

## YOUR COMMUNITY UPDATE

**We envision a vital and inclusive community where every individual has the opportunity to thrive.**

Our mission is to promote philanthropy as a means to create change in Fairfield County, focusing on innovative and collaborative solutions to critical issues impacting the community.

### It was a million dollar day!




**You raised \$1,066,091 in 24 Hours!**


### BIGGER AND BETTER

**You increased local giving in Fairfield County.**

2015 Results:

 **\$1,066,091** raised  
(↑ 40.97% from 2014)

 **13,161** online donors  
(↑ 42.86% from 2014)

 **\$62.86** average gift  
(↑ 56.76% from 2014)

 **386** local nonprofits  
(↑ 44.56% from 2014)

### TOP PRIZE WINNERS



**Most Unique Donors**

1st place \$25,000 prize winner- **Curtain Call**

2nd place \$15,000 prize winner- **Music on the Hill**

**Most Dollars Raised**

1st place \$20,000 prize winner- **Wildlife in Crisis**

2nd place \$10,000 prize winner- **Domus Kids**



Students from Community Youth Productions in Bridgeport surprised Danbury Mall shoppers with a flash mob to promote Fairfield County's Giving Day, held on March 5. Students composed the music, lyrics, and the dance. Giving Day was powered by the Community Foundation with lead sponsor Bank of America.

## Thank YOU—and 13,894 others who answered the call to Give Where You Live

At the stroke of midnight on March 5, individuals across the region kicked off a special day of online giving to favorite local nonprofits for the 2nd annual Fairfield County's Giving Day.

Twenty-four hours later, you and nearly 14,000 others donated a whopping \$1,066,091 to 386 local nonprofits, making Giving Day the biggest donor event in our region!

Yet Fairfield County's Giving Day isn't only about raising money. It also...

### Raised awareness of local need

Nearly 400 local nonprofits showcased their work in areas including the arts, education, youth development, housing, health, animal welfare, and more to increase attention of need and opportunities to make a difference.

Three out of four nonprofits said Giving Day helped them raise additional money that otherwise would not have been raised, and 78 percent saw an increase in public awareness about their organization.

### Helped nonprofits tell their stories

Nonprofits received training and a steady stream of tips to build skills and

get the word out. Their promotional efforts included social media, news releases, emails and mail to supporter lists, letter to the editor campaigns and new partnerships with the business community.

A donor told us, "Not only was over \$1 million raised for so many worthy causes, but the awareness created for so many organizations was priceless. Without a doubt the platform will continue to expand and become more of every not-for-profit's annual fundraising calendar."

### Made giving easy and fun

One out of four Giving Day contributors donated to a nonprofit for the first time. One new contributor said, "Even though I only gave a few \$10 donations, it was exciting for me to feel like I was a part of something big."

"Thank you for organizing Giving Day," said Michael Ross, managing director of Westport Country Playhouse. "It has energized the whole county, and is doing us all so much good."

*For more detailed information, download our Giving Day Community Report at [FCCFoundation.org](http://FCCFoundation.org).*

## SAVE THE DATE!

### Upcoming CNE Workshops for board and nonprofit leaders:

**May 21:** Purposeful Boards and  
Powerful Fundraising

**June 10:** Maximizing Philanthropic  
Impact through Planned Giving

Register at [FCCFoundation.org](http://FCCFoundation.org).

## Does my giving make a difference?

**You make a donation and wonder if lives or communities will improve. Nonprofits pour everything into their mission, yet often struggle to measure impact beyond counting heads.**

To better measure progress, results and impact, we and our grantees are adopting **Results Based Accountability™** (RBA).

RBA is a worldwide movement for funders, nonprofits and government agencies to quantify the impact of their work.

It's a common sense framework that starts with the desired results for the community and works backward, towards means (how the result will be achieved)—for instance, “Residents are

self-sufficient” or “Children ready for school.”

It uses a data-driven approach to answering how much was accomplished, how well it was accomplished, and if anyone was better-off. We are adopting this approach for measuring the impact you help us make, and we're asking our grantees to adopt RBA, as well.

So far, our **Center for Nonprofit Excellence** has trained over 200 nonprofits in how to use RBA. Through this, we'll have the ability to report on countywide change.

*Your support of our Community Leadership Fund makes this work possible. Thank you!*



Executive Director Donna Smith of the Exchange Club Parenting Skills Center in Stamford, alongside the Community Foundation's Nancy von Euler (middle) receives RBA training from consultant Bennett Pudlin from The Charter Oak Group.

