

# QUARTERLY NEWSLETTER FOR FUNDHOLDERS

SUMMER 2019



*W*hat a great time this is for our community!

Signs of redevelopment, investment and progress are everywhere. For all of our existence and to this day, The Community Foundation has been committed to supporting nonprofits who are making a difference in the community. It is this same commitment that has led us on a path as a leader in larger projects and initiatives that will shape a brighter future for all. Some of these projects are high-profile, while many of our other strategic engagement and community investments continue without fanfare.

It's no secret that our community has faced economic and other challenges for decades. Less well-known are many significant recent developments and positive steps taken by those who believe in our collective future; many of these forward-looking folks are our partners and donors.

In this issue, we feature Earle C. Reed, founding father of the internationally renowned Boilermaker Road Race, and the Stanley Center for the Arts, regional gem and national historical treasure. Countless runners and distance-racing fans know about Earle's role in establishing a race that has become a landmark celebration of achievement and civic pride, but many of them would also be pleased to learn how he has given back to the community he loves. And generations of Stanley patrons have known and enjoyed the venerable theater, an institution that continues to flourish thanks to support from Community Foundation fundholders and donors. I hope you enjoy these profiles highlighting the great people, familiar places and opportunities that, collectively, make up this place that we call home.

On behalf of The Community Foundation staff and Board of Trustees, and the communities we serve, I thank you for all your support.

**Dave Manzelmann**

*Chair, Community Foundation Board of Trustees*

# STANLEY CENTER FOR THE ARTS

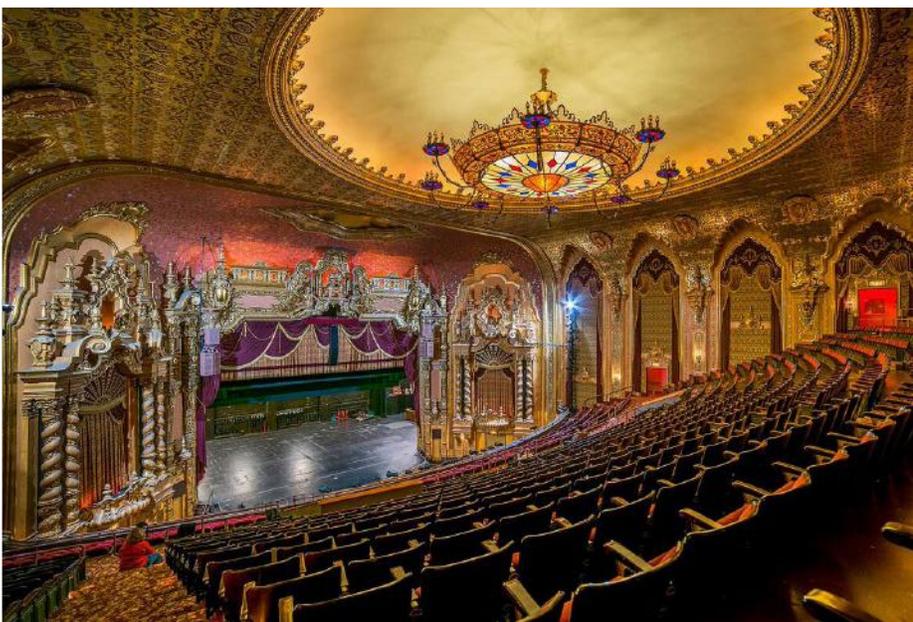
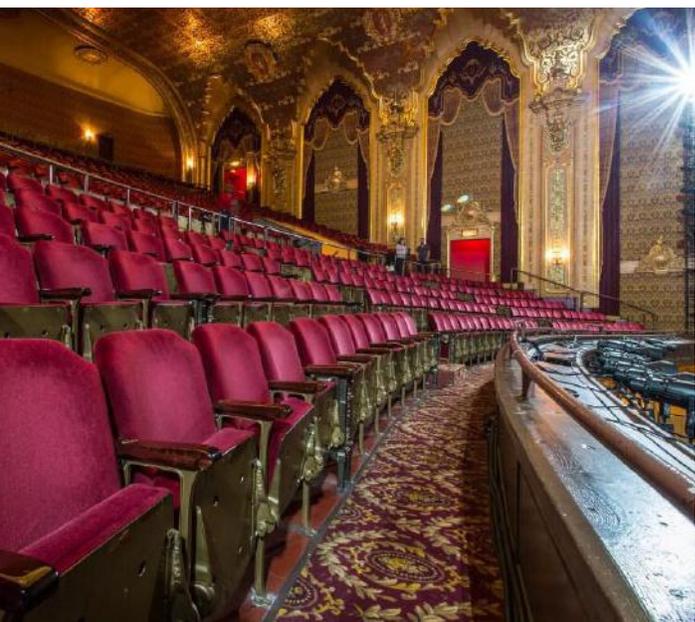
Before TV and the internet, an evening's entertainment often meant heading to a local theater for a movie or live performance. While many of these theaters are long gone, one has stood the test of time, offering diverse events for concertgoers, passionate foodies, and musical theatre lovers alike.

