

KICKING OFF THE NEW YEAR WITH A NEW MILESTONE:

Celebrating \$100 Million in Total Grantmaking

In 1967, C.W. and Irene Sulier invited several central Kentucky philanthropists to join them in establishing a public foundation to encourage charitable giving and to support local causes and charities. That first year, assets of Blue Grass Foundation (as it was then called) reached \$5,000. The following year, grants totaling \$500 were awarded: \$100 each to Sayre School, Lexington Hearing & Speech Center and Lexington-Fayette County Urban League; and \$200 to provide support for families of police killed in the line of duty.

Fast forward to January 2020. The Community Foundation has grown from one charitable fund to almost 700, each with its own unique charitable purpose. Charitable assets total more than \$140 million. Most importantly, the Community Foundation, in partnership with our generous donors, has awarded more than \$100 million in grants.



Key facts about the Community Foundation's giving history:

- Our community's generosity has recently accelerated. It took 45 years to grant the first \$50 million to nonprofits and scholarship recipients, but fewer than 7 years to grant the next \$50 million.
- 95% of all grants from BGCF stay in Kentucky to support local nonprofits.

But, as President/CEO Lisa Adkins notes, "This is about so much more than numbers. Achieving the \$100 million milestone represents progress toward our mission of increasing community generosity. It's about impact, transformation, changed lives and the generosity of donors who make it possible."

At the Community Foundation, we believe that one person can make a difference, but know we make the biggest impact when we invest together for our communities.

If you'd like to have a greater impact on your community and the causes you love, join us. We want to partner with you. Contact us today to establish a charitable fund to reach your philanthropic goals. Or maximize the impact of your charitable giving by investing in our endowed community funds in Boyle, Clark, Franklin, Fayette, Harrison, Madison, Magoffin, Morgan, Rowan or Woodford counties.

FROM LISA ADKINS

Our President's Letter

Valentine's Day is one of our favorite holidays at the Community Foundation. Philanthropy is at the heart of all we do at BGCF, so February 14 is the perfect time to thank our fundholders and donors for all they do to create stronger, better communities for all.

The word philanthropy is a combination of two ancient Greek words: philos, meaning love in the sense of caring for, nourishing, developing and enhancing; and anthropos, meaning human being in the sense of our common humanity. Simply put, a philanthropist is a person who expresses love of humanity through charitable efforts. So, happy Valentine's Day to all the givers and doers—the communities we serve across the Bluegrass and Appalachia are better as a result of your charitable investments!



Speaking of results, be sure to read about our very successful 2019 GoodGiving Challenge, which raised \$1.68 million for 131 local nonprofits in just seven days. And, staying on brand for Valentine's Day, be inspired by reading the story on page two about the generosity of the Hiler family, which organizes their charitable giving through The Hiler Love Fund, a donor advised charitable fund at BGCF. Finally, join us later this month for a variety of activities as the Community Foundation celebrates a major milestone—surpassing \$100 million in total grants awarded! Happy Valentine's Day and thanks a million. No, make that thanks 100 million, and keep on doing good.

Lisa Ashner Adkins, J.D.
President/CEO

INSIDE

Fundholder Feature	2
News Brief	2
Town Branch Park Milestones	3
Planned Giving	3
GoodGiving Challenge	4
Regional Initiative	4
Corporate Giving	5
Grant Spotlight	6



PROFILE IN GIVING

Hiler Family Love Fund Builds Bridges

"I'm the fun guy," said Whit Hiler, executive creative director of CORNETT, a marketing agency based in Lexington. "But Christy is the heart of our family."

Whit Hiler, well-known for his quirky, unforgettable advertising campaigns like Kentucky Kicks Ass, has been featured in the New York Times and Business Insider, and recently, was recognized in the *Adweek* Creative 100 List of the most fascinating people in marketing, media and culture.

Christy Hiler, president of CORNETT—and, technically, Whit's boss—agrees she usually takes the lead when it comes to the family's charitable activities. "I'm the one who says 'yes,'" she said. "But I know I'm also saying 'yes' for them, too." The "them" to whom Christy refers are the Hilers' four children: Ellie, 12; twins Charlie and Georgia, 6; and Boone, 3.

In addition to career and family responsibilities, Christy actively volunteers for numerous nonprofits, including Esperanza Inc., Common Good, and Step By Step. Christy said she knows her nonprofit work impacts her family. In the Hiler household, that means everyone has to pitch in and pick up the slack.

