



News from the Executive Director

OKLAHOMA CITY COMMUNITY FOUNDATION

August 2004

Dear Friends and Supporters:

Since our fiscal year ends on June 30, we are in the midst of completing our year-end reporting for FY 2004. Many of you will receive individual reports for your own funds and others to which you have contributed. It was a very good year for the financial results for the Community Foundation. Below are a few of the highlights:

- Total assets at year-end had a market value of more than \$438 million. This is an all-time high for the end of the year.
- New gifts for the year will exceed \$25 million. There were 15 new agency endowment funds, 12 new scholarship funds, 25 new advised funds and three new affiliated funds.
- Total grants and distributions will be \$11.4 million

The Community Foundation's general investment pool had a total return of 15.03 percent, exceeding the benchmark index of 12.39 percent. More importantly, the 10-year compounded rate of return for the investment pool was 10.3 percent, again exceeding the benchmark. It is this long-term investment performance that is the goal of our Investment Committee.

Norick Library Opens. With a grant from the Fund for Oklahoma City, the new Ronald J. Norick Downtown Library opened with quite a celebration. On Friday, August 13, more than 3,000 citizens of all ages gathered to help pass books one-by-one along a human chain six blocks long from the old library at N.W. 3rd and Robinson to the new building at Park Avenue and Hudson. The Community Foundation was the primary sponsor of the book passing event and 18 staff and relatives attired in T-shirts printed with our distinctive logo, led the distribution of books into the new building. We were pleased to help so many people participate in the opening of the new facility. Other opening events are planned throughout the fall and I hope that you will be able to attend some of them.

Endowment Distributions Exceed \$3.8 million. Distribution checks for the 252 organizations with endowment funds at the Oklahoma City Community Foundation will be presented during the week of October 4-8. A series of meetings designed to report on the performance of the funds and to explain the operation of the endowment program will be held at the Community Foundation office. Most importantly, all representatives invited to the meeting will take home a distribution check along with a customized fund report. I'm pleased to announce that all agency funds will soon have online secure access to their fund reports and contribution records. This new service for agency endowments will be presented at the October meetings.

Community-wide Awareness Campaign Begins in September. One of the recommendations from the May Long Range Planning meeting was to increase our community's awareness of the Community Foundation's accomplishments and services. To accomplish that goal, the Trustees have engaged Jordan Associates to coordinate a campaign that will begin to tell the story of the Community Foundation and its donors through the Oklahoma City media market. Beginning in late September, a series of television commercials will run on both cable and network affiliate stations. In addition, a number of billboards will appear throughout the metro area to reinforce the television messages. The goal of this effort is to increase awareness within the community of what the

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Community Foundation has accomplished over the past 35 years and how we have helped a variety of donors with their charitable interests. The campaign will run throughout the next year and I encourage you to look for the commercials and billboards.

New Charitable Bequest Brochure Enclosed. Enclosed with this letter is our new brochure on wills and bequests. It is the first of a series of brochures about bequests, trusts, annuities, and retirement assets that we hope will be helpful to donors who might want to make a gift to charity through a planned gift. This brochure outlines some key points about bequests that donors should consider and offers sample language which can be used to make a bequest through a will or trust. The Community Foundation offers donors an opportunity to make a difference after their lifetime through a bequest to a permanent endowment fund. The brochure features a story about Thomas Utterback, who created a fund with us through a bequest.

Walt Pralle Remembered. Waldemar F. Pralle, retired trust officer with Fidelity Bank, died on August 5, just one day shy of his 83rd birthday. Walt served the Community Foundation from 1972-86 as a Fiscal Trustee, representing the banking community in helping the Community Foundation get started. Walt was well respected in the financial community and was a wonderful advocate for the Community Foundation. We appreciate all that he did in those early years and will always remember his warm smile and helpful advice.

Mission Statement Reaffirmed. At the May 2004 Long Range Planning meeting, the Trustees spent considerable time reviewing the Mission Statement that was first drafted in 1992. With very minor modifications, the Mission Statement and Vision for the Community Foundation were reaffirmed. Our mission assures donors that we are committed to providing the services needed to help them meet their charitable goals, to advocating for the development of endowment funds, and to helping the community meet its changing needs. We are sharing a copy of this statement with our donors and supporters to reaffirm our commitment to good stewardship and quality service and I have enclosed a copy for you.

Please contact us directly or through our web site, www.occf.org, if we can help you in any way.

Sincerely,

Nancy B. Anthony