One Family’s Generosity and One Bank’s Legacy — the Reisher Story

Engaging the NOW Generation

The Tax Implications of Year-end Giving
Meet Barbara Grogan, retired founder and CEO of Western Industrial Contractors, with her daughter, Holly. When Barbara sold her business, she had Holly's newborn daughter “hand” a check for a portion of the proceeds to David Miller, CEO of The Denver Foundation, creating the Grogan Family Fund. Philanthropy is a family tradition for three generations – and now it’s Barbara’s full-time job!

Find out how The Denver Foundation can help you streamline your charitable giving through a donor-advised fund . . . starting with minimums as low as $10,000. Call the Philanthropic Services Group at 303.300.1790.
Why Give?

By David Miller, President and CEO, The Denver Foundation

Our community has an outstanding history of generosity. From Charles Boettcher to Madam C.J. Walker, from Emily Griffith to Bill Daniels, Metro Denver is a place where entrepreneurs find success and philanthropists make their mark.

We started Give as a magazine to celebrate this generous spirit – and to share some of the amazing stories of giving that we’ve encountered every day at The Denver Foundation for the last 87 years.

In this issue, you’ll read a story of one family’s – and one bank’s – linked generosity. You’ll learn about the “NOW” Generation of active young philanthropists. You’ll listen in on conversations with local community leaders about why they give. A young professional who received her start through a scholarship will share what it meant to her, and a local expert offers valuable tips about year-end giving. If you look at this year-end giving season as a time for your family to share the spirit – see our Family Philanthropy tips section for ideas of actions you can take together.

I am hopeful that you will find this magazine as exciting to read as it was for us to publish. And we look forward to hearing from you about ideas for future stories.

Email us at givelists@denverfoundation.org and let us know.
One Family’s Generosity and One Bank’s Legacy
Reisher Scholars. Nearly 800 of them live in Colorado communities, some still in school while others have graduated and are building their careers and their lives. Their stories are rarely told outside of their families and their universities. These men and women, often the first in their family to go to college, are selected in their sophomore year or when transferring from a community college. Reisher scholarships give these students enough funding, provided they keep their academics strong, to get through school without taking out new loans. Reisher Scholars are sometimes already parents and often of nontraditional age. Twelve current scholars are more than 40 years old. What do they share in common? A drive to succeed...and gratitude to a family named Reisher.

In the 1930s, Roger Reisher was the fourth of seven children growing up in a sod house in Nebraska with no indoor plumbing. As a young boy, higher education must have seemed an impossible reach. But when he returned home from World War II to find the GI Bill waiting for him, Reisher was able to attend the University of Colorado and begin a career in banking. After working for several years in the Kansas City area, where he met his wife Margaret, the daughter of Swedish immigrants living in rural Kansas, Reisher returned with his young family to Colorado to take the helm of a brand new enterprise called First Westland National Bank. Today, we know it simply as FirstBank.

Reisher and FirstBank grew successful together. His two daughters, Mary and Nancy, both eventually served on the board. As Reisher drew to the end of his career, he was immensely proud of the company he’d helped to build, and he cared deeply about the employees and customers who were part of the FirstBank family. He knew that when he passed away, the bank might be vulnerable to a takeover, and he’d watched too many such mergers with out-of-state companies strip banks of their character and commitment to the community. Besides, FirstBank employees own much of the bank’s stock and he had their interests to think about.

At the same time, he and Margaret had begun talking to Tom Kaesemeyer, an education expert who was then head of the Gates Family Foundation, about how they could use some of their wealth to help the students of today achieve what Roger had been able to with the help of the GI Bill.

Preserving a Legacy, Funding College Dreams

To bring together his interest in preserving the bank and his interest in funding scholarships, Reisher worked with his attorneys to allow him to use his shares of FirstBank to fund a “supporting organization” that would pay dividends into the Reisher Scholarship Fund at The Denver Foundation. Eventually, he received a “private letter ruling” from the Internal Revenue Service that authorized this transfer of assets – accomplishing both of his goals.

At the same time, Reisher and Kaesemeyer were working on the details of the Reisher Scholarship Fund. “We didn’t have a road map at first,” Kaesemeyer recalls. “He knew he wanted it to be merit-based, that he wanted to target in-state colleges and universities.” Kaesemeyer engaged in months of research, including talking with the Colorado Commission on Higher Education. Finally they settled on a population that didn’t have a lot of access to scholarship dollars: sophomores and those transferring after two years at a community college. The scholarships would require students to have academic merit – those selected would need to have and maintain a 3.0 GPA – and to exhibit strength of character and commitment to the community.

“When we set this up with The Denver Foundation, and its staff began creating partnerships with the universities, I realized this was one of the most efficient programs I had seen in terms of getting dollars to the students. We started with Metro State and the University of Northern Colorado, asking each school to find and select these students, and then to help them through.” Kaesemeyer explains. It is a significant commitment on the part of the school, but the result is worth it – dedicated and thoughtful students who don’t have to graduate with a mountain of debt. (See story by Reisher Scholar Kumella Aiu on page 7.) The program now serves students at five Colorado universities: Colorado State University, Metropolitan State University of Denver, University of Colorado - Colorado Springs, University of Colorado Denver, and University of Northern Colorado, and will expand to additional schools in the future.

The Reishers were and always have been quiet about their giving. “This is an exceptional philanthropist,” says Tom Kaesemeyer about meeting Roger Reisher. “He is efficient and very smart, and has no interest in attention or recognition.” Though the family remains deeply involved in the program, and Mary and Nancy serve on the selection committee, Roger and Margaret stopped attending the scholar banquets at the schools in large part because they were worried they were taking attention away from the students themselves.
With 783 Reisher Scholars who have participated in the program and more to come in the years ahead, it’s time to start sharing the story of the Reisher Scholars, if only to inspire other families to consider giving. “As our higher education system faces ever greater challenges, and as both the cost and the value of a college education go up, the generosity of families like the Reishers will make a difference for more and more students,” says The Denver Foundation’s CEO David Miller. “It’s wonderful for Colorado when philanthropy and good business come together for the good of our students.”

