around the new facility at 744 SE 25th Street.

Community Gardening:

- **Capitol View Neighborhood Association**, \$4,500 to purchase plants and other supplies for a community garden at 900 N.E. 29th Street.
- **Kirkpatrick Horticulture Center at OSU/OKC**, \$5,000 to assist with the salary of a community garden resource person.
- **Selecman United Methodist Church**, \$4,500 to purchase materials for a community garden at 3301 S.W. 41st Street.
- **Mayfair Center**, \$2,925 for materials for a flower, herb and butterfly garden for senior citizens on N.W. 48th between May and Portland.

After School Options:

- **Meridian Ave. Ecumenical Council**, \$1,500 for an after school program.
- **Northeast After School Church Consortium**, \$4,500 for an after school program at four churches three days per week.
- **Presbyterian Urban Mission**, \$2,500 to expand the SPARKS program with a teacher assistant.
- **Southminster Presbyterian Church**, \$750 for assistance with salary of an Assistant Director.

Agency Capacity Building Program:

- **Big Brothers/Big Sisters of Oklahoma City**, \$2,025 to upgrade the computer system.
- **Cimarron Circuit Opera Company**, \$1,400 to develop a long-range plan and assist with fund-raising training workshops for board development.
- **Contact Telephone Helpline**, \$1,200 toward purchasing office equipment to help the agency achieve its long term fund-raising goals.
- **Fine Arts Institute of Edmond**, \$1,500 to purchase office equipment to help the agency with efficiency and fund-raising challenges.
- **Opportunities Industrialization Center**, \$2,500 to assist with upgrading 15 computer stations that are used for vocational training programs.
- **Sugar Creek Camp**, \$1,500 to assist with consultant fees for assistance in developing a strategic plan.

Former resident honors mother with gift of flowers

One of the unique aspects of the Oklahoma City Community Foundation is its flexibility in meeting the charitable goals of its donors. Because we have a diverse group of donors, each with their own interests in the community, we support many different projects and organizations.

One new Name Fund illustrates the ability of the Community Foundation to help a donor support his specific interests in the community.

William Meador of Columbus, Ohio, recently established the Lillian Frances Watts Meador Name Fund in memory of his mother. When he set up the fund, he asked that the earnings from the fund be used to purchase and plant hyacinth bulbs in Oklahoma City.

"I selected hyacinth (*Hyacinthus orientalis*) planting as the exclusive objective of the Fund with the hope that the hyacinth might eventually become a distinctive characteristic of Oklahoma City," Mr. Meador said.

Though Mr. Meador now lives in Ohio, he grew up in Oklahoma City, attending Culbertson Heights School, Webster Junior High and Central High School. The family attended First Christian Church when it was located at 10th and Robinson.

"I seem to have acquired a permanent love affair with Oklahoma City as I grew up there," Mr. Meador said. His parents must have felt the same way, because after moving to Oklahoma City in 1924, they spent the rest of their lives here.

Mr. Meador chose to memorialize his mother, who died in 1992, by establishing a Name Fund to perpetuate her love of flowers and her love of this city.

"My mother was successful in growing a variety of garden flowers and was especially good with roses, but she enjoyed the spring flowering bulbs that I planted for her after they had moved

to N.W. 58th Street, west of the Baptist hospital," Mr. Meador said.

Two of the Community Foundation's other programs caught Mr. Meador's attention, and led him to establish a Name Fund.

He learned of the Community Foundation through the newsletter of the Central High School Alumni Association. The alumni group has recently established a Designated Endowment Fund at the Community Foundation to support a scholarship program. The Designated Endowment Fund program has been growing in popularity and in numbers over the past five years, which enables the Community Foundation to reach a wide audience within our community — and apparently, throughout the country as well — through the 200 plus agencies with Designated Funds.

"I learned about the Margaret Annis Boys Trust from the 'Sooner Spirit,'... and that was the source of my idea for this Fund," he said. "Otherwise, I might never have learned about the Community Foundation."