## How RBA energized one nonprofit

The Exchange Club Parenting Skills Center struggles with the same situation as so many nonprofits. Staff members perform valuable services in the community every day, yet can't tell their whole story of impact. Traditional methods of data collection and analysis are insufficient.

Executive Director Donna Smith is a new champion for using Results Based Accountability (RBA).

“RBA has been an incredible tool because together, with shareholders, participants, staff and board members, we are seeing our work here anew!” she

said. “The preliminary results of this effort, showing child safety and well-being, have brought new enthusiasm to everyone involved at the Center.”

Donna said this work is transformative and is clearly showing the alignment of their mission, program objectives, as well as most favorable outcomes.

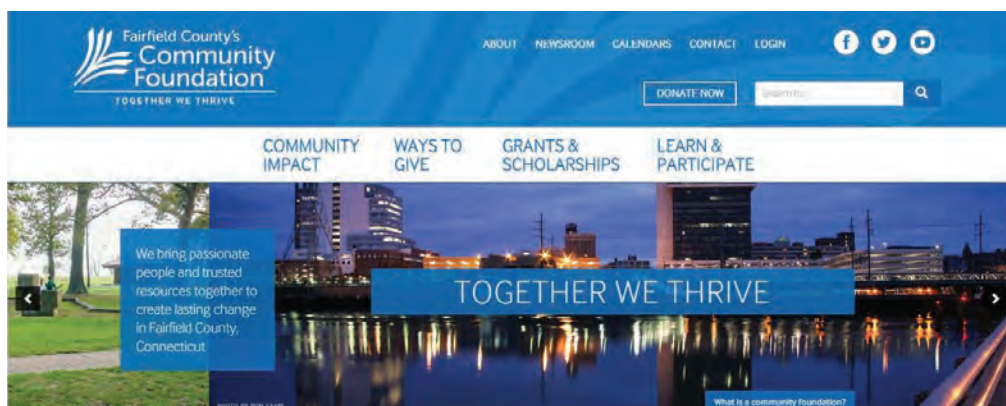
“RBA helps us tell a story we never realized we had to tell,” she said.

## New website now live at [FCCFoundation.org](http://FCCFoundation.org)!

Fairfield County comes alive in compelling photos. You and all of our friends are engaged in ways where you can make a difference. Timely news and activities are shared. All this and more is now available on our new and improved website, [FCCFoundation.org](http://FCCFoundation.org).



Use this shortcut to  
access our website now!







Actor and activist Geena Davis in middle with (from left) Dina Olivera, Christeen Bernard Dur, Lucy Ball, Danielle Bieling, Laurie Doherty and Ava Doherty



Pamela Packard and Mary Barneby in front of original artwork, created by eight students at Domus' Stamford Academy



Theresa Robbins was one of seven women entrepreneurs invited to showcase their businesses and merchandise at the Fund's annual luncheon. Theresa is an alumna of the Fund's Family Economic Security Program and is the co-founder of Mirror Books, Inc., a children's book company in Stamford.

# Over 700 attend Fund for Women and Girls "A League of Her Own" luncheon

**On April 9 at the Hyatt Regency Greenwich, hundreds of supporters celebrated 17 years of helping girls and women reach their full potential at the Fund for Women and Girls annual luncheon.**

"Like you, we believe when you help a woman, you help her children, extended family, community, and society," said Janet Lebovitz, co-chair of the Fund for Women and Girls, and a Community Foundation board member. "When you help girls grow up to be strong women, you change the world."

Six extraordinary young women- Eloisa Melendez, Corinne Wilklow, Laurel Jaffe, Gena Gordon, Mary Leydon, and Riley Blumenfield- were recognized for their accomplishments. Corinne and Eloisa spoke about their aspirations.



Remarkable high-achieving young women in our county- Laurel Jaffe, Gena Gordon, Mary Leydon, and Riley Blumenfield

Corinne Wilklow, 15, of Fairfield, wants to become an aerospace engineer and astronaut. Wilklow spoke about defying common perceptions of girls her age.

"Many girls find themselves struggling to find strong, female role models and inspiration for careers in the STEM fields," she said. "They may feel their goals are too hard to achieve or out of reach simply because they are not traditional female roles. This thought never occurred to me. I never thought twice about not being able to do something because I'm a girl."

Eloisa Melendez, 21, is a full-time student at Norwalk Community College and a member of Norwalk's City Council, making her the state's youngest elected official and the country's youngest Hispanic elected official.

When she realized she would win the election, she said, "I thought to myself, 'Will they take me seriously? Will they respect me, a 19-year-old college kid?' But then I snapped out of it and said to myself, 'Well, they're going to have to.'"



