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## Giving Matters

### The Columbia Foundation E-newsletter

Spring 2008

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Dear Friends,

Each time we send out our electronic newsletter, we have such good news to report!

In this issue, you can read about The Columbia Foundation's "matchmaking" talents and how one of [our](#) grants helps students in an effort called "Project CommUNITY." We've highlighted our Spring Party sponsors - the date is May 1<sup>st</sup>, by the way, - and if your children or those of someone you know are looking for a college scholarship, be sure to check out the section on Educational Endeavors.

We ended 2007 with our endowment valued at nearly **\$14 million**, and every week it seems someone calls to learn more about starting a fund with us. On behalf of the over 50 organizations our grants help to support, I thank you for being part of our mission of creating a more giving Howard County.

Sincerely,

Barbara K. Lawson  
President & CEO

#### **Message from Meg Moon, Chair of the Foundation Board of Trustees**

Many of our donors and others in the community have been asking when we will announce Barbara Lawson's successor as President and Chief Operating Officer of The Columbia Foundation. Although the process has not gone as quickly as either she or we would have liked, we have contracted the services of Horizon Philanthropic Services, a Delaware-based executive search firm specializing in nonprofit organizations. They have been helping us identify qualified candidates and the Board members on the search committee will continue to conduct interviews until we hire the person who will take over the reins of the Foundation.

Meg Moon  
Board Chair

**Giving Outside the Box - An Update!**

#### Save the Date!

**The 26th  
Annual  
Columbia  
Foundation**  **Spring  
Party**

Save the date of **May 1** for the 26<sup>th</sup> annual Columbia Foundation Spring Party! It won't be long before you'll receive our invitation. In the meantime, we want to recognize and thank those sponsors who have signed on to date:

Apple Ford  
[Ascend One](#)  
Brasher Design  
[CareFirst BlueCross](#)  
[BlueShield](#)  
The Columbia Bank  
[Davis, Agnor, Rapaport & Skalny, LLC](#)

Gordon, Feinblatt,  
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JPB Enterprises  
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Lakeview Title Company  
**M & T Bank**  
Maryland Primary Care  
Physicians  
**PNC Bank**  
Whiteford, Taylor &  
Preston, LLP  
**W.R. Grace**

Thanks also to our in-kind  
sponsors:

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The Business Monthly  
Clyde's/Tomato Palace  
Comcast Cable  
General Growth  
Properties  
Patuxent Publishing Co.  
Paul Demmitt Signs  
Pixel Workshop

### Special Thank You

Many of you asked who wrote "Ode to Columbia Foundation Friends" that we sent out in an email just before the end of the year. Kudos to our long-time consultant (and former employee) Anne Barney, an Ellicott City poet with four published books to her name!

### Make A Note Of It!

Your community  
Foundation Awards  
**\$191,500** in Operating  
Grants! [Click here to see  
the entire list.](#)

### New Funds

The Columbia Foundation

Readers of our e-news may remember that in a previous issue, we highlighted the creative philanthropy of Orchard Development Corporation founders Earl and Mary Armiger and Enterprise Community Investment for donating their 25% interest in Orchard Club Apartments to the Foundation.

Turns out we weren't the only ones to acknowledge the Armigers' generosity and commitment to community! On February 13 in Orlando, Florida, Orchard Development and the Armigers were the first place winners of the National Housing Endowment's (NHE) third annual Builder Achievement Awards for Outstanding Community Service.

*Mark Ellis Tipton, vice chair of the National Housing Endowment and 1991 NAHB past president (left) and Robert Mitchell, National Housing Endowment trustee and 2000 NAHB past president (right) present the Gold Builder Achievement Award for Outstanding Community Service to Earl Armiger of Orchard Development Corporation (center).*



Along with honoring the creative philanthropy of Orchard and the Armigers, the \$10,000 award also acknowledged Earl's and Mary's tireless service to the community. Along with serving on numerous non-profit boards, the Armigers developed Orchard Summer Camp for children at one of Columbia's public housing developments, helped establish the Jim Rouse Entrepreneurial Fund and are long-time advocates for affordable housing in the county.

