

twentyfivefortyfive

Welcome to our first issue of **twentyfivefortyfive**, an eNewsletter for people interested in the Columbia Foundation's Next Generation Initiative!

As a part of Howard County's community foundation, we seek to promote philanthropy among 25-45 year olds in Howard County by doing four things: providing members with opportunities for hands-on involvement in community and social investment, educating its members about the power of collective philanthropy, identifying and funding nonprofit organizations in Howard County that address community needs, and social networking and visibility.

Since our initiative began back in January, 2007, we have hosted two events including a kickoff cocktail party with our County Executive Ken Ulman, collected over seventy items for the Domestic Violence Center residential services division, grown our database to over one hundred interested members, and gained awareness of our activities in the local papers and blogs. Whew!

We hope that this communication will keep you informed of our activities and provide you with educational information and opportunities to give in our community. As always, [email me](#) with any suggestions or questions.

Be well,
Candace Dodson Reed
Co-chair, twentyfivefortyfive and Associate Director, the Columbia Foundation

Who We Are

Meet the **twentyfivefortyfive** Steering Committee

Monica Butler, **Butler Classic Homes**; Candace Dodson Reed, **The Columbia Foundation**; Krysta Huxford, **Leadership Howard County**; Joshua Feldmark, **Commission on the Environment and Sustainability**; Ian Kennedy, **Howard County Government**; Chris Marasco, **Howard Bank**; Akbar Masood, **Akbar Masood, DDS**; Meg Moon, **Lakeview Title**; Priscilla Reaver, **The Columbia Foundation**; Jaki Ulman, **IBM Consulting**

All Around Town

Take a look at these opportunities to give in Howard County!

Short Term Projects(hey, we know we're all busy but you can find time for these)

Go to www.volunteerhoward.org and click on Calendar of Volunteer Opportunities & Events. **Got kids?** Check out the Fall 2007 Volunteer Opportunities for Teens Guide or search the database for younger, kid friendly activities.

Hands-on work with Howard County nonprofits

The Little Patuxent Review (LPR) is a twice a year publication of prose, poetry and the visual arts produced by writers and artists in Columbia and the region. The literary and arts magazine was initiated 30 years ago by Ralph and Margot Treitel, both now deceased, and revived in 2007 after a lapse in publication. The current issue entitled "Columbia at 40" is on sale for \$12 at Daedalus Books, Howard Community College bookstore, HoCoPoLitSo events, the Columbia Arts Center and the Howard County Arts Council. The upcoming issue due out in January 2008 features "Nature" as the theme. Financial support for the publication comes from the Columbia Foundation, the Horizon Foundation, the Rouse Company Foundation, the Howard County Arts Council and individual contributors. **The LPR is looking for a Treasurer** to serve with the current officers and Board of Trustees. Meetings are approximately one hour a month and the Treasurer would be responsible for maintaining the checking account and helping in determining the budget. For further information, contact Mike Clark at 410-730-7624, or view the review's website at www.littlepatuxentreview.org.

Board Bank

Can You Share Your Professional Skills? Every non-profit organization has a Board of Directors and usually several committees. All are comprised of professionals from diverse fields such as marketing, planning and legal and use their skills to help the activity and governance of the organization.

If you are interested in serving in this capacity, the Board Bank ,which is sponsored by the Association of Community Services, Leadership Howard County and Volunteer Center Serving Howard County, can "match" your interests and skills with an organization that has similar needs. Call ACS 410-715-9545 for more details or complete a Board Bank application which can be found at www.volunteerhoward.org.

Donations (if that's your thing)

Alianza de la Comunidad

Alianza de la Comunidad is an organization dedicated to improving the lives of the Hispanic community in Howard County. Language and cultural barriers make it very difficult for this population to learn about, and access services that are available to them. To bridge this gap they offer information, referral and advocacy services in the "Centro de Ayuda", which is open two evenings per week at the Wilde Lake Interfaith Center. In addition, Alianza aims to identify additional needs within this target population; to partner with county agencies to continually improve access to services through implementation of interpreter, translation and culturally sensitive programs; and to collaborate with existing programs to strengthen adult education, literacy skills and leadership development within this community. \$50 buys refreshments for an Alianza sponsored workshop. \$250 sponsors a parent through a 6-week parenting workshop program. \$750 supports the work of Centro de Ayuda for two weeks.