For more information on the Reisher Scholarship Fund visit www.denverfoundation.org.

First Bank: Smart Business, Smart Giving

FirstBank is the largest Colorado-owned bank, and thanks to Roger Reisher and his careful estate planning, this is likely to hold true for years to come. In addition to its outstanding growth and success since its founding in 1963, FirstBank has become a prime example of the connection between good business and philanthropy.

According to CEO John Ikard, this started with FirstBank’s founders, including Ira Rothgerber Jr. and Bill Johnson of Rothgerber, Johnson, and Lyons, LLC. “They saw that anything that helps Colorado helps FirstBank. It leverages good will with employees and customers.”

What was true almost 50 years ago is even truer today. The bank has become a leader in corporate philanthropy in the state; last year it gave more than $4 million to charitable causes, making it the most charitable bank in the state in cash donations. Among those gifts was significant support to Colorado Gives Day, a project of Community First Foundation and its Giving First platform. This outstanding effort allows thousands of Coloradans to give millions of dollars to hundreds of charities, up to $8 million in its first year and more than $12 million in its second year. Colorado Gives Day 2012 is on December 4th. “We’re excited that they seem to be raising new dollars from people who haven’t given to certain charities before, in addition to giving people a chance to give to their favorite organizations. We know that young people in particular like to give online, and Colorado Gives Day helps with that,” says Ikard.

FirstBank also gives generously to affordable housing and education initiatives, and conducts an annual United Way campaign. “This started with Roger thirty years ago and our employees still get excited about it.”

FirstBank sees community service going far beyond dollars. Employees volunteer for dozens of agencies, and the bank’s officers are encouraged to serve on nonprofit boards. “This helps them learn about the community. We’re a community bank.” says Ikard. “That means we have to get involved and show that acting honorably isn’t just something we talk about.”

For more information on FirstBank’s commitment to the community, visit www.efirstbank.com.
What I Learned About Giving from Receiving a Reisher Scholarship

by Kumella Aiu

As a young child, I always struggled with the question “what do you want to be when you grow up?” To me it seemed overwhelming to even consider because I didn’t really understand all the possible options for careers. As a child of immigrant parents, I knew that college would be a financial struggle, but education was something my family valued and that I wanted. I always knew I would get my degree; I just didn’t know how.

To further complicate the “how,” I married young and started a family, never believing that I would find myself raising my children on my own. It quickly became clear that with three children depending on me, my education was going to be the key to our survival, and although I had no idea how I would pay for school, I knew I wanted to go, and I knew I wanted to do something that would make a difference in the lives of others.

I received the Reisher Scholarship and chose to study Social Entrepreneurship, despite many friends who asked me how I would support myself and my family working in the “nonprofit” sector. Going to school full time while working part time and raising three children was one of the hardest things I have ever done. There were nights when I wanted to give up, and days when it felt too hard to go on. While grateful for the financial assistance with school, I did not at first fully comprehend the magnitude of receiving this scholarship. Throughout the tough times, I came to realize what an amazing gift receiving the Reisher Scholarship truly was. Knowing that someone believed in me enough to pay for my education helped me believe in myself and never give up. Not only did the Reisher family believe in me, but my friends and family rallied to support me as well. They babysat my kids, they helped me clean my house, they let me cry on their shoulder.

Walking across that stage to receive my degree was one of the proudest moments of my life.

Last year I was hired at the Anschutz Family Foundation and I now have the honor and the privilege of working with many of Colorado’s finest nonprofit leaders...something I never could have dreamed as a young child.

I can truly say I have learned a lot from this experience. I learned that if you set a goal and work hard, anything is possible. When you give, it inspires others to give. And when you receive, it inspires you to give to others.

I may never be able to give the gift I was given, but I know that many people were touched, moved, and inspired by the gift I received. My life, and the lives of my children, are forever changed.
Close your eyes and draw a picture of a philanthropist in your mind. Despite your own age, you likely did not envision someone who grew up post Cold War, in the age of MTV and personal computers. We are the 20- and 30-somethings, juggling careers, family, and friends. And we are actively engaged in volunteerism and fundraising—our footprints are here throughout the nonprofit community.

So why don’t you think of us when you think of a philanthropist? Likely because the “under 40 crowd” is often labeled as the “next generation.” Articles abound educating the nonprofit sector about how we signify the transfer of leadership from Boomers to Gen X and Gen Y. A quick Google search will reveal hundreds of articles extolling tips on how nonprofits can foster this transfer of leadership, but they all assume we are passively waiting in the wings for someone to coach us through it.

The reality is, we are already actively engaged in philanthropy. We have served on boards, founded new groups, and raised a considerable amount of money for causes we care about. We are generous with both our time and our money, and we are most fulfilled when giving back and earning a living in tandem. We are no longer the next generation, we are the NOW Generation of philanthropists. And while we are generally in the first decade or two of our professional careers, we are anything but inexperienced.

The NOW Generation is a powerful group. While we will continue to lead nonprofits in the future, we are already influencing them today. The question isn’t if we are prepared to assume leadership responsibilities, but if the philanthropic community is ready for us to do so.

We recommend nonprofits consider the following when attempting to engage the NOW Generation:

**Action**
Our best work happens when we roll our sleeves up and become a part of the action. We are driven by specific, measurable results, so it is important for us to participate in activities that have a purpose: fundraising for a specific item, raising awareness for a cause, or rallying together around an effort. When nonprofits engage us in tangible ways, we will take ownership and deliver results.

**Activity**
The concept of a “young professionals group” has evolved. While there is a time and place for networking and social activities that benefit a good cause, the NOW Generation tends to look for substance with our socializing. The best philanthropic events allow us to not only connect with others who are engaged in a cause, but also learn from them.

We look for opportunities to ask questions and learn from those who have different experiences in philanthropy than we do. To be honest, the NOW Generation isn’t looking for more events to fill up our calendars. Substance must be tied to the activities and events you want us to attend, and the “what’s in it for me” must be more than just a chance to make new friends.