The award was also recognition for Orchard Development Corporation's and Armiger Management's encouragement and support of the employees' volunteer activities. The 42 employees contribute over 140 hours a month coaching youth sports teams in lacrosse, soccer and football. They volunteer over 660 hours each year at organizations such as Hospice of Howard County, The Columbia Foundation, the Columbia Center for Theatrical Arts, their children's schools and the Home Builders Association of Maryland. According to Independent Sector, a nonprofit organization in Washington, D.C., in 2005 one hour of volunteer time in Maryland was valued at \$19.06 - putting the employee contribution at over \$15,000. This does not include time spent by employees when, as a company-wide activity, they participate in gift wrapping at the mall to benefit the hospital and Senior Arts Fairs and runs to benefit groups working on senior issues.

It should come as no surprise that Earl and Mary contributed the \$10,000 award to their endowment fund here at the Foundation. We had figured they were slam-dunk winners for the competition, and we're grateful that we were right! Sincere congratulations and appreciation to them both for being role models for Giving Outside the Box.

is pleased to recognize the following funds established between November 15, 2007 and February 29, 2008. These families and businesses join our growing list of over 250 funds in contributing to our community.

**Unrestricted Endowment Funds:**

H Family Fund  
Verity and Jim Truby Family Fund  
Waddell Family Fund

**Donor Advised Fund:**

Bernie Bradley Family Fund  
CZRJ Fund  
Hostetler Jubilee Fund  
Schulte Family Fund

**Scholarship Funds:**

C. Merritt Pumphrey Memorial Scholarship Fund

**Have You Included TCF In Your Will?**

Your bequest to The Columbia Foundation can be a way to leave your legacy in Howard County. For more information, call Barbara Lawson, President and CEO, at 410-730-7840, or log onto [TCF's website](#).

**Pocket Change**

After collecting 50 buckets worth of fountain money, The Mall in Columbia generously donated another **\$5,079** to The Columbia Foundation. A big THANKS to shoppers who thought they were just cleaning out their pockets and to The Mall

**Grants at Work**

**Project CommUNITY**

With help from a Columbia Foundation grant, students at Reservoir High School are learning the difference between "tolerance" and "acceptance" and a whole lot more.

Following county re-districting in August 2002, Reservoir High opened its doors to a very diverse group of students coming from three different middle and three different high schools. Socio-economic, racial and ethnic cliques soon sprang up and tensions between the groups ran high. To counter the bullying (including "cyber-bullying"), harassment and prejudice she was seeing among the students, Principal Dr. Adrienne Kaufman created Project CommUNITY, a project to unify the students and develop a safe, nurturing environment within the school and the greater community.

That first year, Dr. Kaufman invited students from every group in the school to participate in a retreat. Approximately 45 9<sup>th</sup> grade girls and boys, accompanied by adult facilitators, gathered together to learn about each other's cultures and religions and to recognize the negative effects stereotyping has on both the targets and those who practice it. The retreat was such a success that Project CommUNITY now has two or three every year, some held at the school and others off-campus. Many of the students report that they had never even spoken with someone from another race prior to attending these events. As Dr. Kaufman says, "While the kids may not become best friends, they do learn to talk with each other, to appreciate each other's differences AND to realize that they have many similarities."

Every summer, teachers talk with guidance counselors and others from Reservoir's feeder middle schools to identify in-coming students who are the "leaders" that could influence others. They make up the group invited to attend the first retreat prior to the start of school in August. Later events include students from 9<sup>th</sup> to 11<sup>th</sup> grade, and some of those come to the following year's retreats as a way to provide continuity. Dr. Kaufman reports that there is now a waiting list of students wanting to participate, and they hope to add at least one more retreat in the coming academic year.

The Columbia Foundation has awarded them a \$7,500 project grant for the three-day event that will take place this spring. What better way to build a more giving community!

