

Community Programs

REPORT



OKLAHOMA CITY COMMUNITY FOUNDATION | MARCH 2007

How does a community:

Meet the challenges of new problems?

Respond to a disaster?

Improve and expand services and opportunities?

The answer is a leadership effort that identifies issues, brings together partner organizations and works to find resources to generate the needed services.

The Oklahoma City Community Foundation developed its Community Programs effort to serve this crucial leadership role: to create effective solutions to improve the community and to do much more than distribute grant dollars.

Community Programs is a proactive approach to define a community opportunity and to work with other organizations to develop and fund programs that benefit the whole community in a way that has real impact. Community Programs are focused, opportunity-based, operate on a community-wide level, have strong and involved community partners and an action agenda that emphasizes short-term results and long-term impact.

In 1994, the Trustees decided to focus on a limited number of opportunities that would move the community forward. Since that time, the Community Programs approach has focused on the following areas:

- **After School Options**, active from 1995-2003, provided positive opportunities for children in the non-school hours.
- **Capacity Building** offers resources to help improve the administration and management of charitable organizations with endowments at the Oklahoma City Community Foundation.

- **Parks & Public Spaces Initiative** works to improve the appearance of parks and public spaces in central Oklahoma.
- **New Opportunities Scholarship Initiative** encourages more students to seek education following high school.
- **Literacy is for Everyone (LIFE)** addresses adult literacy issues, including English as a Second Language, within the community.
- **Get Moving OKC!** promotes and encourages increased physical activity as a health benefit.

Benefits of a Focused Approach

By focusing on a specific opportunity, we are able to develop a base of knowledge about the issue, devote staff resources to needed collaboration and coordination efforts, follow the development of a program over a period of time, and develop the programs and partnerships that are required for new services to be sustained. We have devoted both grant funds and volunteer and staff resources to every Community Programs effort. Projects funded through these focus areas are stronger because we understand the underlying challenges and look for sustainable solutions.

The Fund for Oklahoma City is the unrestricted endowment of the Oklahoma City Foundation that is used as the primary resource for Community Programs. This fund along with other field of interest funds provide the necessary grant and staff resources to support Community Programs.

The History of Community Programs

1970s

By the mid 1970s, the Trustees had established our first grants program, utilizing discretionary funds. Over the next decade, the annual grants were awarded to charitable organizations that were working for the betterment of life in the Oklahoma City area. These grants helped to fund the purchase of equipment, direct services and the start-up costs of innovative programming.

1980s

In 1987, with the approach of the centennial of the 1889 Land Run, the Trustees allocated \$250,000 to support a competitive grants program for organizations developing projects devoted to a community-wide celebration of the anniversary. Due to the success of these centennial grants, the Trustees modified the overall grants program. Changes included increasing the grant cycle to three a year and introducing an application form. The Grant Review Committee – comprised of community volunteers and staff – became responsible for reviewing grants, evaluating the eventual impact on the community and recommending awards to the Trustees. Special consideration was given to those organizations with endowments at the Oklahoma City Community Foundation.

1990s

In the early 1990s, two things happened that would alter the use of discretionary funds from a reactive grant-making effort to a pro-active community grants program process:

- In 1990, the Oklahoma City Community Foundation received a \$1.5 million bequest from the estate of Margaret Annis Boys to create a fund for the beautification of

Continued page 3

AFTER SCHOOL OPTIONS

In 1994, when the Oklahoma City Community Foundation launched After School Options, it marked the organization's first focused approach to grant distributions. After School Options was created in response to a community-wide need for positive activities for elementary and middle school age children in non-school hours and summertime. The Trustees believed this was an area in which the organization could take a lead role and serve as a catalyst for the community. Originally considered a four-year initiative, due to the need to fully develop these program opportunities, the Trustees extended it first to six years then to eight.

While the initiative included a grants component, the highest impact was felt through the collaboration with community groups such as the library, Boys and Girls Clubs, arts organizations, the parks department as well as churches, schools and other community groups. Sam Bowman served as program officer during the life of After School Options and played an integral, hands-on role in guiding the success of the program. After School Options funded a number of projects including tutoring programs at churches, activities at art museums and libraries, visits to the zoo and reading enrichment activities. Most of these activities involved significant volunteer support and positive interaction between adults and the children.

Although the initiative has ended, its impact is still felt today. In particular, the current Play in the Park program was initiated by After School Options in 1995. Working with the Oklahoma City Parks and Recreation Department and other groups such as the Oklahoma City Zoo, Arts Council of Oklahoma City and the Metropolitan Library System, After School Options was able to enhance the use of public parks for summer programs and reach thousands of Oklahoma City youth each summer.