**Fundraising**
We tend to be generous with both our time and our money, even if the numbers
we personally donate aren’t as impressive as those who are further along in life. There is power in numbers, and we aren’t afraid to ask our friends, co-workers, and employers to match our donations. When engaging the NOW Generation in fundraising, remember to empower us with the tools we need to rally our networks, including access to employee giving campaigns, online giving tools, and talking points for making “the ask.” Often, it is about setting the stage rather than pushing us over the edge when it comes to getting us to give dollars.

Volunteerism
While we are interested in hands-on volunteer activities, we are more interested in leadership positions that apply our professional skills to make an impact on the community. We don’t want others telling us how we can best give back, but prefer to be asked how we would like to engage. While some nonprofits have more traditional volunteer opportunities available, others must be more creative. The NOW Generation is chock full of talented individuals who will bring imagination, energy, and a willingness to donate time—so don’t overlook us when developing your board of directors and committees.

The Metro Denver community has done a good job of thinking outside the box when it comes to inspiring action among the NOW Generation. In particular, we are fans of the work done by the Level One Society, an affiliated board of the Denver Health Foundation. While events and socializing are an element of this group’s purpose, what has been most impressive is this group’s ability to raise funds for tangible needs. In 2011, the Level One Society engaged its members and supporters to raise more than $370,000 in support of the new Child & Adolescent Psychiatric Unit at Denver Health. The momentum from 2011 continued when the group announced in 2012 a new goal of raising $1.5 million for child and adolescent mental health. We believe their success is due to a balanced mix of having engaged people at the table with a tangible goal in mind.

Another group well positioned to target the NOW Generation is Behind the Red—a new effort of the American Red Cross Mile High Chapter focused on engaging Denver-area professionals in supporting the mission of the Red Cross. While this group is still in the early stages of development, much has already been done to establish Behind the Red as an action-oriented effort that goes beyond socializing for a good cause.

When putting together the founding members of Behind the Red, the American Red Cross reached out to the NOW Generation and listened to what they had to say. Some more memorable information shared included:

“Don’t just call it what it is—create a group that, at its essence, markets itself to the people you want at the table.”

“We must invest in the leadership of any group we create as much as we hope they will invest back in the organization.”

“There is a niche just waiting to be filled, and the first challenge is identifying a goal, and a way to meet this goal, that involves leadership at all levels.”

We hope the nonprofit community will help pave the way of introducing new opportunities to engage the NOW Generation. Just as the nonprofit sector has been forced to get creative when it comes to fundraising, they must also think outside the box when it comes to engaging this demographic of supporters, or choose to be left behind when the changing of the guard is complete.

Written by Cori Plotkin Streetman and Sarah Hogan. Cori and Sarah are founders and principals at Barefoot PR, a Denver-based public relations firm that works with businesses and nonprofits to build reputational capital through traditional and nontraditional public relations strategies.
Denver African American Philanthropists:
Black Men Giving with a Purpose

Denver African American Philanthropists (DAAP) is comprised of 20 men from all walks of life, including college students, educators, businessmen, blue collar workers, and elected officials. They each contribute at least $365 a year to their fund and while the forces of nature might have never brought together this eclectic group under any other circumstances, a love of community and a strong desire to give back has drawn them together to form a giving circle, the first of its kind in this part of the country.

“So often people of color are viewed only as beneficiaries of philanthropy,” says LaDawn Sullivan who has worked extensively to provide technical assistance to the group. “But The Denver Foundation recognizes the rich history and desire of individuals to give back in a variety of ways. That is why we are working to engage with communities of color in the ‘supply side’ of philanthropy.”

The spark for the Denver group began when Stephan Gater and Herman White, co-chairs of the giving circle, were connected to the Community Investment Network (CIN), a national network of giving circles and community philanthropists led by Executive Director Chad Jones. The two participated in CIN’s Leadership Summit, at which representatives of giving circles from around the country gathered to share best practices and strategies.

“That experience changed my life,” says Gater, 29, a mutual funds trader. “I used to believe that I had to make a million dollars before I could give back. I think a lot of people believe that. But it dawned on me that most of us will never become millionaires, and although I don’t have a whole lot of money, I have time I can give, and talent I can share, and I know some guys who have this too. It was a big Aha! moment.”

With guidance from The Denver Foundation and CIN, DAAP members are working to determine strategic areas of grantmaking as their fund grows. None consider themselves wealthy, and they understand that the impact of their grantmaking will take time to build. But they all agree that critical components of their impact are volunteerism, community engagement, and their unique ability to demonstrate a new face of philanthropy. Members of the group were part of a standing-room-only panel discussion on giving circles at the 2012 Council on Foundations Community Foundations Conference. They have volunteered for the Black Male Initiative Summit at University of Denver and played a role in Denver’s revitalization efforts. The group has also been featured in local and national media, spurring an informational session with more than 30 other people of color interested in philanthropy.

For more information about the Denver African American Philanthropists contact Daapdenver@gmail.com or visit them on Facebook. Visit Community Investment Network’s website, www.thecommunityinvestment.org, for information about community philanthropy and giving circles. For more information about ways The Denver Foundation can assist with your philanthropic planning, visit www.denverfoundation.org.
Social Venture Partners: A Network of Social Impact

One of 25 Social Venture Partner organizations located throughout the world, SVP Denver helps to create communities of lifelong, informed, and inspired philanthropists by engaging partners to give both their volunteer time and money.

SVP partners, comprised of professionals from all sectors, invest their time, talent, and financial resources in nonprofits. Leveraging their expertise, they engage in meaningful hands-on investments of time that will result in long-term organizational advancement for the nonprofits they serve.

Since 2000, SVP Denver has invested in more than 45 nonprofits with budgets ranging from $100,000 to $2 million. They have awarded more than $650,000 in grants and contributed more than $1.8 million in volunteer hours.

SVP Denver has encouraged more than 250 professionals and businesses to apply skills learned by joining boards, creating donor-advised funds, contributing to public policy change, and more. The Denver Foundation has become both a training ground for and a beneficiary of a new generation of community leaders and philanthropists. Three SVP Denver partners (Mark Berzins, Sarah Bock, and Bill Ryan) are present or past Trustees of the Foundation. Bill Ryan is currently Chair of the Board.

