

A PROFILE IN GIVING

Giving is an Outlaw State of Mind for the Stapleton Family

**There's people all across the land
From East Kentucky down to Alabam'
Whole lotta like I am all the time
In an outlaw state of mind**

Kentucky native and one of the country's most respected and beloved musicians, Chris Stapleton has received numerous awards for his work: five Grammys, seven Academy of Country Music awards, 14 Country Music Association awards and five Billboard music awards, just to name a few. His songs appeal to music fans across all genres, and he's worked with performers such as Justin Timberlake, Taylor Swift, P!nk, Bruno Mars and Adele.

But there's a collaboration he holds closer to his heart: his philanthropic endeavors.

Chris and his wife, Morgane, established a charitable fund, Outlaw State of Kind, at Nashville's Community Foundation of Middle Tennessee in 2016, and since the fund's inception, they have distributed over 150 grants to a variety of causes that are close to their hearts. Chris was born in Lexington and raised in Eastern Kentucky, and although he hasn't lived in the commonwealth for 20 years, he's always maintained a close connection to the people and places that shaped his early years. Chris and Morgane's desire to expand their outreach led them to Blue Grass Community Foundation to help facilitate and organize their charitable efforts in Kentucky.

In 2019 Chris and Morgane, along with special guests Willie Nelson, Sheryl Crow and Yola, announced a benefit concert – A Concert for Kentucky – the first concert to be held at University of Kentucky's Kroger Field. The proceeds would go to his newly



established Outlaw State of Kind Hometown Fund at BGCF, with initial grant distributions focusing on support of local and national organizations directly impacting Kentucky, particularly in the areas of music and arts education.

Unfortunately, the COVID-19 pandemic hit Kentucky just before the concert was to take place in April 2020. The concert had to be rescheduled – twice – and is now set for Saturday, April 23. Although the concert plans were on pause, the philanthropic work that brought Chris and Morgane to the Community Foundation has been going at full speed.

In addition to COVID-19, Chris' home state has dealt with several recent challenges and natural disasters, and the Stapletons have been there to help Kentuckians get through the tough times. They joined the Appalachia Rises fundraising efforts and awarded grants

CHRIS STAPLETON: CONCERT FOR KENTUCKY, AN OUTLAW STATE OF KIND BENEFIT

Saturday, April 23
Kroger Field, Lexington
Tickets available on
Ticketmaster.com

to support Appalachian nonprofits impacted by historic flooding. They responded when Western Kentucky was devastated by destructive tornadoes. And they stepped in when the main offices of Big Brothers Big Sisters in Lexington were broken into, donating funds to replace critical computers and equipment and an autographed bottle of E.H. Taylor bourbon to raise additional funds at auction.

The bourbon donation was part of a special collaboration with Buffalo Trace Distillery, with the contents of a hand-picked barrel of E.H. Taylor bourbon specially bottled and autographed by Chris. Initial bottles were auctioned through his Outlaw State of Kind charitable fund to support disaster relief in Texas and Eastern Kentucky. BGCF assisted Chris with distributing nine additional bottles to local nonprofits, and to date, these autographed limited-edition bottles have raised more than \$100,000 for charities in Central and Eastern Kentucky.

**To learn how we can help you give
back and make a meaningful impact
in your hometown, contact BGCF
Director of Community Advancement
Jane Higgins at jhiggins@bgcf.org.**



REMEMBERING JOHN R. HALL

Philanthropist and Friend

Like so many others, we are deeply saddened by the death of John Hall on November 25, 2021. Although well known as the long-time chair and CEO of Ashland Oil Inc., John will also be remembered as a philanthropist whose generosity touched countless lives in our community, region and nation.

John joined BGCF's board of directors in 1997, the same year he retired from Ashland, and served as board chair from 2001 to 2010. After his tenure on the board, he remained integrally involved with BGCF for the rest of his life.

John led BGCF into the new millennium, helping us grow from a small one-person office to a nationally recognized community foundation that to date has awarded over \$138 million in grants for projects that have transformed our region.

"It was John's unshakeable confidence in the importance of our mission that fueled BGCF's substantial growth," said Lisa Adkins, president/CEO of BGCF.

In 2000, in partnership with Knight Foundation, John spearheaded a community-wide matching campaign to establish Blue Grass Community Foundation's first operating endowment. In 2002, under John's leadership, Knight Foundation established a \$5 million donor advised fund at BGCF, which to date has awarded over \$1.6 million in grants for local community projects.