"We all have a different role when it comes to doing good in our communities," she said. "Some people donate, some serve on boards, some are talented administrators, some provide direct aid. All are necessary. It's like that in our family, too. Everyone plays a different, but essential, role. We depend on each other."

Despite their different roles, the Hilers still find time to volunteer as a family. Together, they

serve meals at Nathaniel Mission and Room In The Inn, and ring handbells for the Salvation Army's Red Kettle Campaign. Christy and Whit also participate in mission trips to Costa Rica through Esperanza Inc.

Christy has been especially active in Step By Step, a Lexington nonprofit that offers mentors, support, classes and fellowship to young single moms ages 14 to 22. She served on its board for many years. One of her first tasks for SBS was facilitating discussions among the young women.

Christy worried she wouldn't be effective. "How could I relate to them, or them to me?" she said. "Our lives were so different." She soon discovered their differences didn't really matter because "love bridged the gap."

That understanding inspired the name of the charitable fund the Hilers opened at BGCF: The Hiler Love Fund.

Since establishing their donor advised fund in 2017, the Hilers have made dozens of gifts to causes and charities, including Centenary United Methodist Church, Friends of the Good, Common Good, Step By Step, Esperanza Inc., and the American Cancer Society, to name only a few—and BGCF helps them organize it all.

Christy and Whit agree that given their full, busy lives, they are grateful for BGCF's role as the giving community's philanthropic partner.

To start a donor advised charitable fund to support the causes you're passionate about, contact BGCF Vice President of Advancement Scott Fitzpatrick at 859.225.3343.

NEWS BRIEF



Meet BGCF365 Co-Chairs Will Booher & Rebecca Sherman

An attorney as well as a CPA, Will Booher is corporate counsel for RJ Corman Railroad Group. Becka Sherman is an attorney with Stites & Harbison. Will and Becka will serve as BGCF365 co-chairs for a two-year term and previously served as BGCF365's event and programming committee co-chairs.

BGCF365 Awards \$25,000 in Grants

In early January, the BGCF365 members voted to award a total of \$25,000 in grants to five local organizations working within the areas of green spaces and public places. The recipients are LexArts, Lexington Fayette Urban County Government Greenspace Trust, Lexington Public Library Foundation, North Limestone Community Development Corporation and Seedleaf.

Lexington Joins Civic Commons Learning Network

Blue Grass Community Foundation is honored to convene the working team that will represent Lexington as it joins the Civic Commons National Learning Network, a national initiative with projects in 10 U.S. cities to revitalize and connect civic assets. A collaboration of national foundations (Knight Foundation, Kresge Foundation, JPB Foundation and the Rockefeller Foundation) and a network of local partners, the initiative is working toward four main goals: civic engagement, socioeconomic mixing, environmental sustainability and value creation.

A YEAR OF MILESTONES FOR TOWN BRANCH PARK



A rendering of Town Branch Park depicts the view of the park from Oliver Lewis Way.

This year, Town Branch Park took an important step that demonstrates the successful incubation of the project.

With the award of its 501(c)(3) status from the IRS, Town Branch Park transitioned from a fund here at Blue Grass Community Foundation to an independent park conservancy and moved its office to Main Street!

For Blue Grass Community Foundation, being the fiscal steward for community projects like Town Branch Park supports our mission to serve the greater good through charitable giving. We are currently incubating 15 community projects or groups through our fiscal sponsorship services.

The fiscally sponsored projects are housed under the charitable umbrella of BGCF while the groups work to accomplish their charitable project (for example, Friends of Kentucky Theatre), or obtain independent 501(c)(3) charitable status, like Town Branch Park.

"The Community Foundation's involvement lends credibility, name recognition, and

confidence, particularly with our stewardship of charitable dollars," said Lisa Adkins, president/CEO of Blue Grass Community Foundation.

With the help of just over 30 leadership-level donors to date, Town Branch Park has raised nearly \$12 million of the \$31 million private fundraising goal to create the nine-acre signature downtown park.

Town Branch Park will reconnect Lexington to its geological, geographical, and cultural past. The park will turn the Manchester Street parking lot, adjacent to the renovated Rupp Area and Lexington Convention Center, into a dynamic, fun, and uncommonly beautiful green space, reflecting the culture and spirit of Lexington.