Pat Landrum, Executive Director of SVP Denver, states, “The thing I love most about SVP Denver is that it acts as a vehicle for community-minded businesses to realize a triple bottom line. For individuals, it offers an array of opportunities for them to develop professional networks and increase their knowledge of the nonprofit sector, while gaining hands-on experience and developing leadership skills.”

For more information about SVP Denver, visit www.svpdenver.org.
In 1972, Luis Abarca, an immigrant from Mexico, and his Denver-raised wife Martha, launched Ready Foods. They saw the future: Mexican food would become American food. They started preparing and selling ready-to-serve Mexican dishes for local non-Mexican restaurants. Today, Ready Foods is not just a Mexican food company; it has transformed into a “soup and sauce” company that operates four food-preparation plants in Denver and employs more than 250 people. They sell prepared food in 35 states. Luis’ son Marco Antonio Abarca runs what has become the fastest-growing second-generation business in Colorado with his sister Adrianna Abarca. They are also second-generation philanthropists.

Where did the Abarca family’s philanthropy begin?
Our parents were always philanthropically minded, even though they started out poor in North Denver. Our parents were very idealistic. From early childhood they preached to us about giving back to the community.

When did it become more formal?
About 10 years ago, our family inherited a house from a neighbor, a single woman with no family. We were sort of her adopted grandkids. When she passed away in her 90s, we ended up with her house, which my mother sold. We didn’t need the money and it wasn’t ours anyway, so we decided to give the money away.

And...
I read a news article about these young guys, graduates of Graland, who started a group called the Eagle Fund and managed their donations through The Denver Foundation. It sounded perfect. So we took the money from selling the house to The Denver Foundation and started the Abarca Family Foundation.

What do you fund?
One big area is programs in the Latino community. We come from the Mexican immigrant experience. For Latino organizations to go out and ask for financial support, they need to show internal support from the Latino community. We help with that.

Any particular focus?
Many, but primarily education. Organizations like Arrupe Jesuit High School, Escuela Guadalupe, STRIVE (formerly West Denver Prep), KIPP Colorado, and the Denver Scholarship Foundation.

Why education?
You have to understand our experience as immigrants. We are able to rise in society because we had access to a good education. It’s important to make sure kids continue to have access to a decent education.

Your one favorite organization?
In an emotional way, Clínica Tepeyac. They provide medical services to poor immigrants. They help some of the most vulnerable and despised people in the Denver area.

What is your first memory of giving?
My parents sent me to college and law school, but the quid pro quo was for me to give back through community service. I worked for the Migrant Farmworker Project of California Rural Legal Assistance. Then my father got sick, so I had to make a choice: come back and get into the business or they would sell it.

Any heroes?
Politically, Vaclav Havel and Nelson Mandela. Locally, Tim Marquez, who started the Denver Scholarship Foundation. His foundation will help thousands move from the working class into the middle class.

Anything you especially love about Denver?
Washington Park in the fall. I grew up here until I was 18 and never visited Washington Park. I returned to Denver when I was 30. Tom Noel’s book, The City Beautiful, changed my life. Through his book, I learned about Denver’s historic neighborhoods and great civic architecture. Growing up here, I never knew just how great a city Denver was.

What will we find you doing in 10 years?
Growing our business, so we can give away more money. The needs are not going away.

Why do you give?
It gives me great pleasure to see people succeed. Philanthropy helps make that happen.
At 54, Linda Campbell already has her encore career: philanthropy. She started on “the other side”— as a Denver Foundation grant recipient when she ran P.S. 1, a Denver charter school she helped launch a couple of decades ago. More recently, her marriage ended, her children left the nest, and Campbell got more deeply involved in giving through a family foundation her parents started when they sold a medical equipment business.

“So, is the next step to be a quote/unquote philanthropist?” she wondered.

How did you get started?
Baby steps. After a few years with the family foundation, it was a bigger job than we imagined, and not so much fun.

So...?
We turned it into a donor-advised fund at The Denver Foundation—a great decision. They are equipped to do all the due diligence.

What kind of philanthropy appeals to you most?
Grassroots grantmaking. Looking recipients in the eye—looking, feeling, touching, building a good network. I’ve learned by doing.

What kind of organizations do you like best?
Startups. I’ve often dabbled in getting things going.

For example?
First there was the charter school.

More recently, I chaired then-Mayor Hickenlooper’s leadership team for early childhood education in Denver, which was passed by voters and became the Denver Preschool Program.

What’s your first memory of giving?
When I was about 10 or 12, my parents came across a family at work they decided to help during the holidays—we bought them a tree, a turkey, gifts. We all drove out there and I just sat in the car. It didn’t feel right to me, to make these people who were already struggling uncomfortable.

And...?
Interestingly, as I’ve gotten more into philanthropy, what I wouldn’t do then is what I now do all the time. I like meeting people who benefit from an organization’s work. Sometimes I just cry. It’s a joy and a blessing to connect with someone as a human being regardless of where they are in their lives.

Outside of your family, anyone you admire and would like to thank?
A group of women a little older than me who are inspiring for all they’ve done, women like Mary Gittings Cronin, Lee Everding, Beverly Haddon, Anna Jo Haynes. Anna Jo essentially started Early Childhood Education in Denver. I’d thank them for being strong, caring, loving women who had careers but went about their work in caring, nurturing, and interesting ways.

What do you wish we had in Denver that you’ve seen elsewhere?
I’m crazy about the “gift economy”—gifts with no strings attached, no quid pro quo as you sometimes see in traditional philanthropy. There’s a zillion ways to give, like time banks, giving excess garden produce to food banks, car-sharing, tool-sharing.

What was better when you were growing up than today?
The sense of what really matters. We should all slow down and ask ourselves every day, what’s most important to me? Instead of “What should I be doing?” ask “What do I most value?”

Any advice for the next generation of donors?
Follow your heart. When it’s pounding, it’s a sign that you’re onto something.
Tell us about your family’s giving. “Giving back” were the words Dad always used. He worked his way up, like many people described in Tom Brokaw’s book *The Greatest Generation*. Dad was very community-oriented. He belonged to groups like Rotary, Civitan, and the YMCA. He was a trustee at Dakota Wesleyan, and was active with the Shriners. He was involved with these groups that quietly go around making a positive impact on people’s lives.