Other BGCF projects under John's guidance include affordable housing in underserved Lexington neighborhoods, investment in local food and health initiatives, the Isaac Murphy Memorial Art Garden and the leverage of \$12 million in funding for the Legacy Trail, a nine-mile walking and biking trail leading from Lexington's urban core in the East End to the Kentucky Horse Park.

In addition to establishing the John and Donna Hall Donor Advised Fund at BGCF, John and his wife, Donna, also an active community volunteer, established a \$365,000 permanent charitable endowment fund to

launch BGCF365, a giving and networking circle designed to engage the next generation of charitable leaders.

John's leadership and generosity reaches far beyond BGCF. He endowed the Donna S. Hall Chair in Breast Cancer Research at the Vanderbilt-Ingram Cancer Center, and he was generous with his time, as well, serving on the boards of KET, Prichard Committee, Lexington Public Library, UK's Markey Cancer Center, Transylvania University, Keeneland, Vanderbilt (his alma mater) and more.

"John Hall was an honorable and generous man," said Madonna Turner, who also served as BGCF board chair. "He was a leader, mentor, friend and always a gentleman. His legacy will live on through his generosity to others."

At BGCF, we will forever be grateful for the leadership, vision and generosity John shared with Blue Grass Community Foundation and so many others.

2021 GOODGIVING CHALLENGE BRIEF

GOODGIVING CHALLENGE

HIGHLIGHTS



\$16,201

Average Raised Per Nonprofit



\$160

Average Gift Size



\$273,607

Most Money Raised In One Hour

ADDITIONAL MATCHING DOLLARS AND PRIZES PROVIDED BY:

- Rubicon Foundation*
- Chris Stapleton's Outlaw State of Kind Fund*
- Edith D. Gardner Charitable Fund*
- Bulleit Family Foundation*
- Evangelos "Angel" Levas Foundation*
- Mason Companies
- Salomon & Company

MAJOR UNDERWRITERS

| | |
|--|-----------|
| Clark County Community Foundation* | \$250,000 |
| Murry Family Foundation | \$100,000 |
| Marksbury Family Foundation* | \$60,000 |
| Blue Grass Community Foundation | \$45,000 |
| Mitchell Family Foundation* | \$25,000 |
| Lewis Bizzack Family Fund* | \$25,000 |
| Thomas R. Bryant Jr. & Betty R. Bryant Fund* | \$25,000 |
| MacAdam Family Foundation* | \$25,000 |
| Knight Foundation DAF* | \$25,000 |
| Hudson-Ellis Fund* | \$20,000 |
| Traditional Bank | \$15,000 |
| THE GROOVALUATION* | \$11,111 |

*at Blue Grass Community Foundation

THE GEOGRAPHY OF GIVING



90

Kentucky counties



47

States and District of Columbia



Canada



Germany



Korea

1/3
OF DONORS
GAVE TO
A NEW
NONPROFIT
FOR THE
FIRST TIME



**TOTAL RAISED
\$2.9 MILLION**

MAKES NEW RECORD!

Our generous community of givers once again rallied in support of local nonprofits during the 11th annual GoodGiving Challenge, raising \$2.9 million and making 2021's weeklong online giving campaign the biggest and best yet!

Created and hosted by Blue Grass Community Foundation and Smiley Pete Publishing, the GoodGiving Challenge connects charitable individuals with local nonprofits by providing matching incentives and a convenient online giving platform at www.BGgives.org.

"At Blue Grass Community Foundation, building greater community generosity is central to what we do," said Lisa Adkins, president/CEO of Blue Grass Community Foundation. "The GoodGiving Challenge shows that people respond enthusiastically when you make giving simple, rewarding and fun."



ELEVEN YEARS AND \$17 MILLION RAISED

Since its inception in 2011, the GoodGiving Challenge has raised \$17 million total for local nonprofits. Last year, the Challenge raised \$2.4 million for 126 local nonprofits through more than 13,700 gifts made. This year's preliminary numbers show a 20% increase in funds raised.

Jeana Klevene
Allegro Dance Project
The outpouring of support during this magical week of giving is life-changing for so many people in our community. The matching funds and contest prizes make it fun and motivating to give. The sense of community really is inspiring!

Mary Cobb
Kentucky Refugee Ministries
My favorite thing about the GoodGiving Challenge is feeling united as a community of nonprofits, donors, philanthropists and supporters.



