In January, The Foundation partnered with several committed community organizations to create a solution around inadequate access to school readiness programs.

To address this critical need, donor advisors Utica National Group Foundation, passionate about families and children, invested $100,000 from their fund at The Foundation for the startup of a drop-in center at Johnson Park Center. The program focuses specifically on preparing pre-school age children for kindergarten.

Utica National was interested in challenging alarming statistics that showed children who do not have access to kindergarten preparation — whether because of poverty, inadequate resources or parental guidance — have a significantly higher rate of failing the third grade math and English exams. These exams are directly correlated to overall academic failure or success. (See chart below for our area’s statistics.)

HERE’S HOW OUR TWO COUNTIES’ THIRD GRADERS STACKED UP IN 2014

<table>
<thead>
<tr>
<th></th>
<th>Herkimer County</th>
<th>Oneida County</th>
<th>New York State</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Who Passed English Exam</td>
<td>21%</td>
<td>24%</td>
<td>33%</td>
</tr>
<tr>
<td>% Who Passed Math Exam</td>
<td>39%</td>
<td>39%</td>
<td>44%</td>
</tr>
</tbody>
</table>

Source: hocindicators.org

Continued on page 3…
THANK YOU TO OUTGOING BOARD MEMBERS

It is with sincere thanks and appreciation that we recognize Lauren Bull and Richard Callahan for their dedicated service to The Foundation’s board and our community. Many thanks to Keith Fenstemacher for his dedicated service as immediate past chair and continued service to the board.

A NOTE FROM THE PRESIDENT

Over the past nine months, I’ve had the honor of leading The Foundation. Each day, I’ve seen, heard and felt the impact this organization has made for more than 60 years. I’ve been struck by the formidable strength of the partnerships built, the impassioned generosity of loyal donors and community-changing impact made within Herkimer and Oneida counties.

It’s because of this foundation of inspired innovation, partnership, investment and impact that I know we are best positioned to lead our community through the next phase of its rising.

From a growing staff, engaged board and a meaningful presence in our community, we’re building the resources needed to move to the next level of impact. Thoughout this newsletter, you’ll see the strength of new partnerships and new investments. You’ll see the power of collaboration and change. I hope you’ll see what I see — how, together, we can make lasting impact in Herkimer and Oneida counties. Join us today.

Contact Alicia Dicks at adicks@foundationhoc.org.

NEW INITIATIVE BUILDS COMMUNITY IN A WHOLE NEW WAY

WHAT THE MOHAWK VALLEY IS SAYING

“Our greatest opportunity is that our ATTITUDE is the most important element. And, we can both control it and enact it instantly. Nothing of much substance is holding us back except ourselves.”

— Rick Short, Marcom Director, INDIUM Corp.

The Foundation currently is partnering with local and regional community members for a once-in-a-lifetime opportunity to win $500 million for the Mohawk Valley.

This innovative project, MV500, represents comprehensive, coordinated strategy to create the Mohawk Valley’s entry in Governor Andrew Cuomo’s $1.5 billion Upstate New York Economic Revitalization Competition. The governor’s initiative will award $500 million each to three regions that create winning economic development plans.

Have something to say? Join the conversation.

Facebook MV500  Twitter@MohawkValley500  MV500.com/survey
A dedicated volunteer team from our six-county region (including some Foundation staff) is working to engage the people in Fulton, Herkimer, Montgomery, Oneida, Otsego and Schoharie counties to ensure the proposed initiative builds a meaningful economic vision for the Mohawk Valley. Hundreds of our community members have united and have already shared their voices through interviews, focus groups, an online survey (www.mv500.org/survey), social media and town hall meetings.

Thanks to your voices from across the Mohawk Valley, MV500 volunteers have developed an innovative, unified plan that will be submitted to the state on Oct. 5.

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**INVESTING IN SCHOOL READINESS**
Continued from Page 1

Since January, the partnership has successfully provided individual tutoring, classroom instruction and home visits to 50 children through the Johnson Park Center. With access to these critical services plus up-to-date technology, we’re changing the futures for children like 5-year-old Marcus*. Before entering the program, Marcus’ violent outbursts had resulted in several suspensions. Teachers at Head, Hand & Heart Family Enrichment Program advocated to create an academic plan and other support that has led to a transformation for Marcus. His outbursts have disappeared, and his interest in learning has become his focus.

If you would like to support local youths like Marcus and community-changing projects, contact Lindsey Costello at 731-3726 or email her at lcostello@foundationhoc.org.