Any important early lessons you learned about giving? Our mother was diagnosed with cancer and knew beforehand that she would not live. Rather than flowers, she wanted memorial gifts directed to help people who were homeless. We connected with Denver Urban Ministries, an organization we identified that could honor our mother’s intentions. It was one of our first experiences as a family deciding how to give before Dad started the family foundation.

What was the connection between the family business and philanthropy? Dad was an entrepreneur in the truest sense. He really believed in entrepreneurship education, and took some pretty big steps to help promote the importance of growing the economy and creating jobs. He started the Kelley Center for Economic Entrepreneurship at Dakota Wesleyan. We continue to support the Colorado Council for Economic Education and Young Americans Foundation.

Dad also had United Way workplace giving campaigns at the company so employees had opportunities to give back, even in small ways.

You have a magic wand and make one problem disappear. What? Hunger. Ending hunger was one of Mom’s passions.

In ten years, what do you hope your giving can accomplish? On the positive side, a more visible, positive impact of entrepreneurship and economic education. It’s unrealistic to completely eradicate big problems, like homelessness. Problems evolve and change. As some problems improve, others come up. There’s no beginning and no end.
The Denver Foundation partners with many legal and financial professionals to further philanthropy. We proudly acknowledge the recipients of the Philanthropic Leadership Award for their outstanding commitment to the community.

Congratulations to the 2012 recipients of the PHILANTHROPIC LEADERSHIP AWARDS

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To learn how you can partner with The Denver Foundation, call 303-300-1790 x 110 or visit www.denverlegacy.org.
Consider the Tax Implications of Year-End Giving

By Vernon E. “Butch” Shoup, CPA

Charitable giving is typically highest in the fourth quarter, when donors respond to year-end appeals and activate their own annual giving plans. While supporting a worthy cause and ensuring a vibrant, healthy community are the primary reasons to give, it’s important to understand the tax implications of donations.

Regardless of how or where a gift is directed, there are several fundamental tax considerations to keep in mind, including eligibility for deductions, timing, valuation, and reporting to the IRS.

Make certain that donations are tax deductible and contributions will be used as intended — before giving. Contributing to a tax-exempt organization does not automatically mean a donation is tax deductible. The Internal Revenue Service, Give.org, GuideStar.org, and CharityNavigator.org provide information about specific organizations and tax deductions. At least 75 percent of gifts should generally go directly to services rather than administration and fundraising expenses. Be especially wary of urgent appeals in response to natural disasters and other crises: only donate directly to a specific organization through its authenticated venues.

All gifts, whether given by check, cash, credit card, or online, must be transacted by December 31, 2012 in order to be deducted for 2012. Deductible pledges must be paid by year end. It’s important to keep all records of tax deductions, including copies of checks, credit card statements, paper and online receipts, thank-you letters, and copies of pledge cards, pay stubs and W-2 wage statements for work-related giving. A receipt is mandatory for a deduction of any single contribution exceeding $250. Subtract the cost of special events, meals, and any other items associated with gifts, as identified on the receipt.

Donations of household items, furniture, and clothes should be valued according to IRS guidelines, reflecting their condition (generally, rummage value), and receipts for these donations should be itemized and retained. Some organizations provide lists of suggested values for typical items. Independent, qualified appraisals are a must if the value of property exceeds $5,000; publicly traded securities get a pass. Special rules for valuation and IRS reporting apply to motor vehicles, boats, and planes.

An individual’s charitable deductions are limited to a percentage of income: never more than 50 percent annually, and only 20–30 percent in some cases. Donors should check with their tax preparers regarding individual limits. Gifts of real estate, stock, and life insurance require the involvement of a financial advisor and often an attorney.

Financial advisors can also assist donors in setting up charitable gift trust accounts that allow for planning and gift allocations over time. Charitable gift trusts are an option for people who may have received an inheritance or other windfall, want to dedicate a certain amount of money to charity, and may not be wealthy. Charitable gift annuities are instruments that allow for a stream of income back to the donor or other recipients and also produce tax deductions.

Besides providing tax benefits and helping to maintain and manage charitable giving plans, charitable gift trusts and annuities can be used for donor-advised giving coordinated through community foundations, including The Denver Foundation. Community foundations are staffed by knowledgeable professionals who keep a finger on the pulse of local
charities and can provide expert assistance in structuring charitable gifts.

**Planned Giving Strategies**

Planned giving has become a standard component for many families, and can provide substantial current income tax benefits. In addition, charitable transfers reduce donors’ exposure to estate taxes.

For estates of individuals who pass away in 2012, the federal estate tax exclusion is $5.12 million. The estate tax rate on the decedent’s net worth above that amount is a flat 35 percent. Individuals with a net worth above this amount, or couples in excess of roughly $10 million, can gain a double benefit from charitable strategies that reduce current income tax and diminish the taxable estate. In some cases, strategies can be structured to increase retirement cash flow.

A qualified tax advisor or foundation professional can assist in designing gift strategies that maximize individual charitable objectives and tax benefits.

**About CliftonLarsonAllen**

CliftonLarsonAllen is one of the nation’s top 10 certified public accounting and consulting firms. Structured to provide clients with highly specialized industry insight, the firm delivers assurance, tax, and advisory capabilities. CliftonLarsonAllen offers unprecedented emphasis on serving privately held businesses and their owners, as well as nonprofits and governmental entities. The firm has a staff of more than 3,600 professionals, operating from more than 90 offices across the country. For more information about CliftonLarsonAllen, visit [www.cliftonlarsonallen.com](http://www.cliftonlarsonallen.com).

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**Family Philanthropy: Tips for Effective Giving**

**Framing the subject**

- Remember that philanthropy is about giving, but is not defined by a specific dollar amount. If you’re involved at a level that is meaningful to you, you’re a philanthropist!

- Think of your giving as another form of expression and investment. What areas in the community are important to you, and how are you investing your charitable dollars in those areas?

- Expand your giving beyond the financial gift. Try to volunteer your time, in addition to giving your support, with the organizations that are the most important to you.