Call Viviana Simon at 410-707-8068 and tell her we sent you!

Helping Hands Enrichment Leadership and Foundation

For twenty years, Helping Hands Enrichment and Leadership Foundation has sponsored a Saturday Academy and a summer program for students in grades kindergarten to 5th grade at area elementary schools. The program provides additional instruction in math, as well as, a reading program, that is aligned with the Howard County School System's goals, in order to provide acceleration in Terra Nova and the MSA's. As a result of participation, students have made a marked improvement in social skills, academics, and

test taking strategies. \$425 provides funding for 50 students and 5 certified teachers for one weekend. \$80 provides funding for one pizza party celebration at a site for the students. \$1000 provides funding for supplies and snacks for the year.

Reach out to Melvina Brown at 410-715-3053.

Howard County Foundation for Black Educational and Cultural Achievement

The Howard County Foundation for Black Educational and Cultural Achievement, Inc. is an organization that provides scholarships to African-American high school seniors residing in Howard County. The organization came as a result of a need recognized within the community to encourage and support the pursuit of higher education. To qualify for a financial award, an applicant must have a combination of scholastic performance, extra curricular achievement and community involvement. \$52 per year supports a basic, college scholarship for an African-American student. \$500 allows one to "adopt a student" in honor or memory of a loved one. **Contact Bill and Mavis Lewis at (410) 730-9362.**

What's Going On

RECAP- Thanks again to the over 65 "**twentyfivefortyfivers**" who attended our first event in May at Trapeze with County Executive Ulman and to the 25 people who collected over 70 items for the Domestic Violence Center at our July event. We have received MANY emails from people wanting to stay connected and abreast of what's next.



So here it is - We will have a **blood** drive in October in partnership with the Howard County Chamber of Commerce's Young Professionals Network. Exact dates are being finalized so **STAY TUNED** for further information in your inbox.

Nonprofits at Work

An interview with James B. Smith, President and CEO, the Community Action Council
by Ian Kennedy

First, tell me a little about CAC. What does your group do? Where does your support come from?

The Community Action Council of Howard County, Inc. is non-profit human services organization whose mission is to help low-income residents turn their lives around through the alleviation of the causes of poverty and promoting self-sufficiency. A partner of the Community Action Partnership, this organization was founded in the mid-1960s as an effort to combat the War on Poverty launched by the then President Lyndon Baines Johnson.

The Council works very closely with the county government and other non-profit organizations to ensure that we impact people's lives by providing a hand-up and not a hand-out. Our programs include Eviction Prevention, Weatherization, Energy Assistance, Food Bank Assistance, the North Laurel Savage Multi-Service Center, and Burial Assistance (for those who lack proper

life insurance.) At the core of our service delivery is the notion of case management. Our work is considered successful not just by providing crisis intervention assistance, but working with our clients to make life-style decisions that significantly change their economic stability. We firmly believe that poverty can be alleviated, but in order for that to happen, we must work with our families on a case-by-case basis with a highly individualized plan of action. Such a plan takes resources, commitment, and most of all, time.

In addition to these services, the Community Action Council manages three Head Start Centers that are funded by the Department of Health and Human Services. Currently, 269 families are enrolled in our program. Not only are these pre-school aged children receiving a head start with their education, we also provide individualized family plans for each enrollee and work with them to realize their full potential. In every aspect of our program, we focus in helping people take charge of their lives - and we do so one family at a time.

With nearly 2,700 families living in poverty in Howard County, our work is an arduous task. As with every non-profit organization, we are constantly being asked to do more with less. Just this year, the federal and state governments cut funding for two of our major programs - Community Service Block Grant and Head Start. The inevitable increase in electricity rates will most assuredly have a major impact on our clients. Resources remain a critical issue for the Council. We continually seek ways in which we can partner with other organizations, and have begun to reach out to donors to provide financial contributions to help us in our work. The Community Action Council remains committed to helping our most vulnerable citizens through a crisis situation, and more importantly, out of the vicious cycle of poverty.

What about you? What is your background and personal information? What made you decide to work in the community services, non-profit field?

