

THE  
*power*

OF PHILANTHROPY



The Power of Philanthropy

WINTER 2008

VOLUME 10 NUMBER 2

Helping supporters and friends of Community First Foundation stay informed and involved



*Dear Friends of the Foundation*



The Power of Philanthropy

It is understandable that during these tumultuous economic times many of us are anxious. We're anxious about the state of our savings, our retirement plans, our jobs, our futures. We are experiencing the most unstable economy in decades.

We must remember, however, that it is precisely during times like these that we must honor the notion of helping others. The ripple effect of a shaky economy affects costs of goods, job stability and many other aspects of daily living. Thousands of people will be struggling more than ever. Nonprofit services will be stretched to capacity.



As a community foundation, now is the time for us to demonstrate to the nonprofit community that we will be there to help. Our Nonprofit

Preservation Initiative was specifically designed to help preserve the future of nonprofits. Our endowment-building grant programs, in particular, can provide a revenue stream to help organizations weather tough times.

Read on for uplifting stories about the fund-raising successes of nonprofits using GivingFirst.org, twenty-one new organizations embarking on endowment building, and new media grants that are helping nonprofits expand their reach.

Thank you for your support as we help ensure the health and well-being of our community.

Sincerely,

A handwritten signature in black ink that reads "Kenneth W. Eggeman".

Kenneth W. Eggeman, Ph.D.  
President and CEO

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**M I S S I O N**

*Improve quality of life  
by increasing community  
generosity and involvement.*

**V I S I O N**

*People thriving through  
the Power of Philanthropy.*

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# Online Giving Grows through GivingFirst.org



GivingFirst.org is upgraded with a robust search engine, customizable features and an inviting new look

## GivingFirst.org Transformed by New Features, New Look

When the GivingFirst Web site launched in May 2007, it was received as a one-of-a-kind tool for metro Denver. It facilitates online giving with more comprehensive information than similar sites. And since it is backed by a foundation, donors can trust that the data is credible.

In just over a year – and 3,000 donations later – the site underwent a makeover. Upgrades were added to make the online search and giving process more robust for donors. The new look and feel is clean and inviting. Graphs, pictures and videos help paint a unique picture of each nonprofit featured on the site.

“Today’s donor wants to know about a nonprofit’s impact in the community, and whether it is a sound organization,” GivingFirst manager Dana Rinderknecht said. “Our new site frames this material even better – helping nonprofits tell their stories and inspire donors.”

The majority of the site’s upgrades were intended to improve the donor’s online experience. Now donors can customize the appearance of data, receive recommendations about their charitable interests, create a “favorites” list of charities, and access their donation history report.

In the growing world of online communications, nonprofits need to take their messages to a new level. Community First Foundation’s online giving tool, GivingFirst.org, helps nonprofits do just that. By providing comprehensive information about the missions, programs and impact of hundreds of Denver-area nonprofits, GivingFirst.org helps nonprofits leverage technology to reach donors.

## GivingFirst Event Builds Excitement



Sheila Galatowitsch and Jenna Jackson with Anchor Center for Blind Children learn about best practices for online giving



Dana Rinderknecht with Community First Foundation highlights the new features on GivingFirst.org

On September 24, nearly 90 nonprofit professionals attended the Foundation’s GivingFirst Gathering. This event was designed to bring nonprofits together to learn how to draw donors to GivingFirst.org and showcase best practices for online fund-raising.

A demo of the upgraded Web site, a discussion of best practices for online giving, and the kickoff of incentives (see Nonprofits Flooded with Donations, right) rounded out the evening.

“This event gave nonprofits an opportunity to focus on best practices for online giving,” said Mike Jackson, the Foundation’s director of nonprofit relations and services. “We felt great energy in the room as people shared experiences and geared up for the incentives.”