**Donor Profile**

**Verity and Jim Truby Family Fund**

Jim Truby said he moved to Columbia back in 1970, intending to stay a year while doing graduate school work. 2008, and he's still here, along with his wife Verity whom he "lured" to move from England to join him. The two of them recently established an unrestricted fund with The Columbia Foundation and when



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asked why, Jim paid the Foundation - and Howard County - quite a compliment. *"Our long-held feeling about The Columbia Foundation is that it embodies the values of the county ... it is one of the principle institutions that has brought the county together."* He added that the Foundation does a remarkable job leveraging its human and financial resources, one reason he and Verity selected an unrestricted fund. *"It allows the leadership to put the money where it's most needed with the least amount of time and effort on their part."*

Long-time supporters of the Foundation, the Trubys chose to start their fund with a transfer of stock. *"We talked it over with our financial advisor, and it was remarkably easy,"* Jim explained. *"Maybe it took all of two hours."*

By establishing a fund with the Foundation, the Trubys have translated their love for where they live into a gift for organizations that are integral to Howard County's way of life. Jim concluded by saying, *"The Foundation's work is very impressive and we're happy to advance it in whatever way we can."* We at The Columbia Foundation are certainly happy the Trubys decided to stick around!

## Expanding Our Role

### Howard County Student Film Festival

Did you know that The Columbia Foundation is a matchmaker? Perhaps not in the traditional sense, but part of our job is to create new relationships between donors and nonprofit organizations. Most recently, the staff connected a group of endowment fund donors who contribute to the arts with high school representatives from the Howard County Student Film Fest. Now in its fourth year, the festival was founded by former Howard County students Rebecca Zia and Yuri Stone, and is coordinated by students from high schools throughout the county. The festival will take place April 11 at the Kossiakoff Center where the top five films will be screened and prizes awarded.



The donors invited to the meeting were so impressed by the students' presentation that all committed to making a donation out of their endowment funds. In addition, they offered to connect the students with others in the community, such as a lawyer who could help them apply for their own 501(c)(3) status (currently River Hill High School is their fiscal agent), the Howard County Arts Council who had competition judges to recommend and the Columbia Film Society who will host an event to show the winning films. Said Pat Kennedy, one of the art donors who attended the meeting, *"This is one of the many values of having a fund with the Foundation. We all learned about a new organization, and in turn, we were able to help them - both financially and by connecting them with others."*

Along with matchmaking, The Columbia Foundation awarded the festival a \$1,200 contingency grant. We're happy another

generation of Howard Countians has now learned about The Columbia Foundation and how creative philanthropy can support such creative student-run endeavors!

Visit [www.hocofilmfestival.com](http://www.hocofilmfestival.com) to view trailers, submissions, and for more information.

### Financial Advisors Corner

#### **Top 10 Reasons Why You Should Discuss Philanthropy With Your Clients**

*Research conducted by The Philanthropic Initiative (TPI) in the late 1990's with professional advisors on their motivations for, and methods of providing advice about philanthropy, revealed the following reasons for discussing philanthropy with clients:*

1. **It's good for society**, it's good for your community, it's good for your clients, it's good for your business, and it's good for you.
2. Many of **your clients are searching** for an effective way to give back to their community, to memorialize a loved one and/or simply to "do good". You can help them achieve these results, and derive personal satisfaction from doing so.
3. Discussing philanthropy with your clients should be done unobtrusively, in a way that respects their privacy, values, and autonomy. You are among the **best positioned** to initiate and engage your client in these conversations.
4. By expanding the **menu of services** offered to your clients, you build confidence and increase levels of satisfaction with you and your professional services.
5. Your **areas of expertise** as a professional advisor are personally broadened.
6. The **potential for new referrals** is enhanced, opening the door to many new clients.
7. You **effectively connect** your chosen profession with a personal desire to do something good for your community.
8. Through your efforts, **important social needs** in your community can be addressed, producing a healthier, more vibrant place to live - an enduring legacy of real benefit to future generations.
9. You become part of a **supportive network** of like-minded colleagues who are willing to voluntarily share their time and expertise.
10. With practice, confidence and experience, you will find it **easy to do...**

Adapted based on material from the report *Doing Well by Doing Good*, published by The Philanthropic Initiative (TPI), June 2000. For more information, visit [www.MDCommunityFoundations.org](http://www.MDCommunityFoundations.org).

## Educational Endeavors

### Scholarships

Do you know a high school senior looking for a scholarship? Donors to The Columbia Foundation have established scholarships for Howard County public high school seniors who will attend two- or four-year colleges or universities in Fall 2008. Information and applications are now available at high school guidance counselor offices, and, for the first time, on our [web site](#)! High schools require completed application forms before the end of March so they can send them to our scholarship committee for final selection. Help spread the word to a talented senior!

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