I am a 38 year old, native Baltimorean, and I currently reside in Owings Mills. I attended high school at the Baltimore Polytechnic Institute and attended college at Frostburg State University, Coppin State University and the University of Baltimore. I hold a bachelor's degree in social science and a master's degree in public administration. Currently, I am pursuing a doctorate in public administration and plan to graduate in December 2008. Since graduating from college, I have always worked for non-profit organizations. While employed at the Economic Alliance of Greater Baltimore, the region's economic development private/public partnership, I was returning to Baltimore from California meeting with the President and CEO of a Fortune 500 company convincing him that our region was the best place for him to expand his business on the east coast. The company was considering bringing 75 jobs to the region - the median salary was \$80,000. As I was replaying the meeting in my mind, I realized that while new jobs to the region could be considered a good thing, I personally was not making a difference in my community and asked myself, "are you helping the people who truly need it the most?" I experienced an epiphany. Soon after that experience, I joined the staff of the Baltimore Community Foundation to broaden my experience of impacting the community from a more "hands-on" perspective. As fate would have it, that experience led me to my current position at the Community Action Council, where I believe I am fulfilling my life's call - helping people to help themselves.

With respect to the twentyfivefortyfive initiative, what can people

interested in philanthropy and volunteerism do to help CAC?

As with all non-profit organizations in Howard County, we rely upon donors to help us to realize our mission. To the extent that people are so inclined to offer support positions us to do even greater work in the community. In any community, it is hard for those who have less means to survive; that problem exacerbates itself in a county where affluence exists. With all of the programs and services that we offer, opportunities for philanthropy and volunteerism are more than available. We have families that need mentors, children that need clothes, and individuals who need access to jobs and education. Community Action Council, on a daily basis, serves the most vulnerable among us, and can use all of the additional support that community is willing to offer.

For more information about CAC or to find out how you can be involved, contact James Smith at jbsmith@cac-hc.org.

Are you interested in being a leader in your community?

Leadership Howard County (LHC) is now accepting applications from young professionals for a new adult development program, called Leadership Essentials. If you -or someone you know - who would like to build a professional network, learn basic leadership skills, and become involved in strengthening Howard County, contact LHC.

If you are selected for the Essentials program, you will

- Attend a 6-month program of leadership skills training (January through June 2008)
- Participate with a team of people on short-term community service project
- Work with your own personal coach who will offer practical advice as you hone your own leadership capabilities and help you plan for your future.

Want to know more?

Visit www.leadershiphc.org and click on "Leadership Essentials". If you still have questions, contact Laurie Remer at (410) 730-4474, Ext. 111.

Applications for the 2008 program will only be accepted through October 12, 2007.

Here's What Others Are Doing**A New Generation Reinvents Philanthropy**

By The Wall Street Journal

Joe Alamo didn't set out to become a do-gooder. But late last year, when the Geneva, N.Y., Web designer was surfing on MySpace, he chanced onto the profile of Kiva.org, a nonprofit that allows people to make zero-interest "microfinance" loans over the Internet to needy entrepreneurs in developing countries.

Soon after, Mr. Alamo not only became a lender through Kiva, but he also

started a new Web site, [Kivafriends.org](#) , devoted to Kiva enthusiasts. He also now volunteers to run Kiva's MySpace page. "This is the first time I've ever gotten so involved with a charity," says Mr. Alamo, now 30 years old.

Young donors and volunteers, snubbing traditional appeals such as direct mail and phone calls, are satisfying their philanthropic urges on the Internet. They're increasingly turning to blogs and social-networking Web sites, such as MySpace and Facebook, to spread the word about -- and raise funds for -- their favorite nonprofits and causes. They're sending Web-based fund-raising pitches to their friends and families, encouraging them, in turn, to forward the appeals to their own contacts.

At the same time, a growing number of charities -- ranging from start-ups to established names such as the Salvation Army -- are launching profiles on popular social-networking sites, hoping that young people will link up to the pages. Some are also encouraging bloggers to mention the causes on their sites, raising thousands of dollars in small donations from readers.

Many of the nonprofits that have embraced social networking are themselves run by people in their 20s and 30s, who already spend a good portion of their lives online. Some of them also appeal to donors by offering them tangible results of their gifts by directly linking contributors with recipients.

Social-networking sites, for their part, are offering new tools to help attract nonprofits and contributors. In May, a social-action start-up called Project Agape launched a new program on Facebook called "Causes," in which users can create online communities to advocate for various issues, charities and political candidates. Since then, the program has attracted more than 2.5 million Facebook users, raising some \$300,000 for nonprofits and politicians, says Joe Green , 24, the project's co-founder.