As a park conservancy, Town Branch Park will be run as a private, non-profit, non-political organization that supports capital development and advocacy for parks. The

conservancy will operate and maintain the park to the highest standards. While a first for Lexington, park conservancies currently operate in more than 50% of major U.S. cities to ensure parks are safe, active and well-maintained.

"Town Branch Park is a terrific example of the Community Foundation's fiscal sponsorship program," said Adkins. "It's particularly gratifying to see a new concept for Lexington grow into a dynamic, nonprofit organization that is on the leading edge of greenspace development."

To learn more about BGCF's fiscal sponsorship services, contact Barbara Fischer at bfischer@bgcf.org or 859.225.3343. To donate/learn more about Town Branch Park, visit townbranchpark.org or call 859.281.8420.

PLAN YOUR GIVING

Do Your Receipts Spark Joy? Using BGCF to "KonMari" Your Charitable Clutter

The start of a new year brings about fresh beginnings, resolutions and spring cleaning. This can include getting a handle on organizing your charitable giving. As you are filling your shoe box of charitable gift receipts to dutifully deliver to your CPA or tax planner, remember that you can accomplish all your charitable gifting through a donor advised fund at the Community Foundation with only

one tax receipt! A non-endowed donor advised fund can serve as the one simple organizational tool needed to fulfill your charitable goals for 2020 and beyond. This type of charitable fund provides the flexibility for you to make one or more contributions a year, receive a tax deduction at the time of your contribution, receive one tax receipt for your records and then recommend grants to

your favorite nonprofit organizations. Whether making one grant or 100, you can put away your boxes, binders and spreadsheets and utilize Blue Grass Community Foundation as your one-stop shop for giving.

Contact Halee Cunningham, gift planning officer/deputy counsel, for assistance at halee@bgcf.org or 859.225.3343.

\$1.68 Million Raised for Local Nonprofits!

The ninth annual GoodGiving Challenge raised \$1.68 million for 131 local nonprofits during the week-long online giving campaign that launched on Giving Tuesday. Created and hosted by Blue Grass Community Foundation and Smiley Pete Publishing, the GoodGiving Challenge connected charitable individuals with 131 local nonprofits by providing a convenient online platform, BGives.org, where donors can learn about the work of the participating organizations and donate to the nonprofits of their choice.

Since its inception in 2011, the GoodGiving Challenge has raised nearly \$12 million total for nonprofits. This year, we achieved a 10% increase

in funds raised and more than 7,900 donations.

“At Blue Grass Community Foundation, building greater community generosity is a big part of what we do,” said Lauren Parsons, director of strategic initiatives and communications. “The GoodGiving Challenge proves that people respond enthusiastically when you make giving simple, rewarding and fun.”

“Raising \$1.68 million in seven days is no small feat,” said Fran Taylor, Blue Grass Community Foundation board chair. “It’s a reflection of the compassion of individual donors who appreciate the good work of the 131 local nonprofits that enhance our quality of life. And it’s a testament to the hard work and

creativity of the 131 local nonprofits that participated in the GoodGiving Challenge.”

The 2019 GoodGiving Challenge featured over \$440,000 in matching prizes that increased gifts by as much as 50% to 100%. Each day of the Challenge offered opportunities to amplify gifts with matches and prizes. The success of the 2019 GoodGiving Challenge would not be possible without our underwriters:

- E.E. Murry Foundation
- Marksbury Family Foundation
- Mitchell Family Foundation
- Edith D. Gardner Charitable Fund

Additional matching dollars and prizes provided by:

- Blue Grass Community Foundation
- Clark County Community Foundation
- Harrison County Community Fund
- Hudson-Ellis Fund
- KwizFun

The 10th Annual GoodGiving Challenge is scheduled for Tuesday, December 1 through Monday, December 7, 2020. Work is underway to make it the biggest and best yet! If you are interested in sponsoring a match challenge or a power hour of giving, contact Lauren Parsons at 859.225.3343 or lauren@bgcf.org.



Chris Eddie (far left) and Chuck Creacy (far right) of Smiley Pete Publishing, (from left) Lisa Adkins and Lauren Parsons of Blue Grass Community Foundation and Lexington Mayor Linda Gorton at the GoodGiving Challenge Philanthro-Party kickoff event

REGIONAL INITIATIVE

The Power of Public Art in Clark County

Clark County Community Foundation, in partnership with the Greater Clark Foundation, provided funding for *Of Thee, I Sing*, a contemporary 21-piece public art display featuring Clark County residents. Artist Marjorie Guyon and photographer Patrick J. Mitchell created the pieces to portray the true story of Hannah and her son Daniel, two enslaved persons who lived in Clark County, as written about by Lyndon Comstock in his book *Before Abolition: African-Americans in early Clark County, Kentucky*.