Stanley Center for the Arts—known to many as the Stanley theater—is a historical treasure that has provided entertainment to Central New York for more than 90 years. The iconic theater, located in the heart of Downtown Utica on Genesee Street, is a familiar sight for many residents and serves as a prominent tourist attraction for visitors amazed by its architectural beauty.

Built in the late 1920s, the 2,963-seat Stanley was designed by Thomas Lamb, one of the foremost 20th century designers of theaters and cinemas whose works included many other so-called “movie palaces” of the late silent and early sound film era. In fact, the Stanley is one of just a few such palaces left in the country today—a big feather in the cap for Utica, as many hundreds of similar grand theaters nationwide fell to the wrecking ball over the decades. Even more interesting, the Stanley is one of a handful of remaining Lamb-designed theaters in North America.

Since its September 10, 1928, opening night offering—a silent film titled “Ramona”—the Stanley has been the region's premier entertainment showplace. Over time, it has evolved, hosting more diverse forms of entertainment to meet audiences' changing tastes. Well-known entertainers of every era have played at the Stanley: the Dorsey brothers, Artie Shaw, Isaac Stern, Yitzhak Perlman, Yo-Yo Ma, Ray Charles, Johnny Cash, James Taylor, Diana Ross, Aretha Franklin, B.B. King, George Carlin, Jerry Seinfeld—the list goes on. Since a \$20 million expansion of its stage and support facilities in 2006, the venue is now home to more Broadway “tech shows” and productions, plus an array of concerts and community events that feature one of Utica's most beloved assets: food. The Stanley has also broadened its services to accommodate corporate meetings and special events. As versatile as the entertainment industry has become, the theater has embraced it and more, providing the community with a little something for everyone.

“She [The Stanley] really is part of the fabric of Utica. I look at her and Saranac, and I'm not sure that there's any other entities that make you think of 'old Utica' that are still around, at least for entertainment,” says Stanley Executive Director Lisa Wilsey. “We just want to see the theater open more, and for everyone to experience this beautiful landmark. We're really trying to stretch her brand out a little bit, bringing talent to the area that doesn't normally come here. It's good for the city.”





In 2018, with support from The Community Foundation, the Stanley installed 12 new backstage “line sets”—the heart of a theater’s rigging system that enables a crew to move lights, scenery and more during a production.

“The additional line sets will help us market the venue differently, we can attract more interesting talent to the building that needs those extra lines in order to perform,” Wilsey says. “Now, we have what they need to come here for their production.”

As a way to engage the youth population with art and entertainment, the Stanley has plans to expand its resources to offer educational programs. The first leg of the program will recruit college-age summer volunteers whose work will earn academic credit. The second component will begin with workshops where participants can develop their artistic and performing arts skills with tutorials on tasks such as playwriting, theatrical makeup, making a wig and much more. The hope is that these programs will grow over time into a “Stanley Performing Arts Academy” of sorts, engaging active participants every year.

Recently, the Stanley has been working to find new ways to enhance the overall theater experience for patrons. Adding food service on event nights is underway, with local vendors participating. Another enhancement will arrange staff escorts for event attendees with an impairment, from curbside arrival to their seat. In addition, the theater is refreshing its membership packages to include new assets and, as always, pulling in lots of new, diverse talent and shows.