See other community investment highlights for this year on page 10.

**PARTNERS:**
- Utica National Group Foundation
- Oneida Square Project
- SUNY Poly
- Hamilton College
- Utica College
- Literacy Coalition
- Martin Luther King School

*Name has been changed.*
About Marinelli

- Co-founder of the world-renowned Carnegie Mellon Entertainment Technology Center, a joint initiative between the School of Computer Science and the College of Fine Arts, specializing in all manner of digital arts and entertainment.

- Vice president of Vissman Management, a merger, acquisition and venture capital firm in Pittsburgh.

- Former tenured professor of Drama and Arts Management at Carnegie Mellon University.

- Author of “The Comet and the Tornado,” which recounts Marinelli’s experience of creating the ETC with Randy Pausch, author of the famous “The Last Lecture.”

- Integral in creating the Carnegie Mellon University’s master’s program in arts management, master’s in fine arts in acting with the Moscow Art Theatre School in Russia and the master’s of entertainment technology.

- Adjunct professor at Duquesne University in Pittsburgh and Arizona State University in Tempe, Ariz.

After four incredibly successful years of speakers, The Foundation’s Corporate Partners-sponsored Speaker Series will continue Oct. 15 with Dr. Don Marinelli, co-founder of the world-renowned Carnegie Mellon Entertainment Technology Center and vice president of Vissman Management, a merger, acquisition and venture capital firm.

In July, Marinelli spent three days in our community. He saw a region poised to welcome new technology that’s brimming with innovative entrepreneurs, arts, culture and economic opportunity.

“I see so many similarities between Pittsburgh and Utica, and now that I’ve gotten to know the people here, I am committed more than ever to seeing this great region become even greater,” said Marinelli, a key figure in facilitating Steel City’s revitalization.

He’ll share his big ideas for brightening the bright spots and eliminating the challenges. And then, for the first time in Speaker Series history, we’ll announce a life-changing opportunity that could make your big idea into a big reality.

Save the date now.

You can’t afford to miss this.

Thursday, Oct. 15 | 5 p.m. | Stanley Center for the Arts, Utica

Thanks to the generosity of our Corporate Partners for making this exciting program possible.

Visit www.BigIdeas2015.com to reserve your free ticket and learn more about this life-changing opportunity.

FOUNDATION INVESTS STAFF, FUNDS FOR REGIONAL COLLABORATION FOCUSED ON HOUSING

Foundation support came in various forms to help support the successful planning of The Strengthening Cities, Communities and Homes Regional Summit that attracted nearly 400 people from all over the region to the city of Utica.

The summit, which focused on housing and development, brought together federal, state and municipal leaders to share thoughts, ideas, solutions and challenges around strengthening our communities through housing and community development.

The summit was created thanks to a partnership that included the City of Utica, U.S. Department of Housing and Urban Development, the Greater Utica Chamber of Commerce and various community sponsors, including The Foundation. The Foundation supported the event financially and through staff members’ time and talent.

“Our participation in this important summit not only shows how The Foundation can be a financial partner, but how we can provide equally impactful resources, such as staff time and talent,” Dicks said.

Marketing and Communications Officer Cassandra Baber and Program Officer Laura Cohen chaired event committees while President and CEO Alicia Dicks presented at the summit.

REGIONAL PRAISE

“I just wanted to reach out and say how all of us from Syracuse had a great time at this conference. We couldn’t believe how hospitable the city was from the free parking at the hotel to the police shuttle. The police shuttle actually took us to Joey’s Restaurant and brought us back to the hotel! The officer was so nice! What a great idea to give us a $10 voucher for lunch and use it to stimulate the local economy . . . . The woman I was driving with said she was so impressed that she’ll definitely be back to go to visit.”

— Summit attendee, from Syracuse

PROUDLY ANNOUNCING 2015-2016 BOARD MEMBERS

It’s with great appreciation that we announce The Foundation’s 2015-2016 Board of Trustees. These dedicated partners truly make innovation, partnership, investment and impact possible in our two-county region.