## GIVINGFIRST BY THE NUMBERS THE FIRST 15 MONTHS

\$1,405,225 generated 3,363 donations received 182 organizations received donations

## Nonprofits Flooded with Donations Incentives Helped Nonprofits Raise \$200,000 in One Day

In the early hours of October 1, nonprofits featured on GivingFirst.org were poised to win. That morning, the first 24 organizations to receive a total of \$5,000 through GivingFirst.org would each enjoy a \$2,500 match from Community First Foundation.

The matches were part of a two-part incentive designed to entice donors to support their favorite charities online.

The second part of the campaign, which runs through December 31, grants \$2,500 to organizations that are selected in monthly drawings. To participate, organizations' names are entered into drawings every time they receive ten donations through GivingFirst.org. The Foundation committed a total of \$70,000 in incentives.

Many nonprofits promoted the incentive extensively, so their donors would be ready to help increase their chances of receiving a grant.

It paid off. Within a mere eight hours, 24 organizations had reached the \$5,000 mark, and a total of \$200,000 was raised. As the campaign continues through December, nonprofits appreciate the extra boost to their holiday fund-raising.

"The incentives came at a perfect time for us," said Judy Ham, president & CEO of Cerebral Palsy of Colorado. "We were approaching the end of the year with concerns about the needs of our community during the economic downturn. This campaign has given us a real boost. We raised more than \$5,000 in the first 15 minutes of the campaign."

*"GivingFirst.org makes it easier for our donors to give. We raised more than \$5,000 in the first 15 minutes of the campaign."*

Judy Ham  
Cerebral Palsy of Colorado

Online fund-raising in the USA  
has grown rapidly – from \$250 million in 2000  
to an estimated \$6.9 billion in 2006.

ePhilanthropy Foundation



Mona and Chad Krull on their wedding day

## Newlyweds Replace Party Favors with Meaningful Donations

When Mona and Chad Krull began planning their wedding reception this summer, they were eager to share their good fortune and do something different for their special day.

"We had both been to weddings where wedding party favors ended up in the junk pile. We wanted to spend our money on something more meaningful," said Mona, an obstetrics and gynecology physician at Denver Health.

Mona and Chad were both blessed with loving, supportive families. They decided to support an organization whose mission was to give less fortunate people an opportunity for a good family life. They selected FACES (Family Advocacy, Care, Education, Support), a nonprofit organization that helps prevent child abuse, neglect and family violence through home visitation programs.

The Krulls used GivingFirst.org to make their initial donation and then encouraged their wedding guests to do the same. "Our experience with GivingFirst.org was excellent. It is a user-friendly Web site that makes the donation process – and supporting others – very easy," said Mona.

## Giving e-Cards for Holiday Giving

Community First Foundation recently launched a virtual gift card on the GivingFirst Web site. Called a Giving e-Card, this "card" is purchased online and sent electronically.

The Giving e-Card is a perfect "gift of giving" for holidays, birthdays, or other occasions. It can be used to support the causes of any nonprofit featured on GivingFirst.org – a cause that has special meaning to the recipient.

The giver selects a gift amount, adds a personalized message, and the e-Card is instantly delivered to the recipient's e-mail. The person receiving the e-Card can choose to support one or more charities with this meaningful gift.

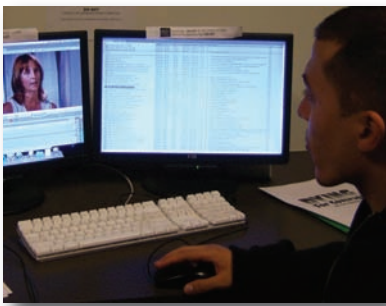
To purchase a Giving e-Card for friends, family or co-workers, visit [www.GivingFirst.org](http://www.GivingFirst.org) and click on the e-Card icon from the Home page.

# Community First Foundation Grants Support Community

## Lights! Camera! Webcast! Grants Introduce Nonprofits to 21st Century Media

The Colorado Progressive Coalition's (CPC) membership has reached 5,500 individuals and 40 organizations since its founding in 1996, but greater growth lies ahead now that its staff has mastered a new arsenal of communications tools, thanks to a grant from Community First Foundation.

