



Oklahoma City

Community
Foundation

February 2002

Gifts to Endowments Keep Giving: The Story of Florence Ogden Wilson...and Maybe You

Endowments are about permanence, and the ability of gifts to keep giving in perpetuity. Those are some of the attributes that probably attracted Florence Ogden Wilson to the Community Foundation.

Her gifts 30 years ago helped start the Community Foundation's Agency Designated Endowment Fund program, now the largest of any in the country.

The program's 30th anniversary celebration has just concluded, which included special recognition for Miss Wilson's role through donations that started it all. In 1971, she sold a tract of land to the state, deeding a 10 percent interest to the newly formed

Oklahoma City Community Foundation.

The Community Foundation's share, \$49,972, was to benefit five organizations: the Cowboy Hall of Fame, Oklahoma Zoological Society, YMCA, YWCA, and the Allied Arts Foundation. Liberty Bank, as trustee of the gift, added \$28 to make a total of \$50,000, which was split evenly among the five organizations. Miss Wilson added \$2,000 to each fund a few years later. Other gifts followed, and over the years, those funds have grown dramatically. The total value of the endowments now exceeds \$4 million.

As for Miss ...continued on page 5



Florence Ogden Wilson

Three Agencies Join Nation's Largest Endowment Program

The Oklahoma City Community Foundation continued to add participants in the nation's largest Agency Designated Endowment Fund program. The foundation's designated fund program now numbers nearly 300 funds that help support a wide variety of non-profit organizations.

The three non-profits are Boys and Girls Club of Oklahoma County, Camp Cavett and Friends of the Norman Public Library.

The Boys and Girls Club, located in

Memorial Park near N.W. 36th and Classen, develops programs that help youth become responsible citizens and leaders. Activities may include sports, educational opportunities or arts under the leadership of adults who emphasize positive values.

Camp Cavett is offered to children ages 11 to 18 with debilitating diseases. A wide variety of traditional camping activities, such as swimming, canoeing, basketball, volleyball, archery and many others, are ...continued on page 5

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- A Decade of Margaret Annis Boys Trust Grants

Grants Address A Wide Range of Community Needs

In the fourth quarter of last year, the trustees of the Oklahoma City Community Foundation approved grants totaling more than \$173,000 that will help non-profit agencies address issues ranging from after school programs for children to promoting a classic American novel by an Oklahoma-born author.

In all, the grants will directly help 23 organizations and ultimately touch the lives of tens of thousands of Oklahomans.

The next deadline for receiving grant applications from non-profit organizations is April 15, 2002.

Some highlights of programs successful in securing Community Foundation funding include:

Agency Capacity Building

Increasing capacity of non-profit agencies to fulfill their mission

McCall's Chapel School, \$3,700

to assist with purchasing software and training that will help the staff better manage the development process.

Harn Gardens, \$5,000 to purchase three networked computers, a printer and software that will electronically link the staff and permit more efficient and effective scheduling and management.

Oklahoma Visual Arts Coalition, \$5,000 for new marketing materials that include a general brochure, membership materials and program-specific publications.

Contact Crisis Helpline, \$2,200 for an analysis of its current database and to train staff in the use of the database to improve client case-management capabilities.

Edmond Historical Society, \$2,250 to create a Web site to increase public awareness.

After School Options

Providing programs during non-school hours, particularly for youth age six to 13

Boy Scouts of America, \$3,000 to provide a part-time program aide who will start non-traditional scouting programs at public housing projects.

Reaching Our City, \$4,000 for a five-day-per-week after-school program for students attending Greenvale Elementary, Council Grove Elementary and Western Heights Middle School.

South Lee United Methodist Church, \$1,500 for an expansion of a Wednesday night enrichment program for 50-76 elementary or middle school children.

Evangelistic Baptist Church of Christ, \$3,000 to expand a three-day-per-week after-school character development and education enrichment program for 50 children age 7 to 13.

Feed the Children, \$2,200 for an after-school arts program three days per week provided by the Arts Council of Oklahoma City.

Camp Fire USA, \$4,358 for a three-day-a-week after-school program for 65 students at Crutch School.

Institute for Child Advocacy, \$5,000 for training for churches

interested in establishing or enhancing after-school programs.