Featured speakers Corinne Wilklow and Eloisa Melendez together at the luncheon

Academy award-winning actor and activist Geena Davis shared entertaining anecdotes about her film career, then turned to media's power for shaping what people view as normal. She founded the Geena Davis Institute on Gender in Media, a research-based nonprofit that works to improve gender balance in the entertainment industry's productions created for children.

"The message that media sends is that women and girls have far less value than men and boys," she said. In films, 81 percent of jobs are held by male characters and the role of females is often to serve as eye-candy. The problem is global, one where women are not seen in movies in high-powered political or science and technology positions.

"I chose to focus on what kids see first," she said. "It's just common sense. Don't create a problem you have to solve later on. Let's show them boys and girls sharing the sandbox equally."

Suzanne Peters, VP of the Fund for Women and Girls, thanked supporters for helping the Fund award nearly \$4.5 million in grants to more than 40 organizations that have served over 4,000 women and girls.

*To view luncheon photos and learn about the Fund for Women and Girls, visit [TheFWG.org](http://TheFWG.org).*

# Great Gift

## Creating community impact through a Donor Advised Fund

**Marvin Farbman has been in the trenches helping those in need for 30 years, particularly regarding housing law. He's a retired legal aid lawyer who worked for Connecticut Legal Services, a nonprofit civil law firm.**

His philanthropic values though are rooted from his earliest years.

"Both of my parents were first-generation Americans who knew personally what it was like to be poor," he said. "Although my parents were mostly silent about this part of their history, they explicitly instilled in my sister and me a moral sense that people ought to take care of each other."

Marvin chairs the advisory committee for the **Bridgeport Public Housing Resident Support Fund**, a donor advised fund at the Community Foundation. This fund helps public

housing residents achieve more stable and secure futures, issues that Marvin has been passionately involved in for most of his professional life.

Nancy von Euler, our vice president of programs, said, "Marvin is truly a champion for public housing resident welfare and equality, as a donor and advocate."

Through his fund, Marvin supports **PT Partners**, our HUD award-winning housing solutions program. This initiative transforms public housing neighborhoods into communities of opportunity by coaching residents in taking the lead.

"This program could become a national model for resident-led and resident-empowering community transformation," he said. "My intuition is that the Community Foundation's potential to expand philanthropy in the



Marvin Farbman, in front of the Gary Crooks Community Center at PT Barnum Apartments in Bridgeport. Farbman chairs the advisory committee for the Bridgeport Public Housing Resident Support Fund and supports PT Partners, a collaborative, resident-led model that uplifts the financial security and quality of life for individuals and families in this community.

county and direct it toward effective responses to compelling human needs is enormous."

Thank you, Marvin!

To learn more about PT Partners, visit [FCCFoundation.org](http://FCCFoundation.org).

## Ask the expert: How can I make a lasting impact through legacy giving?



Jennifer Pagnillo, Esq. is a Partner with Day Pitney in Greenwich and a member of our Professional Advisors Council.

**What is legacy giving?** It can refer to a bequest to charity under your will or to a lifetime gift to charity that is advantageous from a tax or timing perspective. Legacy giving involves careful planning to maximize benefit both to the donor and to the charity receiving the gift.

**How do I benefit from making a legacy gift?** Firstly, the satisfaction of supporting a cause that is important to you. Lifetime legacy giving also can minimize the impact on your cash flow or standard of living—for example, giving illiquid or non-income producing assets to charity rather than liquid assets or cash. Giving appreciated assets (such as low-basis stock) may result in added income tax savings, as you avoid the capital gains tax that would be imposed if you were to sell the assets.

**I know I can give cash. What other assets can I use to make a legacy gift?** One answer is: anything! But there are some points to watch out for. Gifts of non-publicly traded assets made to some private foundations may produce a very limited deduction. Limits may also apply to gifts of tangible personal property, unless used by the charity for its charitable purposes. Real estate can require a lot of due diligence by a charity.

**How do I keep my legacy gift giving simple and impactful, while maximizing my charitable deduction?** There are several suggestions to consider: gifts of appreciated stock rather than cash to avoid the capital gains tax; gifts of paid-up life insurance policies to leverage the amount of your gift; naming a charity as beneficiary under a retirement plan rather than leaving a cash bequest under your will to avoid the deferred income taxes. In all cases, your legal and tax advisors can help you structure your charitable gifts.

To learn more about legacy giving, contact Fiona Hodgson, our VP of Marketing and Development, 203.750.3202, [FHodgson@FCCFoundation.org](mailto:FHodgson@FCCFoundation.org).

Legacy gifts are stewarded in our investment portfolio which earned 4.1% last calendar year (through December 2014), exceeding benchmarks.