"My knowledge of new media was really minimal," admitted Nisar Nikzad, technology director at CPC, which calls itself the "anchor" for



Nisar Nikzad edits footage for Colorado Progressive Coalition's new outreach video

Colorado's grassroots progressive community. "Now, I feel like I've learned so much. The training we received, thanks to Community First Foundation, really helped us eliminate barriers we face in reaching members and potential members."

CPC, which advocates for an open democracy and promotes social issues, is among six Denver-area nonprofits that learned to create videos and public service announcements as well as use emerging Web, social networking and alternative media to their advantage. Community First Foundation partnered with Deproduction, a nonprofit leader in new media, to provide the training and support to the six nonprofits.



The Audubon Society's Walk the Wetlands group finds footage for their video project

The Foundation granted \$28,000 to Deproduction to train the organizations and then air their content on Deproduction's TV station, Denver Open Media.

"Community First Foundation has been instrumental in helping us demonstrate the true promise that our new media services hold for nonprofits," said Tony Shawcross, Deproduction's founder and executive director.

"Media used to be outside the reach of many small nonprofits," he explained. "However, new media takes in the extensive communication possibilities created through the World Wide Web – and enables grassroots organizations to reach wide audiences without depending on traditional media."

"Through this program, six organizations have demonstrated how accessible it can be for anyone to add new media efforts to their marketing and outreach mix, and in the coming year, we plan to show how those approaches can help

organizations have a significant community impact," Shawcross said.

Four representatives from each organization were certified in video production, video editing and/or studio production, and created

public service announcements and short promotional videos. The grants also allow the organizations to continue to use Deproduction Public Access TV for a year through Denver Open Media.

The following six organizations were chosen because of their enthusiasm and ability to create and sustain new media programs, Shawcross said.

- Colorado Progressive Coalition
- Junior Achievement
- Children's Outreach Project
- Metro Volunteers
- Family Tree
- Girl Scouts of Colorado

In addition, the Audubon Society of Greater Denver received a \$4,000 Strengthening Partners Grant from Community First Foundation and has used this support to participate in many of the same training programs.

*"Training helps empower our communities with tools that are inexpensive, easy to use and accessible almost everywhere."*

Nisar Nikzad, Technology Director,  
Colorado Progressive Coalition

## Saving Living History Foundation Battles Time to Preserve War Remembrances

Roughly 1,500 World War II veterans die daily in the United States, many of them taking their wartime stories to the grave.

The Greatest Generations Foundation (TGGF), based in Denver, is fighting against the clock to preserve veterans' experiences. TGGF also takes veterans back to former battlefields through its travel program, and into classrooms through its Living Veterans History Preservation program. Community First Foundation has advanced this work by donating \$5,000 for recording equipment.

"Community First Foundation has given us the tools to bring these men's and women's stories alive," said Timothy Davis, TGGF president. "It's absolutely remarkable to have their experiences on film."

Since founding TGGF in 2004, Davis has led about 25 trips to European and Pacific battlefields and preserved the stories of



World War II veterans receive a special gift from visiting with school children in Colorado.



World War II veteran Shep Waldman visits the grave of a fallen comrade with French school children.

900 Colorado veterans. With new camcorders, microphones and lights purchased with Community First Foundation's grant, TGGF expects to capture 95 additional stories by year's end, Davis said. Later, TGGF will reach out to Korean and Vietnam veterans.

TGGF also has placed two endowments with Community First Foundation, one to support veterans' trips to European battlefields and one to support trips to Pacific battlefields.

"We are proud to be able to support this organization's mission," said Mike Jackson, director of nonprofit relations and services at Community First Foundation. "Veterans are passing on at such a rapid rate, we need to honor them now."