The project soon grew into something much larger: a telling of the story of the American South, with Clark County serving as one microcosm of rural pre-abolition America. The pieces feature Clark County residents of all ages, races and genders to instill empathy

into the hearts of viewers. The artists’ statement further describes the project:

“In these portraits, whiteness, blackness, and color may appear in unusual ways and settle in new places. Patterns illuminate and disguise. A parent proudly protects or fades away, neither thing in the child’s control. How do we shift how we see ourselves in each other? How do we create a place we all can call home?”

Clark County Community Foundation, a geographic component fund of BGCF, and the Greater Clark Foundation held a public opening in October. More than 100 community members attended to view the pieces and listen to Clark County’s first inter-racial choir. The pieces will be transformed



Of Thee I Sing model Ida Steele with artwork featuring her image at the public unveiling in October. Photo by Michael Andrews

into window tapestries and displayed throughout Clark County in 2020.

Learn more about Blue Grass Community Foundation’s network of endowed community funds and how they improve the quality of life across our region. Contact Jane Higgins, director of regional initiatives, at 859.225.3343 or jhiggins@bgcf.org. For Clark County inquiries, contact Halee Cunningham at halee@bgcf.org.

CORPORATE GIVING SOLUTIONS AT BGCF

DO GOOD

Corporate Charitable Funds

Businesses of every size want to give back to their community but often can’t afford to take away from their core mission. This is where Blue Grass Community Foundation comes in. We’re here to help your company develop charitable giving strategies consistent with your corporate values and employee interests. Quite simply: we do the work and your company gets to shine. Our goal throughout is to ensure that your company’s charitable gifts make the strongest impact possible in the communities where you live and work. Below is a list of companies, both local and global, that have established Corporate Charitable Funds at BGCF:

- A Cup of Common Wealth Foundation
- Ballast, Inc. Endowment
- CLARK Scholars Fund
- Clay Ingels Charitable Fund
- Kentucky for Kentucky Charitable Fund
- Lexington Sports and Social Club Charitable Fund
- MacLellan Education Fund
- North Lime Coffee and Donuts Charitable Fund
- QX.Net Foundation
- Tempur Sealy Foundation
- The Bourbon Review Foundation
- The Good Foods Co-Op Charitable Foundation
- Toyota Motor Manufacturing, Kentucky Community Charitable Fund

Corporate Employee Assistance Funds Are Good Business

Corporate Employee Assistance programs provide monetary support to workers experiencing an unforeseen financial hardship. These typically one-time awards can provide enormous relief to an employee who has recently experienced, say, a house fire, funeral, military deployment, or a spouse’s illness.

But employee assistance programs benefit the business that provides them, too. Paybacks include a more positive work environment, higher morale and increased employee retention.

Is it hard to set up an employee assistance program for your business? Not if you work with BGCF.

Your business provides funding and sets guidelines, and BGCF does the rest, from designing the application, reviewing requests, communicating with applicants and paying the award. We’ll also make sure your business receives the maximum in tax benefits for its generosity. There are numerous tax advantages to starting an employee

assistance program—your business can deduct contributions to employee assistance funds, and the employee assistance awards are not counted as taxable income to the employee.

BGCF administers an employee assistance fund for Tempur Sealy, a global company with over 7,100 employees. Since 2017, BGCF has issued awards totaling \$103,850 to 112 Tempur Sealy workers.

“Establishing an employee assistance fund was a top priority for us,” said Debbie Fisher, director of human resources at Tempur Sealy. “And BGCF makes it so easy. It [the fund] allows us to support our employees while keeping our focus on our core business.”

Learn how easy it is to establish a fund for the benefit of your business’ employees by contacting Scott Fitzpatrick, vice president of advancement, at 859.225.3343.

Corporate Scholarship Funds

One simple document is all it takes to create a scholarship fund that will help employees’ children further their education. With guidance from Blue Grass Community Foundation, the company develops the scholarship criteria and then is insulated from decision-making responsibility. BGCF’s Scholarship Committee

reviews applications, and our staff distributes funding and monitors the students’ academic progress.