Abby Farnham Pliszka,
Mission Health Lexington
The GoodGiving Challenge is such a great way to learn more about the many local nonprofits our community is so fortunate to have! Every year I learn about a new nonprofit.



With nonprofits across 14 counties in Central and Appalachia Kentucky participating in the GoodGiving Challenge, there was a cause for everyone to support, from health and human services to education to youth development and more.

"Raising \$2.9 million in seven days was the perfect way to end 2021," said Lauren Parsons, director of strategic initiatives and communications at Blue Grass Community Foundation. "We're thankful for the thousands of givers who rallied in support of these hard-working nonprofits so they can continue providing vital services across our communities."

Town Branch Park, the nonprofit that raised the most funds in the 2021 GoodGiving Challenge, saw it as an opportunity to engage the public.

"It's exciting to participate in the GoodGiving Challenge because it ignites a spirit of giving and creates an opportunity to invest in worthy projects and services," said Allison Lankford, executive director of Town Branch Park. "We appreciate the generosity of all who participated and are grateful to have this platform to reach new donors in such a fun way."



MATCHES AND PRIZES

"The 2021 GoodGiving Challenge featured over \$650,000 in matching prizes that increased gifts by as much as 50 to 100%," continued Lisa. "The Challenge wouldn't have the impact it does without our funding partners, who helped us set new milestones for giving."

Each day of the Challenge offered opportunities to amplify gifts with matches and prizes, thanks to funding partners like the Murry Foundation, which has supported the Challenge for four years. "The Murry Foundation was thrilled to sign on as a match sponsor once again," said Wes Murry, Murry Foundation trustee. "The GoodGiving Challenge is a great opportunity to connect the community with the nonprofits that support all of us."

2022 GOODGIVING CHALLENGE

Registration for the 2022 GoodGiving Challenge, set to launch on Giving Tuesday, November 29, will open on June 1. Area nonprofits can learn



more about the GoodGiving Challenge and how to participate at bgcf.org/good-giving-challenge.



For information about how you can help incentivize giving through sponsorship and/or other funding opportunities, contact BGCF President/CEO Lisa Adkins at ladkins@bgcf.org or 859.225.3343.

I ❤️ GoodGiving





WELCOME TO THE FAMILY!

These new charitable funds were established between January 1 and December 31, 2021. Please join us in welcoming them to our BGCF community of givers!

- 2892 Miles to Go Fund
- Adam Hyatt Outdoor Classroom Fund
- Annette Kelly Charitable Fund
- Appalachia Rises Relief Fund
- AppHarvest Employee Assistance Fund
- AppHarvest Foundation
- Art on the Town
- AVOL – Timothea Branham Memorial Housing Assistance and Development Fund
- Backer Family Foundation
- Bann Yun Charitable Fund
- Bann Yun Lexington Korean Culture Center Fund
- The Barhite Family Fund
- The Bill Arnsperger Memorial Fund
- Bim Group Foundation
- Bodley-Bullock House Endowment Fund
- Bourbon County Park Fund
- Bruce and Mary Stebbins Donor Advised Fund
- Caldwell/Sparks Charitable Fund
- Caldwell/Sparks Foundation
- Carolyn F. Purcell Fund for Lewis Honors College
- Castle & Key Scholarship Fund
- Cathy Ann Vaughan Foundation*
- Central Music Academy Endowment
- Chris and Amanda Beatty Fund
- Clark Coalition Foundation, Inc., Fund
- Curriss Family Endowment Fund
- Cynthiana-Harrison County Chamber Splash Pad Fund
- Dorie and Craig Combs Charitable Fund
- The Dorothy Hillenmeyer Crutcher and Family Fund for STAND
- Ed Brown Society Fund
- El Nispero School Fund
- Enright Charitable Fund
- Evangelos “Angel” Levas Foundation
- Evidence Based Birth Charitable Fund
- Frankfort Parks, Precreation & Historic Sites Endowed Foundation
- Frankfort Parks, Recreation & Historic Sites Foundation