## Elevating the Discussion Foundation Supports Mile-High Roundtable During DNC

More than 14,000 people attended the 2008 Rocky Mountain Roundtable, a series of 10 issue-oriented, non-partisan panel discussions during August's Democratic National Convention in Denver.

The panels, held at the Denver Center for the Performing Arts and co-sponsored by Community First Foundation, tapped into the huge resource of experts attending the DNC – including media mogul and philanthropist Ted Turner, NBC journalist Tom Brokaw, actor Ben Affleck and co-founder of The Women's Foundation of Colorado and former ambassador Swanee Hunt. Topics ranged from climate change to health care to "unconventional women."

"The discussions truly embodied the theme, 'Groundbreaking Thought at a Higher Elevation,'" said James T. Polsfut, chairman of the Roundtable and president of Cordillera Foundation in Denver. "Over a three-day period, Coloradans sat face to face with some of the remarkable people our great-grandchildren will be reading about 100 years from now."

Community First Foundation donated \$15,000 as one of eight partner sponsors of the Roundtable. The Foundation considered its support a natural extension of its community involvement and was particularly pleased that 3,000 high school students attended the discussions.



Madeleine Albright, Former U.S. Secretary of State, participates in the International Relations Roundtable.



Actor Ben Affleck joined other well-known individuals at the International Relations Roundtable. Topics included "Enhancing America's Reputation in the World" and "Global Poverty."



Local philanthropists Rick Schaden and Tim Marquez discuss how philanthropy can be a driving, personal force for change. Quiznos Sub founder Schaden fights homelessness and world hunger. Marquez supports Denver Public School grads through a \$50 million scholarship fund.

*"Over a three-day period, Coloradans sat face to face with some of the remarkable people our great-grandchildren will be reading about 100 years from now."*

James T. Polsfut  
Chairman, Rocky Mountain Roundtable

# Preserving the Future of Your Community's Nonprofits

Community First Foundation is pleased to welcome 20 nonprofit organizations\* to its latest endowment challenge grants offering. The Foundation continues its history of strengthening local nonprofits through innovative initiatives, programs and flexible services.

Since the inception of the first endowment program in 2004, a total of 71 nonprofits have partnered with the Foundation to preserve their future by building endowments. This growing number is a testament to the value of endowments.

"Endowments provide a revenue stream that can help nonprofits serve the community for generations

\*as of Dec. 5 and growing

To learn more about endowments and endowment challenge grants at Community First Foundation, contact us at 720.898.5900 or [info@CommunityFirstFoundation.org](mailto:info@CommunityFirstFoundation.org)

to come," said Cheryl Haggstrom, executive vice president of Community First Foundation.

The latest offering, Endowment Challenge Grants 2008 – 2010, continues the tradition of using matches to accelerate fund-raising. This means that for every dollar transferred to an endowment during the challenge grant period, Community First Foundation matches it with 50 cents.

The nonprofits selected for the program provide a variety of community services, from arts and culture to medical support.

"We are pleased to welcome the latest group of nonprofits to the program," said Haggstrom. "And

we look forward to next year, when we will launch our fifth endowment challenge grant program."

*"Endowments provide a revenue stream that can help nonprofits serve the community for generations to come."*

Cheryl Haggstrom  
Executive Vice President,  
Community First Foundation

## Endowment Challenge Grants 2008 – 2010 Participants

- 1 ALS Association – Rocky Mountain Chapter
- 2 Boys Hope Girls Hope
- 3 The Center
- 4 Colorado CASA
- 5 Colorado Children's Chorale
- 6 Colorado Cross-Disability Coalition
- 7 Colorado Humanities
- 8 Freedom Service Dogs
- 9 Hope Center
- 10 NAMI Colorado
- 11 ONE Freedom
- 12 OpenWorld Learning
- 13 Platte Valley Medical Center
- 14 Project WISE
- 15 Recording for the Blind & Dyslexic – Rocky Mountain Unit
- 16 The Robert E. Loup Jewish Community Center
- 17 Rocky Mountain Parents as Teachers
- 18 The Rocky Mountain Wildlife Experience
- 19 StreetSchool Network
- 20 YouthBiz