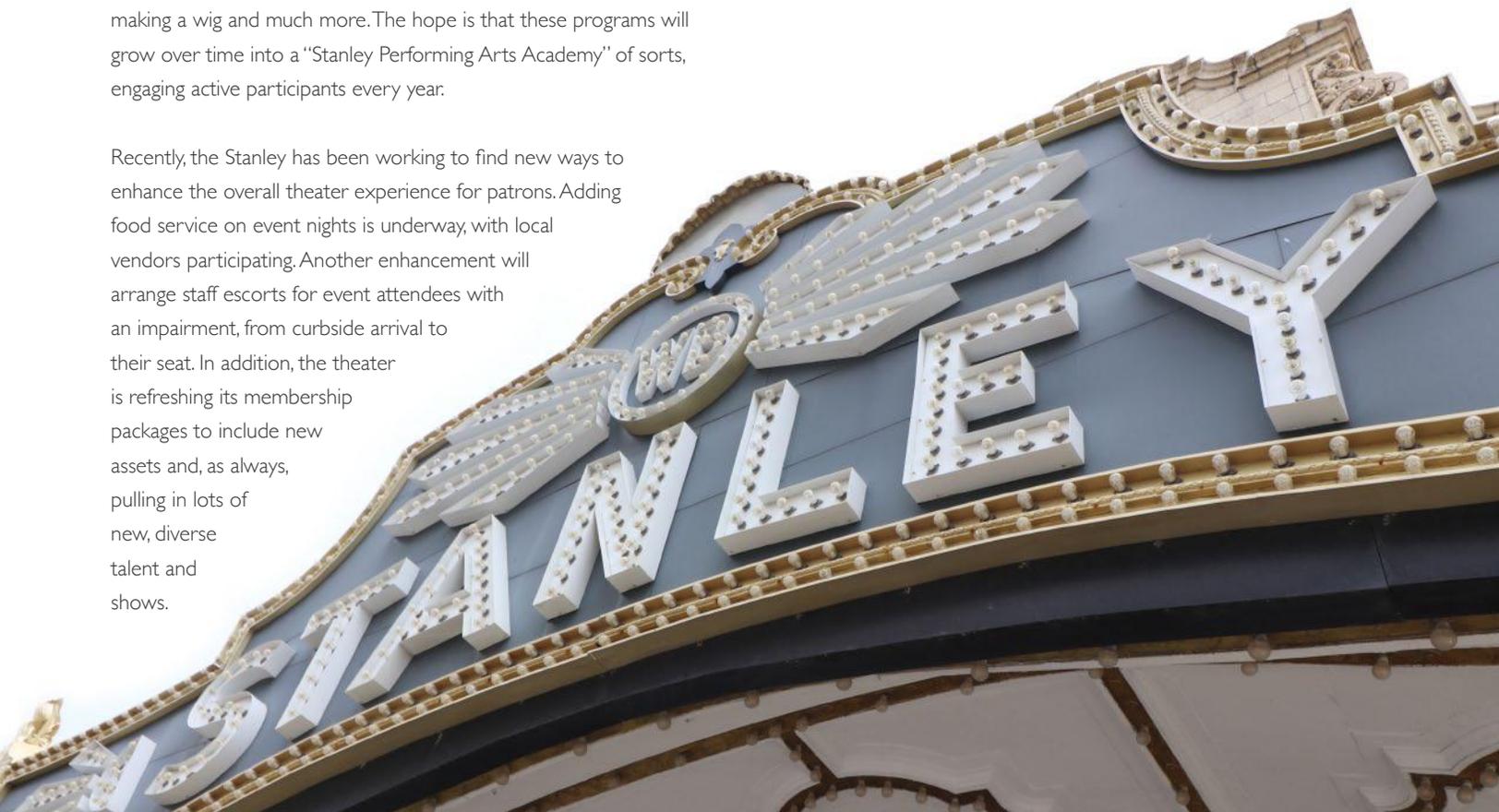
“When we aren’t seeing a particular entertainment genre on the calendar, we go out of our way to find it,” says Wilsey. “It’s a little bit of a dance, but when it clicks, it’s very exciting.”

As with any property of its age and size, the Stanley’s upkeep is a major priority. Since the 1970s, thanks to generous donors, The Community Foundation has granted the Stanley more than \$890,000—much of which has been used for repairs and upgrades to the building itself.