- Use your network to inform and enhance your charitable giving. Your network includes your peers, your advisors, fellow board members or volunteers, the philanthropic staff at the community foundation, and of course, your family and friends.

*continued on page 19*
Patricia (Pat) Long learned at a young age to give to others. “I remember pledging 10 cents a week to the church when I was six years old,” she said. “As a family, we always did things to help other people – it was a way of life.”

Wills Long, a member of the Denver Rotary Club since 1983 and a volunteer for multiple nonprofit organizations, gave two percent of his company’s profits to charity.

So it’s no surprise that Pat and Wills are leaving a legacy to the Denver community with the help of their 14 grandchildren.

Born in Springfield, Missouri and raised in Queens, Wills attended a prestigious New York City high school on a full need-based scholarship. “Looking back, that gift made a significant impact on my life,” he said. After graduating from the University of Colorado with degrees in chemical engineering and business, Wills went to work for the Trane Company, a manufacturer of air-conditioning equipment, in Denver.

In 1965, Wills left Trane to start his own company, Long and Associates, a supplier of commercial air conditioning equipment. He worked hard to grow his business, and expanded the company from Denver to Las Vegas and Salt Lake City.

He even groomed his son, Jeff, to take the helm and eventually sold the business to him and two other long-time employees in 1992.

Pat was born and raised in Omaha, attended Hastings College in Nebraska, and received a degree in elementary education. She spent five years in California teaching school before moving to Colorado in 1972.

After meeting in a church choir, Pat and Wills married in 1978. A second marriage for both of them, they shared the responsibilities of raising four children. And 34 years later, they are enjoying retirement, skiing in Breckenridge, and
As a family, we always did things to help other people – it was a way of life.

trying to keep up with soccer games, basketball games, baseball games, and dance recitals of their many grandchildren who live in Denver.

After Wills retired, he and Pat consulted their estate planning advisor, Tom Rogers. Tom suggested they establish a charitable remainder trust and make The Denver Foundation the beneficiary.

After the Longs’ lifetimes, their trust will convert to a donor-advised fund at The Denver Foundation and their grandchildren will make decisions about which causes and organizations to support. Each child is named as an advisor of the fund.

“We thought this would be a good way for them to learn about philanthropy,” said Pat. “We want them to learn to take care of things beyond themselves,” Wills added.

And because the Longs want to be able to help their grandchildren learn about philanthropy, they set up an additional fund to allow the kids to start giving money away now. “This gives us an opportunity to teach them while we’re still alive,” said Pat. The grandchildren are able to recommend grants from the fund when they are between the ages of five and 20.

The Long grandchildren are receiving an amazing gift – an opportunity to give to others.

Tips for Effective Giving, cont’d. from page 17

- Consider the importance of collective impact. Try working with others to move the needle in a particular area and seek to understand how the organization you are supporting is making a difference in the larger context of the issue it addresses.

- Expect change both through your philanthropy and within it. Especially as you focus your giving in a certain area, you are likely to learn more, to understand more, and to update your goals as time goes on.

Working with family members

- Think about your philanthropic roots. What is your family’s history or tradition of giving? Is it a long tradition you’re continuing, or a new trend you’re starting? Tell the story of your journey.

- Set some goals and communicate your expectations. You might tell your family that the goal is to “help those less fortunate,” and that you want to give away a certain amount of money by a specific deadline. Let the group discuss and decide how to make that happen.

- Provide structure while also being flexible. Your family might like the idea of supporting an area such as education, and they might think of new ways and new organizations to do so.

- Let everyone have a role, according to their interests and skills. Some people will be interested in researching potential grantees, while others will want to analyze financial statements, organize site visits, or schedule volunteer activities. You also might update the family newsletter or website with descriptions of your charitable investments.

Evaluate your results

- Track and analyze your impact. Ask grantees how they used your funds and how their organization is making a difference. Is your impact broad, helping lots of people generally? Or deep, helping a few people specifically?

- Discuss your impact with your family. Are these the results you are seeking?

- When possible, visit the programs you support. Seeing the work happen is both informative and moving.
The Denver Foundation Acknowledges This Year’s Award Recipients

Outstanding Philanthropist:
Barbara Grogan (Denver) – Barb is currently President of the Women’s Forum of Colorado, and serves as co-chair on the Early Literacy Council for Lieutenant Governor Garcia. She serves on the Boards of the University of Colorado Foundation, The Denver Scholarship Foundation, The Denver Foundation, and Volunteers of America, and has also served as the Chairman of the Board of the Federal Reserve Bank of Kansas City, Denver Branch, and was the first female Chairman of the Board of the Greater Denver Chamber of Commerce.

Barb is known for going above and beyond for her causes, including going on a statewide bus tour to learn about what is happening in communities around literacy, and finding out what support those communities may need to be successful. This on-the-ground involvement allows her to be knowledgeable about the issues the communities face, which she then communicates to concerned colleagues in a position to help make real change and impact.

Outstanding Large Business:
SM Energy (Denver) – SM Energy is a company that holds itself to high standards. Included in its core values, right next to protecting the health and safety of its workers and facilities, is “protecting the environment” and “supporting the communities where we live and work.” Through its support of local organizations such as Mile High United Way, Food Bank of the Rockies, Project Angel Heart, and Junior Achievement, SM has invested almost $10 million into the nonprofit community. SM Energy also underwrites endowed scholarships at a number of universities, and has provided contributions to programs and capital campaigns to local institutions such as the Colorado School of Mines and University of Colorado.

SM Energy also encourages its employees to volunteer and give back to their communities. As a result, many employees serve on local boards of directors, and help fundraise for their favorite causes, like the Junior Achievement Bowl-A-Thon, for which 112 employees helped to raise more than $50,000.

SM Energy has established a business donor-advised fund with The Denver Foundation to help manage their corporate contributions. For more information about business donor-advised funds, contact The Denver Foundation at 303-300-1790 and ask for Barbara Berv.