Margaret Annis Boys Trust

Provides grants for the beautification of public lands

City of Bethany, \$14,500 to help fund a comprehensive landscape renovation and beautification effort along N.W. 39th Expressway medians. The city will provide additional monetary and in-kind contributions that will result in a project in excess of \$20,000.

Putnam Heights Historic Preservation Area, \$6,000 for plant materials for the entrances and medians of Putnam Heights.

Mount Saint Mary High School, \$9,600 for plants and installation near the main entry to the school.

Putnam City Central Middle School, \$3,471 for a comprehensive landscape plan for the campus.

Regional Food Bank of Oklahoma, \$1,000 for the development of a community garden at N.E. 20th.

Fund for Oklahoma City

Trustee-designated grants from unrestricted donations

A \$25,000 grant to the **Metro-politan Library System** will assist with the promotion of the 50th anniversary of the publication of *Invisible Man*, a highly acclaimed book by Oklahoma City native Ralph Ellison. The book won numerous awards.

The grant will help fund a part-time intern to promote and implement a curriculum in area high schools. The money will also cover the cost of the book for high school students and offset costs

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A Contact Crisis volunteer working with their current database, which will be evaluated with the help of an Agency Capacity Building grant funded by the Community Foundation.

The Margaret Annis Boys Trust Completes Ten Years of Remarkable Contribution to Oklahoma City's Beautification

The Margaret Annis Boys Trust, the remarkable legacy of one woman who believed her gift could make a difference in beautifying public places, just concluded its 10th year of grant-making. As the steward of both the funds and of Miss Boys' dream for the use of the endowment, the Community Foundation conducted a review of the impact of the Boys Trust on the community and the evolution of the program itself.

While Miss Boys' instructions regarding the expenditure of trust income were simple – 46 words – translating her wishes into an administrative structure that ensures effective grant-making proved far more involved.

Early decisions helped set the stage for the trust's success. The Community Foundation decided to administer the effort as a separate grant program and formed an advisory committee of local beautification experts to evaluate grant requests and programming opportunities.

As a result of the Community Foundation's focus on donor services, important guidelines for successful grants were identified that remain in effect today.

❖Boys Trust projects usually emphasize cooperation among groups, initiative in caring for public areas and innovation in the use of cost-effective landscaping and low-maintenance methods.

❖High visibility projects help raise appreciation for beautification city wide.

❖Projects tend to have a long-term impact on public land.

❖Projects help build a foundation for future activity and will leverage the investment of resources by other groups and individuals.

Administrative principles also were adopted that preserve the original

intent of Miss Boys' bequest.

❖All projects are on publicly, or non-profit owned land open to the public without fences or gates.

❖Landscaping of buildings and new construction are low priorities and plantings in park land, medians and renewal plantings were given higher priorities.

❖Funds would be used for plantings, preparation of beds and irrigation and not used for significant hardscape, electricity, lighting or signs.

❖Sponsoring groups are required to provide long-term maintenance and a significant match, such as cash, labor or in-kind resource, for the installation of the project.

This program structure has produced a measurable impact on the community. Some program measures include:

The original donation of about \$1.4 million has grown through the addition of contributions and investment performance to nearly \$3 million at the conclusion of the fund's 10-year history.

Grants and awards have totaled \$720,000 and an additional \$204,000 is earmarked for the Community Foundation's Parks Initiative.

Of 117 grant awards, 100 have been completed and five were in some phase of completion.

Projects have been widely dispersed, reaching every corner of Oklahoma City.

It is estimated that the Boys Trusts projects – by creating in-kind, labor and cash donation opportunities – have produced a total value of about three times the grant amount.

The Boys Trust also led to the



Margaret Annis Boys

Community Foundation's strategic decision to be more extensively involved in beautification efforts through the Parks and Public Spaces Initiative.

"Margaret Annis Boys willed the Community Foundation two important things besides her money," said Nancy Anthony, executive director. "She gave her own personal reputation for dignity and love of natural beauty and a strong commitment and focus. Her focus produced discipline and vision in our administration of the trust. We added the expertise and commitment to a donor's dream. The result is a more beautiful community for us all."