The audience engages in small group discussions to decide the single most important question they'd like to ask Collins



Jim Collins inspires nonprofits at Community First Foundation's event called *Good to Great and the Social Sectors*

## Jim Collins Events Promote Culture of Greatness in Nonprofit Sector

“We must reject the idea – well-intentioned, but dead wrong – that the primary path to greatness in the social sectors is to become more like a business,” says Jim Collins in his monograph *Good to Great and the Social Sectors*.

“We need to reject the naive imposition of the ‘language of business’ on the social sectors, and instead jointly embrace a language of greatness,” he adds.



This pivotal idea formed the basis of the May 2008 Jim Collins event hosted by Community First Foundation. Hundreds of organizations attended to be inspired, motivated, and learn

### **Workshop Puts the Ideas to Work**

While the Jim Collins event presented thought-provoking ideas to nearly 900 people, a smaller workshop, called *Putting the Ideas to Work*, followed a few months later.

*We need to reject the naive imposition of the “language of business” on the social sectors, and instead jointly embrace a language of greatness.*

Jim Collins  
*Good to Great  
and the Social Sectors*

how to grow from good to great organizations – all within the special constraints of the social sectors.

“Collins promotes a culture of greatness. By embracing this culture, we can achieve exceptional results in our communities,” said Kenneth W. Eggeman, president and CEO of Community First Foundation.

This more intimate experience helped organizations gain a deeper understanding of Collins’ ideas and learn how to implement them in the workplace. Dynamic facilitator Deborah Dale Brackney, a vice president at Mountain States Employers Council, illustrated the ideas and led small group discussions.

*To learn more about Jim Collins and his ground-breaking ideas for nonprofits, visit [www.jimcollins.com](http://www.jimcollins.com)*

Catherine O'Neill Thorn, executive director of Art from Ashes, shares her group's question with Collins

# The Power of Personal Philanthropy

## Moving Forward

### Couple's Endowment Fund Extends Helping Hand to Lutheran Patients

Maxine V. Gay coped with the crippling effects of multiple sclerosis for more than half of her 78 years, so she understood the importance of walkers, wheelchairs and other mobility aids.

To honor his wife, who died in 1999, Mrs. Gay's husband, William, directed in his will that their estate become a family foundation to provide mobility equipment for patients in need at Lutheran Medical Center. Mr. Gay passed away in 2004.

Carrying out Mr. Gay's wishes fell to the couple's nephew, Stephen Johnson of Lakewood. Feeling that he was not an expert in charitable giving, Johnson, a self-employed soil scientist, worked with an attorney and Community First Foundation to move the Gay foundation into a Donor Advised Endowment Fund. Mrs. Gay had been hospitalized many times at Lutheran Medical Center and the couple appreciated the good care she received there, Johnson said.

"We strive to ensure that individual gifts make an imprint on the community's well-being," said Bob Zavodsky, director of gift planning. "Using our donor-centered approach and flexibility, we worked with Stephen to carry through on his family's desires." Community First Foundation has asked Lutheran and affiliated organizations to begin to identify potential grant recipients, he added.

Both Colorado natives, Mr. and Mrs. Gay lived in Lakewood for much of their lives. Mrs. Gay worked for Mountain Bell, the telephone company, while Mr. Gay worked primarily for a paper company.

"My aunt was very smart and very witty," Johnson recalled. "My uncle was a very gentle man. They were both very courageous. I was impressed at how loyal my uncle was to my aunt. He cared for her for years and years."

Johnson believes that his aunt and uncle would approve of his decision to create the endowment fund at Community First Foundation. It typically costs less to operate a fund



The Donor Advised Fund of William Gay (left) and his wife Maxine (right) is managed by Community First Foundation to benefit patients in need of mobility equipment.