That move comes after MySpace -- which already hosts thousands of nonprofits' profiles -- launched its "Impact" awards late last year, honoring individuals and nonprofit groups that have successfully used the site to make a difference. MySpace members vote on the winners, who get \$10,000.

Visitors to another social-networking site, [Change.org](#) , which also launched in May, can join "virtual foundations" of peers dedicated to specific causes, such as fighting AIDS in Africa, and raise money for the charities or political candidates that support those issues. So far, its 30,000 members have raised nearly \$50,000, says founder Ben Rattray , 27. Before launching the site, Mr. Rattray had never made a charitable donation, finding charities' traditional pitches to be "unengaging."

Some young philanthropists are turning to "viral fund raising" -- sending appeals to their network of contacts that are forwarded on to others -- to maximize the power of small donations. Users of [SixDegrees.org](#) , a program launched by nonprofit site Network for Good, can create a "charity badge" listing their favorite cause and send it out to their acquaintances. The badge keeps a running tally of how much has been raised and how many donors have contributed. Since the program was launched in January, users have created some 6,000 charity badges, raising some \$740,000.

"When you're young and starting out, it's very difficult to take this meager paycheck you have and donate part of it to something else," says Samantha Millman, 26, of Los Angeles, who works for a real-estate investment firm.

Several months ago, Ms. Millman created a badge on behalf of Pet Trade,

the House of Justice, a legal-aid program in Los Angeles. "I basically blasted everyone I knew," says Ms. Millman, raising more than \$15,000 from 406 donors. "I was not only surprised by the dollar amount, but to have 400 people somehow hearing about this through word of mouth was phenomenal," she says, adding that many of the donations were for just \$10.

Bloggers are also pounding the drums for their favorite causes. Sarah D. Bunting, 34, who writes Tomato Nation, a culture and humor blog, offered to shave her head if her readers donated \$30,000 to DonorsChoose.org, a charity that allows contributors to directly purchase school supplies for needy classrooms. The funds were raised within days. (For a video of Ms. Bunting's head being shorn last year, go to www.tinyurl.com/32svqs.) DonorsChoose.org now features a "Blogger Challenge" on its site where bloggers compete to raise money among their readers.

Established charities, to be sure, have long had programs targeted to young donors, and many of them, especially health-related causes, have used peer-to-peer fund raising to help raise money, often in connection with races and other sporting events. But many of these charities either tend to target wealthier donors or are focused on occasional events, rather than on ongoing operations.

Some of the newer Web-based nonprofits, such as DonorsChoose and Kiva, are attractive because contributors say they allow them to connect directly with their recipients. Donors or lenders can hand over money directly to, respectively, teachers and students in urban public schools or individual entrepreneurs in developing countries, rather than sending a check that ends up with an abstract recipient.

"You can donate money to a charity, but it seems like it just goes into a pile and you never know what really goes on there," says Mr. Alamo, the Kiva lender. "With Kiva, you just pick someone out and lend to them directly and watch what they do and how they succeed. That was the main appeal."

Kiva, which started in the fall of 2005, has already drawn more than 89,600 lenders who have lent \$10 million. Mr. Alamo's Kivafriends.org Web site has attracted about 600 members since it was launched in March.

Some older charities are grappling with how to best take advantage of social-networking sites. The Salvation Army, for instance, has had a MySpace profile for "Red Kettle," its online persona, since last year. But the site has only roughly 80 online "friends," or people who have linked to it. (By contrast, Kiva has some 7,000 online friends on MySpace.)

Melissa Temme, 28 years old, a Salvation Army spokeswoman who came up with the MySpace page, says that in order to be successful on social-networking sites, charities need to spend a lot of time updating content and communicating with members, which can be difficult for a stretched nonprofit staff. "There has to be a certain level of interaction with other people and their pages," she says.

In order to keep its online postings up-to-date, DoSomething.org, which seeks to get young people involved in social action, enlisted an Ohio University college student. "We're trying to use social networking as much as possible," says Aria Finger, 24, DoSomething's business development director. "We want to reach young people where they already are." The charity boasts roughly 5,500 MySpace friends and more than 2,200 on

Facebook.

Write to Rachel Emma Silverman at rachel.silverman@wsj.com

twentyfivefortyfive is a new initiative at The Columbia Foundation.
Contact us at 410-730-7840, www.columbiafoundation.org

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