Southminster Presbyterian Church was one of many community groups that After School Options worked with to establish reading and arts programs for youth.



After School Options' final project was the successful Donuts for Dads, an activity that worked to encourage men to become more active in their student's education.

One of the last efforts through After School Options was the Donuts for Dads program. Recognizing that parent involvement is key to a student's academic success, After School Options coordinated a Donuts for Dad event with 30 elementary schools in Oklahoma County over a two-day period. Over those two days, the schools opened their doors to more than 800 dads, uncles, grandfathers and male role models who spent the morning visiting with teachers and, most importantly, showing an interest in their student's education. One principal remarked that "... we had more fathers in our building that day than we've had in current history. We hit a home run!" The program clearly demonstrated that fathers really wanted to be involved with their children.

public parks and public lands in Oklahoma County. As a result, the Trustees created an advisory committee to develop a specific grants process for this fund.

- Miss Boys' gift also inspired the Trustees to utilize Fund for Oklahoma City resources to create the Parks & Public Spaces Initiative to meet beautification needs outside of Boys Trust parameters.
- In 1992, the organization held its first long range planning process. One of the plan results included the first ever mission statement for the Fund for Oklahoma City and directed staff to be more pro-active in the pursuit of both grant proposals and organization support. Over the next 10 years, the Community Programs would develop several specific focus areas including Capacity Building, After School Options and New Opportunities Scholarship Initiative.

2005-06

To ensure Community Programs continues to meet the changing needs and opportunities of the community, the Trustees and staff consistently evaluate each program and its effectiveness and make changes as needed.

In 2005, a series of meetings were held to determine new focus areas to be added to Community Programs. Each meeting, attended by Trustees and staff, focused on one of the following topics: chronic poverty, literacy, health, and immigration and assimilation. Community experts in each field discussed the current challenges and opportunities. As a result, a literacy initiative was launched in the fall of 2005. Literacy Is For Everyone (LIFE) focuses on both basic literacy as well as English as a second language and works to increase collaboration among existing literacy providers. In 2006, the Trustees created Get Moving OKC! which is working to encourage programs that promote healthy and active lifestyles.



Due to the impact of maintenance employees on the overall appearance of school grounds, we host two free workshops a year that focus on key issues such as safety and overall grounds care. The half-day workshops, which often feature tours of successful grounds keeping, are the only source of training and information for these employees. Above, a workshop group prepares to take a tour led by Brian Dougherty.

MARGARET ANNIS BOYS TRUST AND PARKS & PUBLIC SPACES INITIATIVE

In 1991, the Oklahoma City Community Foundation received a \$1.5 million bequest from the estate of Margaret Annis Boys. A native Oklahoman, Miss Boys loved the state's indigenous trees and flowers. The longtime Oklahoma City elementary school teacher and principal left instructions that the money be used to establish a fund to support beautification efforts in parks and public spaces in Oklahoma County. Due to the size of the gift, the Trustees created a committee to oversee a grants program. Since its inception, the fund has awarded nearly \$2 million for more than 300 beautification projects throughout the county including neighborhood medians, public parks and schools.

Parks & Public Spaces Initiative

Based upon the success of the Boys Trust grants program, the Trustees decided to commit discretionary funds toward additional beautification projects in central Oklahoma. Through the Parks & Public Spaces Initiative, the Oklahoma City Community Foundation is able to increase the public's responsibility toward the care and maintenance of public parks as well as develop greater cooperation between public and private sectors toward this effort. In addition to awarding grants, the initiative serves as an important resource on



A key ingredient to the success of beautification projects at schools has been the involvement of faculty and staff, students, parents and surrounding businesses and neighbors in the planning process. This approach worked well at Charter Independence Middle School in Oklahoma City.



Through both the Margaret Annis Boys Trust and the Parks & Public Spaces Initiative, we have implemented beautification projects at nearly 200 schools in central Oklahoma, including Taft Middle School in Oklahoma City.

planting and maintenance with guidelines available on the web site. Through the guidance of staff member Brian Dougherty, we are able to provide added value to these grants. A respected landscape architect and horticulturist who is involved in numerous community beautification efforts, Brian brings a high level of expertise to all of the projects.