For more information, call a member of our advancement team at 859.225.3343.

CLARK Scholars Scholarship Provides Students with a Needed Lift

CLARK Material Handling, the international manufacturer of forklifts headquartered in Lexington, has a commitment to giving back to the Lexington community by providing need-based scholarships for Fayette County students. While the children of CLARK Material Handling are eligible to apply, the scholarship is offered to all Fayette County high school seniors. The CLARK Scholars Scholarship provides an award of \$1,000 that is renewable for up to four years of undergraduate study. Since the fund was established in 2015, the scholarship has awarded a total of \$47,000 to 19 deserving students.

“BGCF’s expertise was invaluable and the guidance they gave us helped immensely. Their customized services ranging from advertising, accepting and screening the applications, to choosing the recipients is well worth the investment.” — CLARK Material Handling



The 2019 Clark Scholars Scholarship recipients are (from left) Francisco Beltran (University of Kentucky), Siobhan Johnson (Transylvania University), Camae Mason (Transylvania University), and Kenia Manuel (University of Toledo). Pictured with CLARK President & CEO Dennis J. Lawrence and BGCF Director of Grants & Scholarships Kristen Tidwell.

Blue Grass Community Foundation creates more generous, vibrant and engaged communities, growing charitable giving throughout the Bluegrass and Appalachia Kentucky.



FOR YOUR CALENDAR

On the Table 2020

Save the date for March 25, when CivicLex will host *On the Table*, with support from Blue Grass Community Foundation. This year, the conversation will focus on the changes—both positive and negative—that are taking place in neighborhoods across Lexington. Information from these community-wide conversations will inform a series of place-specific neighborhood reports all across the city. Neighbors and policymakers alike will be able to use these reports to advocate for their communities and make better-informed decisions that impact people across Fayette County. Visit onthetablelex.org to learn how to participate in or host an *On the Table* conversation.

Welcome to the Family!

These new charitable funds were established between October 1 and December 31, 2019. Please join us in welcoming them to our BGCF community of givers.

Big Sandy Diabetes Coalition Endowment
Brewer Family Fund
CKYO MusicWorks Endowment Fund
D & D Grant Fund
DiverCity Lexington Fund
Elliott Family Charitable Fund
FUMC of Cynthiana Scholarships Fund
FUMC of Cynthiana United Preschool Fund
Gabbard Family Foundation
Gan Shalom Preschool Scholarship Fund
Global Adoption, Counseling, Cultural Resources, Inc. Endowment
Invest in Magoffin Fund

Jed and Leah Kerkhoff Family Fund
Jim and Candace Dwyer Charitable Fund
The Justin Eller Memorial Scholarship Fund
KSDAR Endowed Fund for Duncan Tavern Historic Center
Life Plan of Kentucky Endowment Fund
MICA Fund
Outlaw State of Kind Hometown Fund
Roan and Neo Sanders Memorial Fund
William & Annriette Stolte Fund
Woods & Waters Land Trust Endowment

If you would like to create your own charitable giving fund, contact Scott Fitzpatrick, vice president of advancement, at 859.225.3343 or sfitzpatrick@bgcf.org.



3.14 Going Forward Fund: It's Not Just Pi in the Sky!

Recognizing the underrepresentation of women and minorities in STEM (science, technology, engineering and math) fields, an anonymous donor established the 3.14 Going Forward Fund at BGCF to increase opportunities for young women and minority students in Fayette County public schools to



participate in STEM education, as well as in health initiatives.

Since 2018, the fund has awarded more than \$100,000 to Fayette County public middle and high schools for STEM-related projects benefitting girls and minority youth.

Some projects funded during this school year include a robotics course at Frederick Douglass High School designed to engage ninth-grade female and minority students; the STEM SeaPerch Program at Tates Creek Middle School, in which sixth- through eighth-

grade female students will build underwater Remotely Operated Vehicles (ROV); and Lafayette High School's "Girls in Science" afterschool program for ninth- through 12th-grade female students that features female science speakers and lab demonstrations and experiences.

STEAM Academy was also awarded funds to provide low-income female students with the needed fees to participate in STEM competitions, as well as to purchase rowing machines for the women's conditioning class to increase physical activity of young minority women.

To learn how you can support a field of charitable work that you're passionate about by creating a field of interest fund at BGCF, contact a member of our advancement team at 859.225.3343.

Online newsletter:
bgcf.org/BGCFyi