*"My aunt and uncle were moved to leave their money to benefit less fortunate people needing mobility devices at Lutheran Medical Center."*

Stephen Johnson  
Nephew of Maxine and William Gay

through a community foundation than a private foundation, and he can enjoy the foundation's administrative services and charitable giving expertise.

"My aunt and uncle felt fortunate that they had decent insurance that provided the walker – and then later, the wheelchair – that my aunt needed," said Johnson. "They were moved to leave their money to benefit less fortunate people needing mobility devices at Lutheran Medical Center."

# Foundation Leaders Make a Mark



Vernon Ritzman, M.D., has served on Community First Foundation's board of directors since 1997. He is presently board chair

## Board Chair is Honored Finalist in Champions in Health Care Contest

Vernon Ritzman, M.D., chairman of the board for Community First Foundation and physician at Foothills Family Medicine, was recently honored as a Champions in Health Care finalist by the *Denver Business Journal*.

At a special event on September 25, 2008, the popular business weekly honored one "champion" each for eight categories and 14 finalists for its Champions in Health Care feature. Dr. Ritzman was a finalist in the category of Physician.

According to the paper, selections were based on individuals who "made an impact on health care in our community through their concern for patients, research and inventions, management skills, innovative programs for employees, and service to the poor and uninsured."

"Dr. Ritzman has created a reputation based on many years of excellent healthcare service and leadership," said Kenneth W. Eggeman, president and CEO of Community First Foundation. "We are proud of his recognition and are grateful for the many contributions he has provided to this community."

## Cheryl Haggstrom Spearheads Programs as Executive Vice President

"Working for Community First Foundation is exciting because we are a unique organization that seeks innovative ways to support the community," said Cheryl Haggstrom, the Foundation's executive vice president. "This challenges me to be creative."

Haggstrom joined Community First Foundation eleven years ago as vice president of development and COO. Last January she assumed the position of executive vice president, expanding her leadership role.

Haggstrom spearheads programs that help the Foundation make a mark in the community. Along with president and CEO Kenneth W. Eggeman, Ph.D., she led the Foundation's ground-breaking Nonprofit Preservation Initiative. Now in its fourth year, the initiative has helped more than 70 nonprofits build endowments to secure their future.

Haggstrom also focuses on strategic planning, business development, grant-making and developing relationships with community-minded organizations.

"I strive to be well informed about the issues facing our community," Haggstrom said. "By collaborating with leading organizations, advocacy groups, and nonprofit partners, I learn about the critical issues in our region. That helps us direct our resources to ensure we enhance the health and well-being of metropolitan Denver."



Cheryl Haggstrom became executive vice president of the Foundation in January 2008

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I made a difference  
in Denver today by:

*Helping to end  
hunger in our city.*

Give online. Give locally. GivingFirst.org



Supporting hundreds of Denver area nonprofits.  
A program of Community First Foundation.

## THANKS TO GIVINGFIRST.ORG

I made a difference  
in Denver today by:

*Providing shelter for  
the needy in my town.*

Give online. Give locally. GivingFirst.org



Supporting hundreds of Denver area nonprofits.  
A program of Community First Foundation.

GivingFirst.org is an online portal to Denver area nonprofits. Brought to you by Community First Foundation, GivingFirst.org features the missions, programs, successes, and financial records of hundreds of local nonprofits – and easy ways to support them online. Now you can give with confidence, knowing that objective and reliable information is right at your fingertips.

Learn more about your favorite nonprofits, discover new ones, and explore the many ways they enrich our community.

When you give through GivingFirst.org,  
**100% of your donation goes to the nonprofits**

Community First Foundation supports the nonprofit community by paying all credit card processing fees.

If you are a nonprofit and would like to be featured on GivingFirst.org, contact Community First Foundation at 720.898.5900.



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