For more information on how the Community Foundation can help you reach your charitable giving goals, call Penny Voss at 405/235-5603 or review giving opportunities on the Web at www.occf.org.

A Decade of Margaret Annis Boys Trust Grants

Grants from the Margaret Annis Boys Trust during the past 10 years have enhanced every corner of Oklahoma County. All projects are on public lands and represent distributions that total nearly \$1 million. More importantly, the Boys Trust has served the wishes of the donor and inspired a community to take proactive steps to improving appearance.

CITY PROJECTS

Choctaw	NE 23 rd Street
City of OKC	Robinson median
City of OKC	Lake Hefner Parkway
City of OKC	Lincoln Boulevard
City of OKC	Will Rogers Park
City of OKC	Children's Playground - Lake Hefner
City of OKC	I-240 Beautification
City of OKC	Airport Gateway Beautification Plan
City of OKC	M.L. King Blvd.

NEIGHBORHOOD PROJECTS

Shalimar Neighborhood
Lumberman Neighborhood Association
Lakeridge Run Neighborhood Association
Whitehall Homeowner's Association
Ski Island Lake Club
Heritage Hills Historical Preservation
Kingscreek Homeowners Association
Miller Neighborhood Association
Quail Creek Homeowners Association
Wilemans-Belle Isle Neighborhood
Crown Heights - Edgemere Heights
Eastlake Estates Section II
Belle Isle Neighborhood Association
Stonepointe II Homeowner's Association
Greenbriar Eastlake Estates
Stonebridge Neighborhood Association
Crestwood Neighborhood
Edgemere Park Preservation
Putnam Heights Historical Preservation
Linwood Place Neighborhood Association
Central Park Neighborhood Association
Mesta Park Neighborhood
Capitol View Neighborhood
Redbud Estates
Lincoln Terrace Neighborhood Association
Lakehurst Homeowner's Association
Mayfair West Neighborhood Association
Ambassador Courts Public Housing
Northwood Neighborhood Association
Pennville Neighborhood Association
Sooner Haven Public Housing
Capitol Hill Neighborhood Association
Edgewater-Lakepointe Neighborhood
Venice Neighborhood Association

SCHOOL PROJECTS

Moore High School
Western Oaks Middle School
Shidler Elementary School
Sacred Heart Catholic School
Northridge Elementary School
Northeast High School
Nichols Hills Elementary School
Putnam City West High School
John Marshall High School
Crooked Oak Public Schools
Jarman Junior High School
Cleveland Elementary School
Washington Irving Elementary School
OSU/OKC
Indian Meridian Elementary School
Overholser Elementary School
Mayfield Middle School
St. Mary's School
Putnam City High School
Wiley Post Elementary School
Sequoyah Elementary School
Taft Middle School
Tulakes Elementary School
Buchanan Elementary School
Harding Middle School
Classen High School

SCHOOL PROJECTS (continued)

Linwood Elementary School
Emerson Alternative School
Arthur Elementary School
Heronville Elementary School
West Nichols Hills Elementary School
35 School Arborerums
60 Clean and Beautiful Schools

NON PROFIT ORGANIZATIONS

The Children's Center
Latino Community Development
Myriad Gardens
Firststep - OKC Metro Alliance
Oklahoma Library for the Blind
Oklahoma Health Center Foundation
Downtown YMCA
Northwest Baptist Church
Northeast Park and Community Center
Lake Hefner Boat Owners Association
Campbell Park
Arts Council of Oklahoma
City Arts Center
Jack H. Abernathy Memorial Park
Oklahoma County Juvenile Bureau
Christian Life Missionary Baptist Church
Southeast Area Health Center, Inc.



Putnam City West High School, 8500 NW 23rd Street, was just one of many schools in the metro area that was given a Boys Trust grant to assist with the beautification of its campus.

New Funds for Three Agencies

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Children participated in a bi-weekly ballet class given by the Boys & Girls Club of Oklahoma County.

offered. The experience is supplemented by volunteers from professional fishing organizations who teach campers how to fish safely. The camp is named for long-time Children's Hospital chaplain, Danny Cavett, the camp's founder. Camp Cavett is co-sponsored by Oklahoma United Methodist Camps, Oklahoma City University's Kramer School of Nursing and Oklahoma Children's Hospital.