“The support that we have received for the needs of the actual building continues to make it a safe and comfortable place to hold events,” said Wilsey. “It has helped us preserve not only the historic value of the property, but also its architectural stability. There’s that piece that you don’t see as a patron that The Community Foundation and its donors helps us to maintain.”

Like its legacy, the Stanley is here to stay. Its timeless charm and classical history, innate to Utica’s identity, are traits that never go out of style.

Through educational efforts, new and exciting events, and continual improvements, the Stanley is growing to entertain a whole new generation—all while preserving its foundational history. Surely a testament to Utica’s past and bright future, the Stanley will continue to come up with innovative ways to entertain the masses from Central New York and beyond. Make no mistake, Utica is growing—and the Stanley Center for the Arts is thriving right along with it.





# Meet OUR SPONSORS

Last year, The Community Foundation took a chance on a new idea—its first-ever Community Choice Awards, a community-driven grantmaking contest to benefit local nonprofits. What began with a vision for a “prize patrol” style event led to community-wide participation with meaningful impact. The Community Choice Awards (CCA) laid the groundwork to generate greater awareness of critical work performed by local nonprofits, to educate community members on the grantmaking process and its positive impact on the greater community, and to engage Community Foundation fundholders in new and meaningful ways.

Now in its second year, CCA features the following eight categories to help local nonprofits with community projects: animal welfare, arts & culture, copper city (to benefit projects in the City of Rome), education, health & wellness, human services, seniors, and sports & recreation.

The Community Foundation teamed up with donor-advised funds and the Rome Community Foundation to serve as category sponsors and award a \$10,000 prize to the winner of each category. Public voting will take place online at [ccawards.org](http://ccawards.org) beginning on Thursday, August 15, and will close on Saturday, August 31.

After the votes are tallied and the eight grand-prize winners have been chosen by the community, one of the remaining 16 finalists will be selected to receive a \$5,000 Board Recognition Award given by The Community Foundation Board of Trustees.

Through the generosity of our partners and donors, a total of \$85,000 will be awarded through this year's CCA grantmaking program.

Read on to learn more about the 2019 category sponsors.

## ALL IN FOR VIN MEMORIAL FUND



**Sports & Recreation Category**

The All In For Vin Memorial Fund was created in 2018 by the Maugeri family in memory of Vincent “Vinny” Maugeri. The fund seeks to support youth-based causes that were important to Vinny, allowing his spirit to live on. Funds are raised through an annual event as well community donations. Grants awarded reflect Vincent’s kind heart, willingness to help and his love for athletics.

**Category Finalists:** *Rising Stars Soccer Club of CNY, The Kelberman Center, The Root Farm*

## BULL FAMILY FUND



**Arts & Culture Category**

The Bull Family Fund is one of The Community Foundation's most active donor-advised funds, having awarded more than \$291,000 in grants to nonprofit organizations and programs in both Herkimer and Oneida counties. Since 2001, the fund has made 50 grants to benefit a diverse group of programs and organizations that work to address a broad spectrum of community needs in education, healthcare, arts and human services.

**Category Finalists:** *Broadway Theatre League, Upstate Cerebral Palsy, Uptown Theatre for Creative Arts*



**Health & Wellness Category**

## DAVID & JANET GRIFFITH FAMILY FUND

Established in 2008, the David & Janet Griffith Family Fund has awarded more than \$600,000 in grants to community organizations. The Griffiths' community generosity goes beyond grantmaking; both David and Janet have been involved with many organizations throughout the years and are among The Community Foundation's most dedicated supporters.

*Category Finalists: Central New York Conservancy, Charles T. Sitrin Health Care Center, Presbyterian Homes Foundation*



**Seniors Category**

## MELE FAMILY FUND

Since 2009, the Mele Family Fund has awarded nearly \$2.8 million in grants to nonprofit organizations that enrich the community in strategic and significant ways. Known for their stewardship and community engagement, the Mele family is passionate about supporting projects and programs that focus on creating long-term impact in areas of education and health.