Other 2012 Honorees:

Outstanding Small Business:
Montgomery & Steward Funeral Directors, Inc. (Pueblo)

Outstanding Foundation:
Latino Community Foundation (Denver)

Outstanding Professional in Philanthropy:
Carolyn Schaefer Wollard (Englewood)

Outstanding Service Organization:
Optimist Club of Monaco South (Denver)

Outstanding Volunteer:
Julie Gomez-Nuanes (Capulin)

Outstanding Volunteer Fundraiser:
Arthur & Julie (posthumously) Seiden (Denver)

Outstanding Youth:
Briana Johnson (Aurora)

Outstanding Youth Group:
The Brighton Youth Commission (Brighton)

For more information about National Philanthropy Day, visit www.npdcolorado.org.
On October 17, a host of community stakeholders broke ground on the Jack A. Vickers Boys & Girls Club housed in what will be the Nancy P. Anschutz Center in Park Hill’s Holly Square. With a $5 million pledge from The Anschutz Foundation, the dream of these new projects took another step closer toward becoming a reality, and the Northeast Park Hill neighborhood took another step further away from the blighted, burned-down landmark that once dampened the hopes and blemished the pride of the community.

Construction is tentatively expected to take nine to 11 months, with Denver’s Saunders Construction serving as the General Contractor.

The Boys & Girls Clubs of Metro Denver worked with The Anschutz Foundation to obtain a grant and confirm the site for the Nancy P. Anschutz Center. A community consortium led by The Denver Foundation’s Strengthening Neighborhoods Program, the City of Denver, the Holly Area Redevelopment Project (HARP), and the Urban Land Conservancy worked together to envision the future for the Holly Square shopping center, which was devastated by a gang-related arson fire in May 2008. The Piton Foundation also made a sizeable financial commitment.

While the new Boys & Girls Club will take the majority of the space at the Nancy P. Ansutz Center, the Prodigal Son Initiative will also serve the community from the Center.

“Thanks to The Anschutz Foundation, and the work and support of so many organizations dedicated to improving Denver, this is one of those incredible days that show sometimes dreams do come true,” said John Arigoni, President and CEO of the Boys & Girls Clubs of Metro Denver, at the groundbreaking celebration. “This center will push forward our mission of helping children to change their lives for the better in an area of Denver where we have needed a facility for quite some time. The number of children and families this center will positively impact in this neighborhood in the short and long term is profound and we cannot wait to open the doors in 2013.”

The burned-out Holly Square property was purchased by the Urban Land Conservancy (ULC), with additional support from Denver’s Office of Economic Development, in 2009. The ULC also oversaw demolition of the burned structures on the 2.6-acre site. With the support of ULC, The Denver Foundation’s Strengthening Neighborhoods Program, and then Denver City Councilman (now Mayor) Michael B. Hancock, the residents of Northeast Park Hill formed into a community-wide action group, the Holly Area Redevelopment Project (HARP), to create a new vision for the site.

“No one can overestimate the power of education and positive mentorship from organizations like Boys & Girls Club and Prodigal Son,” said Denver District Eight City Councilman Albus Brooks. “This tremendous investment, which will be a payoff for generations to come, is a major catalyst in the redevelopment of Northeast Park Hill.”

“I am very proud of the work we have done with Prodigal Son since I started it back in 2005, but there is plenty of work yet to do, and this partnership with the Boys & Girls Clubs and the Nancy P. Ansutz Center will make a huge difference in that work for us,” said Terrance Roberts, Executive Director of The Prodigal Son Initiative.

LaDawn Sullivan, Program Officer at The Denver Foundation, highlighted the Northeast Park Hill community members as the true catalysts. “People are looking at us from around the country and the globe to learn how to change community from the inside out,” Sullivan stated. “This a model of relation building, collaboration, and equal partnership.”
TRENDS IN GIVING

The Art of Collaboration
Collaboration is increasingly viewed as a way for different nonprofit organizations to improve their effectiveness in delivering services to people in need. Like other philanthropic organizations, The Denver Foundation has embarked on some collaborative work in the community, and we hope that the lessons we’re learning along the way can help inform your decisions about what to consider when supporting organizations that are themselves seeking to collaborate. Here are some elements that contribute to a successful collaboration:

**Shared values and goals for the core of the work**

It’s not enough to simply work in the same field, or to serve the same population to have a successful collaboration. Rather, the cooperating entities must believe that if they work together, they’ll improve some portion of their work. This could mean improving services, analyzing needs, or providing additional programs to their clients.

**Sufficient up-front planning time**

Effective partnerships require careful thought before starting the shared work. Here are just a few of the decisions required before beginning:

- To what end are we working together?
- Who are our primary representatives in this work?
- How will we conduct our shared agenda? Do we have policies in place?
- What strengths do we bring to the effort? What weaknesses?
- What is our timeline for early-, middle-, and late-stage progress?
- What will success look like for this partnership?

**Commitment to honest evaluation throughout the collaboration**

Frank communication about shared goals and the progress toward them will be vitally important to any collaboration hoping to succeed. Because the people involved are representing different organizations, everyone must be forthcoming about the work as it is taking place. It’s better to learn as you go and identify missteps quickly in order to avoid repeating them. Analysis of the collaboration should be “formative”—taking place all along, rather than “summary”—all done in retrospect.

**The discipline to execute the work and the courage to address issues as they arise**

The decision to be part of a collaborative implies the desire to learn and change. It does not guarantee a smooth process. The more the participants are committed to an authentic process, the more likely it is that the process will lead to a successful outcome.

The Denver Foundation supports both the idea and the reality of collaborative efforts. We cosponsor the annual Collaboration Award offered by the Colorado Nonprofit Association, and we have also funded and participated in work of this cooperative nature. Our experience has taught us that working collaboratively requires both idealism and pragmatism; it requires both goal-setting and expectation management; and while it involves extra expense, it can lead to increased effectiveness in service delivery.
Successful Colorado-based Collaborations

Colorado HIV/AIDS Community Partnership (CHCP)
A small group of funders convened in 2006 to explore the change in HIV/AIDS infection, subsequent changes in service delivery and priorities, diminished urgency and attention to HIV/AIDS, and the diminishing funding of AIDS Service Organizations (ASO) in Colorado.