Clean and Beautiful Schools

The Clean and Beautiful Schools Program was launched in 2001 to support and encourage the improvement and overall maintenance of all public and private elementary school grounds and facilities in Oklahoma County. Schools occupy a tremendous amount of public and private land and the appearance of school grounds is a significant factor in how the surrounding neighborhood and community, visitors and students perceive and value the quality of education and quality of life in that area. All 168 public and private elementary schools in Oklahoma County are eligible to participate in the program. Through the program, Brian Dougherty works with a committee comprised of faculty, students, parents and maintenance staff to develop a plan of action for that particular school. Funding of up to \$3,000 is provided to each school. To date, more than 130 elementary schools have completed a Clean and Beautiful Schools grant. As a result, many of these schools develop important community partners and create school pride that leads to a commitment to beautification and safety for their school.

In 2005, the program was expanded to include 20 elementary schools in the Moore Public School System.

For more information on the Margaret Annis Boys Trust and Parks & Public Spaces Initiative, please contact Brian Dougherty at 405/235-5603 or b.dougherty@occf.org.

Margaret Annis Boys Trust 2006-07 Committee

- Christian K. Keesee, chairman
- Paul B. Odom Jr., vice chairman
- Carol Blackwood
- Leslie Griffith
- Vicki Howard
- Leslie Hudson
- Jane Jayroe
- Rodd Moesel
- Bond Payne
- Dick Sias
- Kathy Williams
- Carolyn Zachritz



Margaret Annis Boys

In 1991, the estate of Margaret Annis Boys left \$1.5 million to the Oklahoma City Community Foundation with the simple instruction that the gift be used to beautify public lands in Oklahoma County. As an educator, Miss Boys touched the lives of thousands and her gift ensures that she will continue to impact the community forever. In the past 15 years, thanks to administrative oversight, Miss Boys' gift has increased to \$3 million and has funded nearly \$2 million in beautification projects throughout our community.

CAPACITY BUILDING PROGRAM

Adopted as a focus area by the Trustees in 1999, the purpose of the Capacity Building program is to strengthen the administrative infrastructure of the nonprofit community. The program provides added benefit to organizations with charitable endowments at the Oklahoma City Community Foundation.

It also provides resources to these organizations so they can better accomplish their missions, use their resources more efficiently and serve the needs of the community more effectively. Through grants, the program has supported capacity building activities such as equipment purchase, computer technology, board development, long range plans and staff training. Beyond grant dollars, the program serves as an important resource by providing the following support:

Endowment Building

Gayle Farley and other staff members work with charitable organizations to assist with the development of their endowments through staff and board training and providing access to timely information. We also offer expertise on a variety of planned giving vehicles as well as provide free access to the Planned Giving Design Center, a comprehensive online resource for anyone with an interest in charitable giving.

In addition, we promote all of the charitable organizations with endowments to donors through several annual publications and via Central Oklahoma Charities, the region's most comprehensive and up-to-date online directory provided at www.occf.org. Each organization has an individual information page that includes an online giving link so donors can make a gift to the organization's endowment at any time.

Networking and Communications

- Throughout the year, we host a number of free roundtables seminars for the organizations' staff. The meetings provide an opportunity for the staff to learn about relevant issues involving technology, marketing, donor outreach and human resources.
- In 2006, we introduced a series of continuing education workshops for Certified Public Accountants who work for and with organizations with charitable endowments. These free workshops are held in partnership with Cole & Reed PC and focus on compliance and tax topics related to charitable groups while providing the attendees with two hours of CE credit for each meeting.
- Helping to meet the technology needs of the organizations has been important from the start of the program. In the late 1990s, we provided free technology assessments for those groups whose equipment was not Y2K compliant and others who wanted an Internet presence. More than 60 organizations utilized this opportunity during 1998 and 1999. Coupling the technology consulting with grants was very effective and we continue to provide assessments as requested.

For more information on the Capacity Building program, please contact Gayle Farley at 405/235-5603 or g.farley@occf.org.



A recent Capacity Building grant helped Cimarron Circuit Opera Company create a marketing plan to increase the group's outreach.

Capacity Building 2006-07 Committee

Stephen Mason, chairman

Nancy L. Coats

Ray Bitsche

Rodney Bivens

James Daniel

Susan Evans

Jenny Love Meyer

Mike Murphy

Kay Oliver

Bill Phillips

Ken Reese

Beth Shortt

NEW OPPORTUNITIES SCHOLARSHIP INITIATIVE

The Trustees launched the New Opportunities Scholarship Initiative in 1998 with one goal in mind: encourage more central Oklahoma high school seniors to attend college or post-high school training. In addition to providing scholarships, the initiative also serves as a valuable resource for high school guidance counselors. Due to the impact of the program and its overwhelming success, the Trustees have continued to support the initiative with both funding and staff resources. In its first nine years, the initiative awarded more than \$1.5 million in scholarships through five specific programs.