*Category Finalists: Abraham House, Central New York Health Home Network, Resource Center for Independent Living*



**Education Category**

## M&T BANK / PARTNERS TRUST BANK CHARITABLE FUND

The M&T Bank/Partners Trust Bank Charitable Fund (MTPT) recently celebrated its 10th anniversary and has awarded more than 185 grants to support a variety of organizations throughout Herkimer and Oneida counties. Over the years, many of these grants have focused on projects and programs that empower youth through education. The MTPT Fund has invested nearly \$2.8 million through its community grantmaking efforts.

*Category Finalists: Center for Family Life and Recovery, Empowered Pathways, Mohawk Valley Jr. Frontiers*



### Copper City Category

## ROME COMMUNITY FOUNDATION

Celebrating its 20th anniversary this year, the Rome Community Foundation provides financial resources that enrich the Rome area community today and for generations to come. To commemorate this milestone, the organization is sponsoring the Copper City category to benefit nonprofit organizations located in the City of Rome.

*Category Finalists: Copper City Community Connection, Project Fibonacci Foundation, Rome Art and Community Center*



### Human Services Category

## RONALD & SHEILA CUCCARO FAMILY FUND

Ron and Sheila Cuccaro established their fund in 2006 and in the years since have granted more than \$135,000 to dozens of local nonprofit organizations and programs. Through the fund, the Cuccaros focus their grantmaking in support of human service organizations and programs that help individuals struggling to meet basic needs.

*Category Finalists: Hope House, ICAN, Rescue Mission of Utica*



### Animal Welfare Category

## STAFFWORKS FUND

The Staffworks Fund was established by Anita A. Vitullo in 2006 to support programs and services related to domestic animal welfare. Since 2009, more than \$2.1 million in grants has been awarded to community nonprofits, including more than a dozen animal welfare organizations across the region. In 2018, the fund surpassed the \$10 million mark, becoming the first fund of this size at The Community Foundation with a living fundholder.

*Category Finalists: 4PetSake Food Pantry, Herkimer County Humane Society, Stevens-Swan Humane Society*



## BOARD RECOGNITION AWARD

Once the award winners are selected, a \$5,000 prize will be awarded to one of the remaining finalists by The Community Foundation's Board of Trustees to recognize the organization's hard work and its valuable project.

*The Community Choice Awards program is made possible through the generous support of The Community Foundation's Corporate Partners: Bank of America, Bank of Utica, Casa Imports, Hale Transportation, Mohawk Valley EDGE, National Grid, Save of the Day Foundation, and WKTV NewsChannel 2.*

# EARLE C. *Reed*



The diverse and distinctive culture of Utica is enriched by many traditions that possess their own legacy. The Boilermaker Road Race, a signature event for the Mohawk Valley and the international running community, is a perfect example. From the Boilermaker's modest early days more than 40 years ago through decades of tremendous growth, the man behind it all was Earle C. Reed, community supporter and Boilermaker founding father. His passion to motivate others shines through when in his presence, and his love for the place that he calls home is undeniable.

Reed grew up in Dunkirk in Western New York and moved to New Hartford as a teenager so that his father could run the family business, Utica Radiator Corporation, which later became Utica Boilers and eventually ECR International. After high school, he attended Boston University and returned to Utica after graduating, to help run the heating products manufacturing company where he later served as president until his 2003 retirement.

The idea to start a community race came about in 1978 to celebrate the 50th anniversary of Utica Boilers and to express gratitude for the supportive community that helped the company thrive. Reed convinced his father, Bob Reed, then president of the company, to underwrite a 15K road race with a starting line at Utica Boilers and a finish line at F.X. Matt Brewing Company, the other original corporate supporter.

"The idea of the 15K was to have people try, train for the race and put some hard work into it," said

Reed. "I wanted people to run this race and say that they're proud of themselves and that they're going to come back and do it again next year. That's the whole reason for the Boilermaker Road Race."

Anybody who has participated in the Boilermaker will tell you: it has a certain quality that makes it special—and runners from all over the world agree there is no 15K quite like it. For area residents, it might be the familiar faces along the course, or the sheer fun and excitement of the event. For many reasons, the Boilermaker has become more than just a race. Forty-plus races later, it's an annual reunion, city-wide party and Utica showcase all in one weekend—overflowing with a love of community.

Since his retirement from ECR and from the Boilermaker directorship, Reed has had more time to spend with his grandchildren, and he frequents Florida in the winter, but he's still involved in the Boilermaker's operation. And, chances are, you'll still see his face in the crowd cheering on the runners as he has for years.