The Community Foundation is in its seventh year of administering the Margaret Annis Boys Trust, a fund bequeathed by Miss Boys to the Community Foundation in 1990 for the purpose of beautifying Oklahoma City's public lands. Because of our experience in this area, Mr. Meador felt he could trust the Community Foundation to carry out his desire to perpetuate his mother's interests.

Hyacinths are perennials — if planted correctly, they will come back each spring — and because the fund is permanent, it will continue to grow from investment performance and generate earnings for the planting of more hyacinths each year. Someday, hyacinth blossoms will line streets and parks in Oklahoma City, thanks to Mr. Meador's special tribute to his mother. ❖



Lillian Frances Watts Meador
Photo taken in 1924.

Mission Statement

The mission of the Oklahoma City Community Foundation, a non-profit public charity, is to serve the charitable needs of the Oklahoma City area through the development and administration of endowment funds with the goal of preserving capital and enhancing its value for the benefit of the Oklahoma City area.

The mission will be fulfilled by pursuit of these goals:

- Provide convenient, efficient, and effective ways through which donors can contribute assets to charitable purposes.
- Encourage donors to create funds which will benefit the community both now and in the future.
- Advocate for the development of endowment funds and provide appropriate means by which permanent endowment funds can be built and wisely managed to provide long-term support.
- Develop the Funds for Oklahoma City, restricted and unrestricted community endowments, which can be used by the Trustees and the community to develop, coordinate, and enhance services and programs which meet the changing needs of the community.

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Dr. Everett

...continued from page 1

named in her honor supports the Designated Endowment Fund of Red Earth.

Dr. Everett's mother, Alice Everett, contributes personally to the fund her son established in her name. The Alice Allen Everett Fund supports a cello scholarship at OU. For many years, Mrs. Everett was the corresponding secretary for the Everett Foundation, the family's private foundation. Well-established in the community herself, Mrs. Everett has served as director of the Oklahoma Historical Society, co-authored the second volume of *Medical Education in Oklahoma* with her husband, and has published several articles in national genealogical magazines.

In addition to establishing Name Funds in support of specific charities, donors can choose to create a donor-advised fund. With this type of fund, each year the donor advises the Trustees of the Community Foundation as to how they would like the earnings from their fund to be distributed.

In 1993, Dr. Everett chose to

transfer the assets of his family foundation to the Community Foundation and create a donor-advised fund, which preserves his original intentions for the fund while freeing him from the day-to-day administrative burdens of running a small, private foundation.

The Everett Foundation was founded in 1960 to support the arts in Oklahoma, especially at the university and professional level. The foundation has commissioned musical works and ballet performances and has sponsored professional chamber music, theater and dance performances as well as works of fine art and poetry.

With the administrative burden now shifted to the Community Foundation, Dr. Everett believes that his interests are still being pursued, while freeing him from the many hours of paperwork involved with distributing charitable dollars.

"The Community Foundation takes away the time invested in dealing with the details. You don't have to go through the grants committee every time you repeat an award," Dr. Everett said. "You can focus on carrying out your own charitable wishes."

Through the Everett Foundation Fund at the Community Foundation, Dr. Everett still supports the smaller arts organizations and individual scholarships he has traditionally supported, and his support

will continue to enhance the community in which he was born and raised. Most of all, he enjoys supporting the community that has supported him all his life.

"He likes to encourage endeavors that are more personal to him. The Community Foundation allows him to direct his support, while freeing him from having to personally manage all of the awards and grants that are made from a fund of this size," said Nancy Anthony, executive director of the Community Foundation. "He has been able to find a niche where his support really does make a difference." ❖



Dr. Mark A. Everett

Community Program Proposal Deadlines

After School Options
April 15

Margaret Annis Boys Trust
April 15

Community Gardening
April 15

Agency Capacity Building
April 15

Fund for Oklahoma City
August 15

Groups interested in these programs should contact **Susan Elkins** for guidelines, or **Dale Levy** to discuss proposals or collaborative projects being considered, at **235-5603**.



Oklahoma City

Community Foundation

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