Encouraging high school seniors in central Oklahoma

The Community Foundation Scholars and Foundation of Promise Scholars award students attending 43 public and private high schools in central Oklahoma. Recipients receive \$1,200 awards and are recognized at annual luncheons.

Community Foundation Scholars rewards good students who are good citizens. Recipients are students who might not otherwise qualify for awards based solely on academic standards and are active in both school activities and their communities. Recipients represent public and private high schools in Oklahoma County as well as public high schools in Moore, Mustang, Yukon and Piedmont. In 2007, two Norman high schools were added to the program.

Foundation of Promise Scholars provides a scholarship to students who will be the first in their family to attend college. To be eligible, students must apply as a junior and agree to complete specific activities that will help prepare them for college admission. Upon completion of the activities, the students receive an award to attend any accredited post-secondary educational institution.

Central Oklahoma Guidance Counselor Network

A key ingredient in the success of the Community Foundation Scholars and Foundation of Promise Scholars programs is the Central Oklahoma Guidance Counselor Network. For many students, the high school guidance counselor is an important source of information on college admissions and financial aid resources. Through the network, the Oklahoma City Community Foundation hosts two free workshops a year that provide updates on college admissions and degree programs. Participation in the network is open to guidance counselors at public and private high schools throughout central Oklahoma. As an added incentive, at least one Community Foundation Scholars award is provided to each high school whose guidance counselor participates in the network.

Continued page 8



U.S. District Judge Vicki Miles-LaGrange congratulates a 2005 Foundation of Promise Scholar recipient. Judge Miles-LaGrange was the guest speaker at the 2005 recognition luncheon.

Scholarship Center 2006-07 Committee

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John Green, vice chairman

Mary Ann Bauman, M.D.

Joe Carter

Nolan Coyle

Paul W. Dudman

Kirkland Hall

David Harlow

Janice Haunschild

Pat Kelly

Martha King

John Osborne

Elaine Schuster

NEW OPPORTUNITIES SCHOLARSHIP INITIATIVE Continued



The annual luncheons for both Community Foundation Scholars and Foundations of Promise Scholars provide an opportunity to include parents and guidance counselors in recognizing students.

Helping Oklahoma's Foster Children

Through the Youth With Promise Scholars program, the Oklahoma City Community Foundation works with both public and private agencies throughout the state to award scholarships to students who graduated from high school while in the foster care system or licensed placement. In addition to the scholarship, each student also receives encouragement from a group of dedicated volunteers.



The Central Oklahoma Guidance Counselor Network hosts two free workshops a year for the participating counselors that focus on information related to admissions and feature tours of college campuses.

Encouraging Adults

The goal of the Non-Traditional Scholars program is to help adults re-enter the educational system. Working with a number of agencies, the Oklahoma City Community Foundation identifies students who want to continue their education either at a college or through vocational training. Grants are provided and the sponsoring organizations agree to mentor the students and support their progress.

Responding to a Health Care Need

The Nurse Education Program addresses the qualified staffing challenges facing area hospitals. In collaboration with five metropolitan hospitals (Children's Center, Integris Baptist Medical Center, Integris Southwest Medical Center, Mercy Hospital and St. Anthony Hospital), the program offers scholarships to the facilities' nurses who are working toward a bachelor's degree or certification in nursing. These grants are awarded in association with the hospitals' continuing education initiatives.

For more information on New Opportunities Scholarship Initiative programs, please contact Anna-Faye Rose at 405/235-5603 or a.rose@occf.org.



In 2006, Regional Food Bank of Oklahoma received a Fund for Oklahoma City grant to assist with a feeding program that provides fresh produce and bakery items to 1,200 homebound seniors. (Photo courtesy of Regional Food Bank of Oklahoma)

FUND FOR OKLAHOMA CITY

While the Trustees utilize the Fund for Oklahoma City as the funding source for all of the Community Programs services and activities, it is also used to enhance the services and programs of charitable organizations through a grants program. The focus of the Fund for Oklahoma City grants program is to initiate and significantly expand services that meet changing needs. Grants are available to nonprofit organizations that have been in existence for more than five years and have an illustrated record of stability and quality of service. Organizations awarded Fund for Oklahoma City grants must look beyond the institutional needs of their organization and meet a broad community need or expand an existing program to reach a new audience. In 2005, the Trustees added the following areas of emphasis to the fund's grants program: health, case management and after school options.