Ronald Cuccaro, Chair
Eve Van de Wal, Chair-Elect
Judith V. Sweet, Secretary-Treasurer

Mary Lyons Bradley
Linda Cohen
Burt Danovitz, PhD
Keith Fenstemacher
L. Michael Fitzgerald
Lisa Lovett
David Manzelmann
Greg McLean
Susan G. Matt
Mary F. Morse
Richard C. Tantillo
Rev. Robert G. Umidi
Randall J. VanWagoner, PhD
Bonnie Woods
NEW SPACE GROWS, BUSTLES WITH INNOVATION AND PARTNERSHIP

It’s been eight months since The Foundation relocated to its space at 2608 Genesee St., Utica. Staff members Gilles Lauzon and Denise Salvatore led the seamless transition. The community space already has been used by various nonprofit partners for meetings, workshops, small events and even our own annual event. As we grow, so will the activity in our building, so please visit frequently and contact us if you’re seeking a meeting or gathering space for your organization.

MANY THANKS TO THE DONORS WHO MADE 2608 GENESEE ST. POSSIBLE

The Bull Family*
Linda Cohen and Sarah Cohen*
Ron and Sheila Cuccaro*
David and Janet Griffith*
The Sinnott Family*
Anita A. Vitullo*
Mary Lyons Bradley
Richard F. Callahan
Colonial Consulting
Burt Danovitz, PhD
Keith A. Fenstemacher
L. Michael Fitzgerald
Bartle and Judith Gorman
David M. Jones

John J. Livingston
Susan G. Matt
Dr. Theodore and Mrs. Melva Max
Mary Morse
Peggy O’Shea
Dr. Robert S. and Mrs. Sheila Smith
Judith V. Sweet
Richard C. Tantillo
Rev. Robert Umidi
Eve Van de Wal
Randall J. VanWagoner, PhD
Bonnie Woods
Richard Zick

* Dedicated rooms

CONTACT OUR STAFF

Questions about The Foundation’s new space? Contact Morgan Mielnicki, operations administrative coordinator, at mmielnicki@foundationhoc.org or (315) 735-8212.
One of the many ways The Foundation can partner with and support our nonprofit community is by offering the Nonprofit CGA Partnership Program.

The program allows donors to support a favorite nonprofit while receiving a fixed payment for life as well as a charitable deduction.

Eight local nonprofit organizations and their donors now have the benefit of this giving option. We’re pleased to welcome our newest partners: The House of the Good Shepherd, Charles T. Sitrin Healthcare Center, Tug Hill Tomorrow Land Trust and Utica Public Library.

“The Presbyterian Homes Foundation has found great success by way of The Foundation through their gift annuity program. The transparency of the annuity program gives donors a sense of ease all while benefiting both the charity and the donor. It’s a true win-win situation.”

— Lenora D’Apice, The Presbyterian Homes Foundation

DONOR ADVISOR MEMORIALIZES DAUGHTER THROUGH FUND

A Rome cosmetology student recently received the Jillian Velardi Memorial Cosmetology Award in honor of Jillian Velardi, the late daughter of donor-advisor Gene Velardi.

Velardi created the donor-advised Jillian Velardi Memorial Fund through The Foundation to honor Jillian, who passed away via a motor vehicle accident in 2013. Each year, through the fund, Gene Velardi provides a scholarship to an aspiring cosmetologist who displays the qualities reminiscent of Jillian. Gene Velardi says the fund gives him the ability to remember Jillian through another student.

“Jillian was a very outgoing girl, didn’t mind having obstacles in her way, always problem-solving and always high energy. Things that did get in her way, she nicely handled, and that was what I was looking for in a recipient,” Gene Velardi said. “Someone who had undergone obstacles and did not let them get in their way.”

Megan Howard received this year’s scholarship.

“I can relate to the family and the hardships, so it’s that much more special to me,” said Howard, who recently experienced a tragic loss.

NONPROFIT CGA PARTNERSHIP PROGRAM PARTNERS

- Charles T. Sitrin Healthcare Center
- Hospice & Palliative Care
- The House of the Good Shepherd
- Mohawk Valley Community College
- Parkway Center
- Presbyterian Homes & Services
- Tug Hill Tomorrow Land Trust
- Utica Public Library

ON THE WEB

For more details about this exciting giving option, visit foundationhoc.org/cga-nonprofit-partnership. View our video and read a detailed explanation of this partnership program.
BUSINESS, STUDENTS HAVE WAY TO “CONNECT”

Have you connected with Connect, yet? If you’re a local business seeking local talent, make sure to bookmark connectmohawkvalley.org in your browser. The partnership between The Foundation, Mohawk Valley EDGE and Workforce Investment Board allows local business and emerging talent to build relationships and share opportunities around internships and apprenticeships. See how this new partnership already is making impact through Shane Touissant’s success story.