What emerged was a unique, multi-discipline collaborative: the Colorado HIV/AIDS Community Partnership (CHCP). This collaborative was created through a partnership with AIDS United, combining local and national resources to support a five-year process that resulted in the unprecedented merger of four of the Colorado AIDS Projects (CAP’s) on October 1, 2011.

CHCP’s collaborative approach combined with the unique symbiosis of the CAP leadership has begun serving as a model and learning opportunity to advance how foundations and nonprofit organizations can work together to inspire new conversations, a new perspective and perhaps new practices in collaborations between funders and nonprofit organizations.

For more information about CHCP, visit www.denverfoundation.org.

Denver Shared Space Project
The Denver Shared Space Project (DSSP) works to support nonprofit organizations in the creation of multi-tenant nonprofit centers, where nonprofits share space and back-office functions in an effort to maximize resources, minimize expenses, and work more efficiently. DSSP, which is a collaboration among the Denver Office of Strategic Partnerships, Urban Land Conservancy, and Piton Foundation, has four overarching goals: to actively create five multi-tenant nonprofit centers by 2015; to develop general resources to help support nonprofits in creating shared space; to streamline city and community resources to realize strategic efficiencies around investment in nonprofit facilities; and to create a formal network of Denver-based multi-tenant nonprofit centers.

The Denver Foundation

Arts Affinity Group
A giving circle for those committed to the arts in Metro Denver
The Denver Foundation’s donor-advised fundholders are an incredibly generous group, dedicating millions of dollars each year to a wide array of issues in our community. Among many of them, there is a strong dedication to supporting the arts, in all its forms, throughout the Metro Denver area. In recognition of this generous patronage, and as part of The Denver Foundation’s commitment to our role as a convener and connector for philanthropy in our area, we are pleased to announce the launch of a new Arts Affinity Group, a giving circle dedicated to peer learning and collective impact for the arts.

The group officially launched November 13 at a meeting at Redline Gallery. Mark Berzins, former Denver Foundation trustee and current fundholder, local businessman, and arts benefactor, is chairing the group and is leading the process to identify a focus within the broad category of arts philanthropy. While The Denver Foundation is providing the structure and staffing for the group, it is the donor members who will determine its ultimate goals, and the impact that it will have for arts organizations in our community.

For more information about the Arts Affinity Group and becoming a member, please contact Kelly Purdy at kpurdy@denverfoundation.org.

Colorado Collaboration Award
A group of Colorado foundations and corporations, in partnership with Colorado Nonprofit Association, created the Colorado Collaboration Award in 2011 to recognize innovative collaboration projects with exceptional community results. Nearly 100 Colorado-based collaborations applied for the 2012 award. Boulder County IMPACT was selected for the $50,000 award for its sustainable, collaborative approach to serving high-risk youth and their families in Boulder County. The 2011 winner of the Collaboration Award was Northwest Colorado Community Health Partnership for its work to develop a regional network of care for the underinsured and uninsured in Routt, Moffat, Rio Blanco, and Jackson Counties.

How Colorado Gives

Where We Give
Metro Denver residents give in the following percentages to the causes listed:

- Basic necessities: 55%
- Education: 53%
- Religious causes: 52%
- Disaster/emergency relief: 51%
- Health/medical: 48%
- Animal related: 44%
- Community resources (zoos, libraries, parks): 40%
- Youth: 38%
- Broad-based funds (United Way): 30%
- Arts/cultural: 24%
- Environmental: 19%

Methods of Giving
% of Colorado residents who gave in the following methods:

- Gave goods: 89%
- Gave money: 87%
- Bought products/services from a business that donates to charity: 58%
- Purchased tickets to fundraising event: 37%
- Sponsored someone for event/competition: 35%
- Through website: 33%
- Payroll deduction: 15%
- Texting: 8%

Giving as a Matter of Faith
% of dollars donated to faith-based groups nationally in 2011: 32%
% of Denver Foundation donor advisors who supported faith-based groups through their funds (2007–2012): 23%

Where We Stack Up
Colorado's Giving Rank in the US: 30
Metro Denver's Giving Rank among the 50 biggest US cities: 35

References:


Giving USA 2011, www.givingusa.org
GIVING IN ACTION

Photos, clockwise from upper left:
Monika Vischer, Dr. Christoph Heinrich, Susan Jenson, and Rico Munn at youth in arts briefing; Anna Jo Haynes, E.J. Barklage and guest, David Miller, Jessica Pearson, and parents of Nathan Brown at Community Leadership Awards; Denver Foundation Scholarship Officer Lisa Fasolo-Frishman and Kumella Aiu; Boys & Girls Club namesake Nancy Anschutz greets Northeast Park Hill youth; Revision Promotoras and Somali Bantu residents collaborate on urban agriculture project; participants at New America Media Ethnic Media Roundtable on the Environment; center: Claire Gilbert, Jesse Martinez, and Barclay Jones at Colorado Association of Funders session.
Photos, from clockwise from upper left:
Lee Mun Wah inclusiveness seminar; David Miller, Lieutenant Governor Joe Garcia, and guests at Ivy League networker; Denver Foundation Board member Sandra Shreve, David Miller, investment expert Grady Durham, and Barbara Berv at annual investment overview; Aaron Miripol, Michele Sienkiewicz, Brother Jeff Fard and kids at Strengthening Neighborhoods 15th Anniversary; 2012 Nonprofit Summer Interns: David Portillo (second from right) Marco Antonio Abarca (right), and guests at Ivy League Networker; Harold Fields, Adrienne Mansanares, Professor John Powell, and Lauren Casteel at Inclusiveness community lecture; center: Aurora Peace Mural funded in part by The Denver Foundation.

We know you have a passion for making a difference in the community. And we want to make sure your heartfelt generosity has the greatest impact possible. When you partner with The Denver Foundation, your generosity is supported by our highly personalized service, helping you give to your favorite causes. We also offer a wide range of charitable connections – locally, nationally, and internationally. You become part of a broader philanthropic community and can take advantage of our 87-year track record to help nurture your philanthropic interests and maximize the good you can do.

Find out about our hundreds of donor-advised, scholarship, and legacy funds, and all of the ways you can co-invest in the Community Endowment. DenverFoundation.org