- The Frankfort Tree Planting Project
- Franklin County Trust for Historic Preservation Endowment Portfolio
- Friends of the Lexington Mounted Police Fund
- George F. Johnson, Jr. Scholarship Fund
- Hannah and Fred Anderson Charitable Fund
- Hellebusch Family Charitable Fund
- Hughes-Lily Creek Foundation
- J. Hunter Black Legacy Fund
- Jean H. Johnson Scholarship Fund
- Jennings & Associates Charitable Foundation Fund
- Jim and Candace Dwyer Endowment
- Johnny W. and Betty L. Adams Memorial Scholarship*
- Kandi Harper Fund
- Keep Lexington Beautiful Fund
- Kentucky Natural Lands Trust Endowment Fund
- Kentucky Student Voice Team Fund
- Kids Make It Institute
- Klapper-Goldsmith Foundation
- Lexington Catholic High School Charitable Fund
- Lexington Digital Humanities Project Fund
- The Lexington Theatre Company Endowment
- Lockmasters Tornado Relief Fund
- Lycan Family Charitable Foundation
- Magoffin County Career and Technical Education Building Fund
- The Margaret and Felix Joyner Family Fund
- McGaughey Family Giving Fund
- Murry Foundation Scholarship Fund
- Name'em Foundation Fund

- Nathan Henry Burnett Foundation
 - O’Canna and Tucker Charitable Fund
 - Origins Jazz Series
 - Palmer Family Charitable Fund
 - Parrish Family Charitable Fund
 - Paul & Susan Bachner Endowment Fund
 - Phillip and Evelyn Rogers Charitable Fund
 - R.L. Brown Scholarship Fund
 - Rainbow Fund
 - Raslau Family Charitable Fund
 - Rex Chapman Foundation Relief Fund
 - The Rick and Gina Maynard Charitable Fund
 - Robert Owen Fund
 - Rockcastle Karst Conservancy Legacy Endowment Fund
 - Rose Marie Trust in Thee Jesus Foundation
 - Rubicon.org
 - Schuetz Family Foundation
 - Sean and Monica Cain Foundation*
 - Shaffar Family Charitable Foundation
 - Shaker Village Endowment Fund
 - Shane & Megan Kirby Foundation*
 - Simone and Arthur Salomon Designated Fund
 - Spencer-Ray Foundation
 - Susan Spires Endowment Fund
 - Tim and Toni Jones Charitable Fund
 - Tipton Family Foundation*
 - UpLift KY 2021 Fund
 - Walker Family Foundation
 - William & Joan Hoskins Charitable Giving Fund
- * Legacy Fund



I ♥ MY COMMUNITY AND WANT TO GIVE TO THE FOLLOWING COMMUNITY ENDOWMENT FUND:

- Clark Fayette Franklin Harrison Madison Magoffin Morgan Rowan Woodford
- Enclosed is my gift of \$_____
- I commit to give \$_____ each year for the next five years.
- I would like to make my gift after July 1, to earn Endow Kentucky Tax Credits. (We will contact you with instructions.)
- I would like to learn more about making my gift using stocks/other appreciated assets.
- I am interested in making a gift through my estate.

Name _____

Address _____

City, State, Zip _____ () _____

Email Address _____ Phone Number _____



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



Contact BGCF Director of Community Advancement Jane Higgins at 859.225.3343 or jhiggins@bgcf.org

499 East High Street • Suite 112 • Lexington, KY 40507 / 859.225.3343 / bgcf.org



HOMETOWN LEGACY

MAGOFFIN COUNTY COMMUNITY FOUNDATION

It All Started With Three Sheets of Paper

—Scotty Patrick, Chair



I grew up in Magoffin County and learned a lot in my early years there. My teachers taught us the three Rs and the importance of respecting each other. My education extended beyond the classroom as I realized how those around me helped me. From picking me up when I failed to taking me to places where I learned new things and met new friends, so many in Magoffin County were instrumental to my learning experience as a youngster. I am forever grateful to them.

Fast forward to 2000 when I pondered what to do after retiring from Ashland, Inc., where I'd worked for 40 years. My home county in Kentucky seemed like a good place to start.

Even though I have not lived in Magoffin County for many years, I returned often to visit family and friends, roam the beautiful rolling hills and serve on the local bank board. During these trips, I learned about the community projects that Magoffin residents wanted to pursue but struggled to find the funds to complete. I thought I could be a catalyst to help them and use this opportunity to repay my hometown community.

After talking with many local people, we decided to form a community charitable foundation. However, we soon learned that what seemed easy to imagine was not easy to make a reality. Creating our own charitable

organization was going to be complicated due to the legal, administrative and financial requirements. Fortunately, we approached Blue Grass Community Foundation, and they quickly offered to lighten our load. Joining Blue Grass Community Foundation as a community affiliate would allow our local organization to focus on putting the programs together for the Magoffin County community. Thus, a simple agreement on "three sheets of paper" was signed, and we were in business.