For more information on the Fund for Oklahoma City programs, please contact Sandy Wright at 405/235-5603 or s.wright@occf.org.

All Community Programs activities and services are possible thanks to the Fund for Oklahoma City, a compilation of discretionary funds. There are three basic types of funds at the Oklahoma City Community Foundation. Charitable Organization Endowments are created at the time of the gift to support a specific charitable organization. Advised Funds allow donors to recommend grants to charitable interests. Discretionary Funds are created by contributions from donors who wanted to provide the Oklahoma City Community Foundation with the flexibility to meet emerging and changing needs of the charitable community.

NEW FOCUS AREAS

During 2006, the Oklahoma City Community Foundation hosted several focus groups to discuss issues affecting the community and to determine how best we could make a difference. Topics such as homelessness, immigration, literacy, community health and public housing were discussed by experts in each area. Two issues in particular – literacy and the physical health of the community – appeared to be areas in which we could have the most impact. As a result, the Trustees established two new focus areas: Literacy Is For Everyone (LIFE) and Get Moving OKC!



Several LIFE grants are helping to support programs that assist non English speaking adults with their literacy needs. Mount St. Mary High School started its El Centro De Oportunidades Community Outreach Program in 2004 to address the needs of the adult Hispanic community (above). Oklahoma Christian University's Literacy Lunches program provides training for its non English speaking employees (top right).



LITERACY IS FOR EVERYONE (LIFE)

Literacy Is For Everyone (LIFE) Initiative is an avenue to provide more opportunities for children and adults to read, write and speak English at a functional level that will allow for self sufficiency and improved quality of life. Through the initiative we work with literacy and language providers to create a community level strategy for improving literacy. To help promote literacy providers, we created ReadOKC.org, a web site directory of 14 service providers in the metropolitan area. A Spanish version of the web site is also available at www.ReadOKC.org/Espanol.

Since creating the LIFE Initiative, we have partnered with the United Way of Central Oklahoma, Oklahoma City Junior League and literacy providers to form the OKC Metro Literacy Coalition. The coalition is working to build awareness of literacy services, plan new services and gain community-wide support for literacy efforts.

In addition, a grants program provides funding for training, materials promotion and administrative support to existing literacy organizations as a means to improve their capacity to serve their clientele.

For more information on LIFE programs, please contact Mary Surbeck at 405/235-5603 or m.surbeck@occf.org.

LIFE 2006-07 Committee

Nancy L. Coats

Kathy Dick

Leslie Gelders

Donna Morris

Katie Price

Tony Tyler

Don Vaught



GET MOVING OKC!

Get Moving OKC! is a healthy lifestyles initiative created by the Trustees in 2006 to promote the integration of simple physical activity, such as walking, into the daily routines of children and adults in central Oklahoma. The initiative seeks to raise the awareness of the benefits of exercise to good health as well as promote the availability of public spaces and programs that encourage individuals to participate in daily activity. We are developing resources and creating partnerships to create a community-based strategy to improve the health of residents living in central Oklahoma.

One of the first activities for the initiative was to create a Great Places To Walk page at www.occf.org. The web page provides information on more than 20 locations in central Oklahoma that are safe and accessible locations to walk or jog. The listing is organized according to geographical areas of the community and provides detailed description of amenities and a link to a driving route to the location. The web page also features information on additional exercise and healthy living resources.

Through the initiative's grants program, Get Moving OKC! assists organizations in developing innovative community-based programs that motivate adults and children to take part in daily physical activity. The goal is to help improve the overall health of the community and minimize the potential of future illness and disease due to inactivity.

For more information on the Get Moving OKC! program, please contact Sandy Wright at 405/235-5603 or s.wright@occf.org.

One of the first grants awarded through Get Moving OKC! was to support the Triple Play program at Boys & Girls Club of Oklahoma County. The health and wellness program works with youth at the three club sites, teaching them about nutrition and getting them involved in fun, physical activities.



Get Moving OKC! 2006-07 Committee

Mary Ann Bauman, M.D.	Jackie Jones
Marie Bernard, M.D.	Pam Troup
John Bozalis, M.D.	Clare Twitchell, M.D.
Jane Jayroe	



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Index

After School Options	page 2
Margaret Annis Boys Trust and Parks & Public Spaces Initiative	page 4
Capacity Building	page 6
New Opportunities Scholarship Initiative	page 7
Fund for Oklahoma City	page 9
Literacy Is For Everyone (LIFE)	page 10
Get Moving OKC!	page 11

For more information on Community Programs' grant guidelines, applications and recent grant approvals, please visit www.occf.org.

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