CONNECT SUCCESS STORY

MEYDA TIFFANY INTERNSHIP GIVES SUNY POLY STUDENT COMPETITIVE EDGE

SUNY Poly student Shane Toussaint always imagined he would use his love of drawing to bring things to life.

His study of mechanical engineering at Mohawk Valley Community College (MVCC) and SUNY Polytechnic Institute supported that goal, but he needed hands-on experience to take the next step.

He recently took that next step thanks to an internship at Meyda Tiffany he discovered through Connect. Connect, created through a partnership between The Foundation, MVEDGE and Workforce Investment Board, connects local businesses and students with internship opportunities through an online database.

“This is like a blessing,” said Toussaint. “I kind of got lucky in a way, coming across this internship.”

Toussaint listed numerous benefits to his internship and internships in general, including:

- hands-on experience
- practical application of classroom instruction
- competitive edge after college

Before interning at Meyda, Toussaint had no work experience in his desired field. Now, thanks to Connect, Toussaint said he has the edge he’ll need after college.
Thanks to numerous partners, The Foundation has the unique opportunity to nurture five local college students during paid summer internships. Special thanks to Oneida County for financially supporting half of our interns’ summer pay.

UNIQUE PARTNERSHIPS GIVE LOCAL COLLEGE STUDENTS NEW OPPORTUNITIES

CHRIS LAUZON
Chris, of New Hartford, is a political science major at Utica College who assisted with Connect Mohawk Valley in partnership with Mohawk Valley EDGE.

LEAH ROSTOHAR
Ilion native Leah is a junior at Ithaca College, majoring in journalism and communications with a minor in sociology.

BRITTANY SALVATORE
Brittany, of Whitesboro, is a recent SUNY Purchase graduate seeking to solidify her marketing and communication skills before deciding on her next career step.

NICHOLAS SOUZA
Nick grew up in Mohawk and is a Utica College senior, majoring in public relations and journalism. Nick worked in partnership with The Foundation’s marketing agency MPW Marketing.

ALEX ROMANO
Alex, of New Hartford, is a senior at the Newhouse School of Communications at Syracuse University. Alex assisted in the MV500 initiative.

DONORS MAKING BIG INVESTMENTS, BIG IMPACT

New partners and longtime partners committed to building vibrant, healthy communities already made 2015 the biggest year of impact in The Foundation’s history for donor-advised funds. Here is a by-the-numbers breakdown of our donor advisors’ year so far.

$881,000 dollar amount invested in community programs through donor-advised fundholders through June.

$1,534,702 the record-breaking dollar amount invested in community programs in 2014 through donor-advised funds.

Investment highlights:

$51,056 MELE FAMILY FUND investment to Faxton St. Luke’s Healthcare Foundation for the purchase of therapeutic heat/ massage chairs to provide comfort to patients during treatments at the Herkimer Dialysis Patient Treatment area.

$230,000 ROOT FAMILY FUND investment to Upstate Cerebral Palsy for construction of an equine assisted therapy center.

$25,150 THE M&T BANK/PARTNERS TRUST BANK CHARITABLE FUND to Young Scholars Liberty Partnership Program to support the 2015 Summer STEM Scholars Program.
Through innovative partnership and investment in programs and projects with long-term potential impact, The Foundation provided support in areas of education, economic development, recreation and more.

$50,000
RUST 2 GREEN UTICA URBAN STUDIO
A partnership with Cornell Cooperative Extension Oneida County gives support to the Rust 2 Green Utica Urban Studio that works with Utica neighborhoods to identify challenges, opportunities and resources. The studio focuses on community-based planning and development in an effort to build economic sustainability and improve quality of life.

The Oneida Square flower sculptures are an example of the Rust 2 Green initiative.

$100,000
UTICA ZOO
This investment allowed our community’s zoo to make critical renovations to the infirmary/surgery/quarantine/education building. This will allow the zoo to begin the process of accreditation, vital for the zoo’s future success as a regional recreation attraction. This will mark phase one of an exciting process of renovation.

$63,355
CATHOLIC CHARITIES OF HERKIMER COUNTY
A funding partnership between The Foundation and the Mele Family Fund, a donor-advised fund at The Foundation, provides a staff member and education materials for the Herkimer Suicide Prevention Program.

$7,500
AMERICAN FARMLAND TRUST
The partnership invests in leadership and advocacy training for elected officials, farmers and town planning boards in Oneida County for the purposes of protecting one of our county’s greatest assets — its farmland.