The Friends of the Norman Public Library supports the library by creating public awareness of programs, services and resources. The group also helps educate legislators and encourages legisla-

tive support of libraries. Fund-raising activities provide materials, equipment and books to the library.

If you are interested in donating to these funds, send your check payable to the Oklahoma City Community Foundation along with an indication of which fund you wish to support. A comprehensive list of agencies with permanent endowment funds is available on line under the category Central Oklahoma Charities on the Oklahoma City Community Foundation's Web site, www.occf.org. For more information, contact Gayle Farley at 405/235-5603.

Florence Ogden Wilson

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Wilson's gifts, each \$12,000 donation has generated cash distributions of \$23,694 from a principal amount that has more than doubled. The total return on the initial gift is more than 300 percent.

Because of these endowment gifts, the Community Foundation still remembers and recognizes Florence Wilson and the difference she has made in the community. The Agency

Designated Endowment Fund program and the agencies it serves are looking for the Florence Wilsons of today whose gifts will be remembered for decades after they're given. Those gifts and the lasting recognition they provide could be yours. Are you the next Florence Wilson? For more information, contact Penny Voss at 405/235-5603.

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 community.

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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Community Grants

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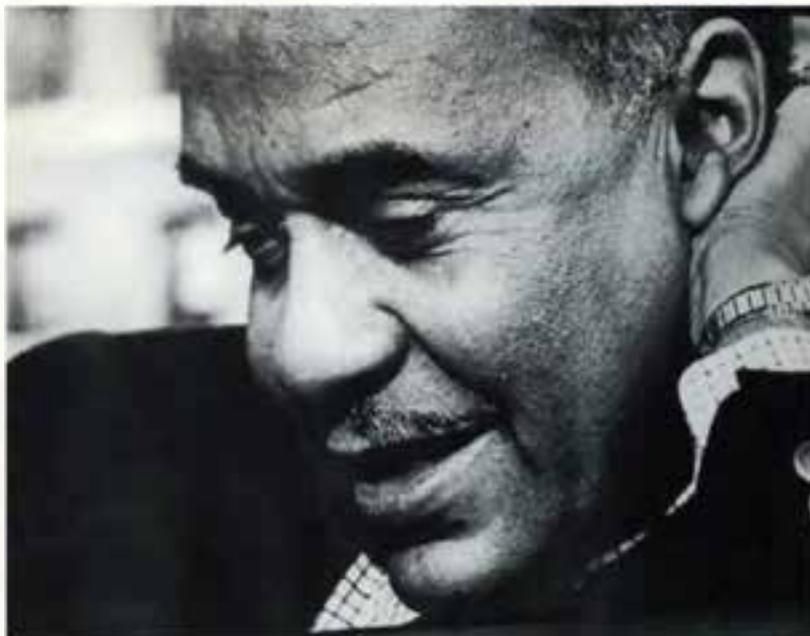
associated with performances by an artist-in-residence depicting scenes from *Invisible Man*.

Volunteer Center of Central Oklahoma, \$5,000 for consulting fees to develop a marketing plan to expand awareness of the center and increase the number of community volunteers.

Oklahoma City Art Museum, \$25,000 to allow the new downtown museum to be open free to the public during its inaugural weekend.

Community Counseling Center, \$35,000 over three years to implement a proactive system of identifying isolated, at-risk residents of Oklahoma County over age 60. This is a cooperative effort with utility companies and others in regular contact with elderly. The program provides in-home assessments and assistance to help meet the needs of these individuals.

Catholic Charities, \$15,000 for a study of rental housing in the Okla-



*A \$25,000 Fund for Oklahoma City grant to the Metropolitan Library System will assist with the promotion of the 50th anniversary of the publication of *Invisible Man*, written by Oklahoma City native, Ralph Ellison (shown above).*

homa City area to help understand the needs and market opportunities.

For further information on grants, contact Susan Elkins at 405/235-5603. Grant guidelines and applica-

tion forms are available at the Oklahoma City Community Foundation's Web site, www.occf.org under the Community Programs and Grants section.



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