"I've been to every race since it was started," says Reed, who served as race director for more than 20 years. "Now, I stay more on the sidelines, but I'm still there at four o'clock in the morning on race day to watch things pull together."

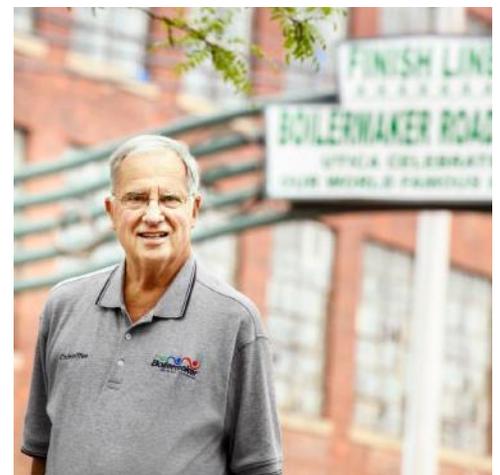
Reed's love of community is bigger than the Boilermaker and the family business. Long committed to giving back, he has served on many local boards and committees, including The Community Foundation, where he established the Earle C. Reed Fund in

2006. The fund has awarded more than \$30,000 to 17 community organizations, including the Stanley Center for the Arts and Munson-Williams-Proctor Arts Institute. Utica Boilers also established a fund at The Community Foundation in 1986, which was later renamed the Robert and Grace Reed Memorial Scholarship Fund; Earle oversees both funds.

"My mother and father were always doing volunteer work," said Reed. "I learned from my parents that you need to give back to your local community in whatever way you can."

The scholarship fund has awarded almost \$90,000, making higher education an attainable goal for many students in the community. Reed says he's proud of both funds' growth and impact, and he's pleased that he's been able to give back to the community in meaningful ways.

"It's a fundamental responsibility—and a privilege."



# INVEST IN YOUR *Community*

MAKE A GIFT THAT WILL FIT YOUR PHILANTHROPIC GOALS AND BENEFIT THE COMMUNITY FOR YEARS TO COME.

## HOW TO GIVE



**ONLINE**

[foundationhoc.org](http://foundationhoc.org)



**MAIL**

2608 Genesee Street | Utica, NY 13502



**PHONE**

315.735.8212

## WAYS TO GIVE



**MAKE A GIFT**

Cash  
Real Estate  
Stocks & Securities



**CREATE A FUND**

Donor-Advised  
Scholarship  
Field-of-Interest



**PLAN YOUR LEGACY**

Bequests  
Future Fund  
Life Insurance



**GENERATE AN INCOME**

Retirement Plans  
Charitable Gift Annuity  
Charitable Remainder Trust

A copy of our most recently filed financial report is available from the Charities Registry on the New York State Attorney General's website ([www.charitiesnys.com](http://www.charitiesnys.com)) or, upon request, by contacting the New York State Attorney General, Charities Bureau, 28 Liberty Street, New York, NY 10005, or The Community Foundation of Herkimer & Oneida Counties, 2608 Genesee Street, Utica, NY 13502. You also may obtain information on charitable organizations from the New York State Office of the Attorney General at [www.charitiesnys.com](http://www.charitiesnys.com) or 212.416.8401.

**INTERESTED IN  
LEARNING MORE?  
CONTACT OUR TEAM >**

**NICK GRIMMER**  
Director of Giving Strategies  
[ngrimmer@foundationhoc.org](mailto:ngrimmer@foundationhoc.org)  
315.731.3737

**LINDSEY COSTELLO**  
Donor Relations Manager  
[lcostello@foundationhoc.org](mailto:lcostello@foundationhoc.org)  
315.731.3726



## FOLLOW-UP *feature*



In November 2018, Arc Herkimer was awarded a \$10,000 grant from the Bull Family Fund to support musical performances at Arc Park's summer concert series. On Wednesday, June 26, the park hosted its first concert in the series with nearly 100 in attendance to see the band Last Left perform. Concerts are free, open to the public and will take place on Wednesday nights throughout the summer. Area residents and families can also enjoy a concession stand and a playground that welcomes people of all abilities.