$1,300
EMS GLOBAL
This investment made through the donor-advised Keller Family Fund provided the funding to translate CPR instruction documents into Vietnamese for the CPR Anytime for Immigrants and Refugees Program.

$10,000
NORTH WOODS COMMUNITY CENTER
This investment purchased paint and building materials for volunteers to use to make renovations to the community center in Old Forge.

$10,000
PARKWAY CENTER
This investment will help the center develop a three-year road map to strengthen services and increase sustainability based on statistics that suggest by 2025 more than 20 percent of residents in Herkimer and Oneida counties will be 65 and older with that figure doubling nationwide by 2030.

$14,000
ABRAHAM HOUSE
This partnership allows Abraham House to purchase new windows and insulation for the program’s building where dedicated staff and volunteers provide critical end-of-life care.

$3,270
CORNERSTONE CHURCH
This tool-lending program will give West Utica residents the actual tools to rebuild their neighborhoods.
ANNUAL EVENT REVEALS NEW DIRECTION

Last year, our Corporate Partners-sponsored speaker Dan Heath challenged us to switch our thinking. We took the challenge, and at our annual event in May we revealed a new 1-2-3 model of impact: innovation, partnership and investment.

Through new tactics, collective collaboration and pooling our social, intellectual and financial investments, we are poised to make even more significant impact in Herkimer and Oneida counties.

At our annual event, we asked you to share your thoughts for how we could build a vibrant, healthy community. Through video, surveys, one-on-one conversations, music and art, you provided your thoughts for how we could make the most impact under our new model. You agreed it will take innovation, partnership and investment.

Since then, our staff has been continuing these conversations, receiving significant feedback, delving deep into research and strategy to push your ideas forward through innovation, partnership and investment. It truly takes time, dedication and partnership from us all to build the vibrant, healthy community we know we deserve. As we continue to work on this mission, please reach out with your thoughts.

INVEST YOUR THOUGHTS
We want your feedback. Visit us online, on Facebook, Twitter or through www.surveymonkey.com/s/123impact and take this short questionnaire and share your vision for our community.

INVEST YOURSELF ONLINE
Want to know more about 1-2-3 Impact? Explore the graphic narrative online. www.foundationhoc.org/1-2-3-impact

HEAR OTHERS’ INVESTMENT IDEAS
Hear how some of your peers, neighbors, co-workers and friends see change happening in our two counties. www.foundationhoc.org

NEW WAYS TO PARTNER IN GRANT FUNDING

The Foundation recently added new opportunities for funding available to partners in Herkimer and Oneida counties. Applications can be found in Grant Seekers under Impacting at www.foundationhoc.org.

ADVANCED HOSPITAL EQUIPMENT
Created to support improved health care along with learning opportunities for local students entering the healthcare field.

EDUCATION ENRICHMENT
Created to encourage and support community education enrichment programs, such as SAT preparation, tutoring, teacher workshops and training.

YOUTH SPORTS, WELLNESS AND RECREATION
Created to encourage and support community health and wellness through youth programs.

PRESIDENT’S PARTNERSHIP PROGRAM
As a social impact investor, The Foundation is committed to supporting partner events that seek to make significant impact in Herkimer and Oneida counties. In that spirit, a program has been established to support partners who demonstrate innovative and collaborative community leadership. The program seeks to support community events that inspire, engage, connect and promote partnership in ways that impact Herkimer and Oneida counties. Visit www.foundationhoc.org/grant-seeker for more details.
Laura Cohen's promotion from Administrative Assistant to Program Officer (focusing on 1-2-3 Impact) early this year proved to be a seamless transition as Laura already had her hands deep in the community where she grew up. From her active volunteer participation to promoting the area to others, Laura already had a vast knowledge of this community, proving to be an important asset to our partners. A little more about Laura:

**Area in the community you’re most passionate about:** food sustainability, mental health services

**Proudest personal accomplishment(s):** being able to live and work in my hometown, and continue meaningful and fulfilling relationships with lifelong friends and family

**Proudest professional accomplishment(s):** developing an autism intervention legacy project based on the work of the late, great Dr. Stanley Greenspan

**Volunteer experience:** Boilermaker Road Race, Catalyst Young Professionals Group, Utica On Tap, HUD Summit 2015, Habitat for Humanity ReStore

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**PLEASE WELCOME NEW STAFF MEMBERS TO OUR GROWING TEAM**
Bianca Bussey, program and development coordinator
Renée Fisher, accountant
Morgan Mielnicki, operations administrative coordinator