Looking back, what have we accomplished these past 20 years?

For starters, 195 Magoffin County high school seniors have received scholarship assistance in attending a college of their choice.

Dozens of local nonprofits have raised \$1,324,000 through participation in our annual Community Day fundraiser. Hundreds of people volunteer for the event each year, and we partner with the local high school so students can participate in Community Day and learn about philanthropy.

And, our community foundation has made numerous grants to support specific projects to benefit our community, such as Meals on Wheels and drug avoidance efforts.

This year, we embark on our most ambitious effort: the construction of a new career center at the local high school, through a personal donation of \$5 million. More about this exciting project will be shared as it progresses.

The motto of the Magoffin County Community Foundation is "Neighbors Helping Neighbors." Just think what thousands of hours of local neighbor volunteer efforts and "three sheets of paper" have accomplished.

And we are not done yet!

Whether you can give \$5, \$50,000 or \$5 million, BGCF is here to make



giving back to the community you love easy and rewarding!

Visit bgcf.org/community-funds to learn more.



Why We Give!

Jim and Jan Barnes

“Jan and I love Richmond and Madison County and want to give back to our community. Our fund at Blue Grass Community Foundation makes giving to the Madison County Community Fund and other local charities easy and rewarding. Through our legacy fund, the organizations we love will have additional income for future years, and we are confident this will help our community be a better place to live and learn.”

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



INSIDE

- Chris Stapleton Concert **1**
- Remembering John Hall **2**
- On The Table **3**
- An Evening With Heather McGhee **3**
- GoodGiving Challenge **4**
- Welcome to the Family **6**
- Hometown Legacy **7**

BGCFyi Editor: Lauren Parsons
BGCFyi Staff Writer: Barbara A. Fischer



Online newsletter:
bgcf.org/BGCFyi



LISTEN: BGCF PODCAST!

On December 10, 2021, tornados ripped a 200-mile path of destruction through the Community Foundation of West Kentucky's region, and life for them hasn't been the same since.

Kaeton Crosby, BGCF communications associate and host of the Do Good Radio Hour, spoke with Community Foundation of West Kentucky's CEO Tony Watkins about the devastation the tornados left behind and how the Community Foundation of West Kentucky is helping its communities rebuild. Here is a snippet of their conversation:

FROM LISA ADKINS

Our President's Letter

This spring issue of BGCFyi, our first of 2022, is the perfect opportunity to look back as well as forward. 2021 was a challenging year, but also one of great generosity. BGCG aggregate grantmaking now totals more than \$138 million; we helped individuals and organizations establish 93 new charitable funds; and the GoodGiving Challenge raised 20% more than in 2020!

April is blooming with activity, so mark your calendar now for three very special events. BGCF fundholder (and country music superstar) Chris Stapleton performs and hosts a benefit concert at UK's Kroger Field on Saturday, April 23. BGCF will be hosting an On the Table breakfast conversation for fundholders and friends on Wednesday, April 13. And, we hope you will join us for a very special evening on April 28, as we bring Heather McGhee, author of *The Sum of Us*, to Lexington for a public key note address and conversation on how greater racial equity benefits all of us.

Wishing you a spring filled with good health, happiness and generosity,

Lisa Ashner Adkins, J.D.
President/CEO



Tony Watkins: Because of our reach and our understanding of the different communities affected, it was a natural fit for us to take the lead in the relief efforts. We work with many different local, regional and national entities, and we're very good at connecting the dots, so we can move rapidly to help make things happen.

For example, we visited the town of Fulton and saw that it was completely destroyed. The biggest immediate need was for temporary housing, so we called in a partner to provide fully furnished shipping container houses for residents who lost their homes – many of whom were teachers. Providing shelter for teachers was a top priority to keep teachers in the community and thus keep schools open.

Rebuilding these communities will be a long-term endeavor, and we'll continue to raise money and work with these people for as long as it takes. If you're looking to help tornado

relief efforts, you can trust the Community Foundation of West Kentucky to act as a steward for your charitable dollars to get the funds to the organizations and people who need the most aid.

Community foundations are appropriately named. We're here for the community. We're here to love humankind.

It's been amazing to watch people from across the United States pull together and help each other. That's what philanthropy is all about.



TAKE A PIC!

To learn more about the Community Foundation of West Kentucky and support its Tornado Relief Fund, visit cfwestky.org.
To hear Kaeton's full interview with Tony, scan the QR code and stream Do Good Radio on Apple Podcasts.

