

TOGETHER  
WE ARE DOING  
**GOOD**  
FOR GREAT CAUSES



2020 IMPACT REPORT



# WORKING TOGETHER TO PERSEVERE, BUILD AND INSPIRE IN THE FACE OF THE COVID-19 PANDEMIC

## COVID-19 CHANGED EVERYTHING.

Suddenly in mid-March 2020, as our state sheltered in place to combat the coronavirus, our nonprofit community found itself on the front lines – with increased demand for services, disrupted fundraising and abrupt closures.

The Community Foundation of Tampa Bay responded quickly in several ways. We:

- Expedited semi-annual endowment distributions to get \$1.64 million in the hands of nonprofits with endowments.
- Activated the Nonprofit Needs List, where nonprofits could let donors and the community at large know about their specific, immediate needs.
- Shifted our grantmaking focus to help meet the new demands.
- Established the Fundholder Match Program to leverage money already set aside for philanthropy to meet urgent needs.
- Launched the Tampa Bay Rapid Response Fund to channel donations.

## THE RESULTS, BY THE NUMBERS

By the end of August, the Nonprofit Needs List had showcased more than \$35 million in requests from nonprofits across our five county service area. The specific needs shifted and evolved, but covered every category of nonprofit work – food and shelter, health and wellness, education, arts and culture, animal welfare and more.

Between the end of March and the end of August 2020, with our donors and partners, we were able to:

- Grant more than \$3.1 million to meet needs on the Nonprofit Needs List.
- Fully and partially fund 187 of those requests.
- Provide matching funds to 233 gifts from our fundholders.

## LOOKING AHEAD

The pandemic and its effects will be with us for the foreseeable future. We continue to make connections and to generate resources to meet critical demands in our community.

We remain grateful for the trust our donors, partners and the community have placed in us as a steward of our region's philanthropy, and we are committed to remaining diligent in our pursuit of a stronger, more vibrant, more resilient Tampa Bay.

## SOME EXAMPLES OF NONPROFIT NEEDS LIST GRANTS

### Showered and Empowered

The nonprofit, which brings shower and laundry service to the homeless across the region, was able to buy a new F250 truck to pull its mobile shower and laundry trailer with a \$50,000 grant. The new vehicle allowed more dependability and fuel efficiency when traveling to outreach locations.

Since September of 2018, the nonprofit has provided over 2,000 showers and 150 loads of laundry. Thanks to the Community Foundation of Tampa Bay and its donor, the Colin T. Madden Memorial Fund, the organization will be able to continue expanding its territory in Polk and Pasco counties.



### Hillsborough Education Foundation

A \$125,000 grant provided WiFi to 1,000 needy South Hillsborough families, which allowed learning to continue through the summer and beyond.

The move to online school hit poorer communities hard. Even after the Hillsborough School District handed out devices to needy students, a problem remained: adequate WiFi access.



“We had families driving around, looking for WiFi access at McDonald’s and anywhere they could find it,” said Kim Jowell, executive director of the Hillsborough Education Foundation. “Or they were using data on prepaid cell phones. We heard from one mom who was trying to load money on her phone every day.”

Without access, students such as those from the Wimauma area who already struggle lost weeks of learning.

**“One hotspot can help multiple people in one family,”** Jowell said.

The hotspots allow students in the Wimauma and Ruskin areas to do their school work, interact with their teachers and continue learning.

“It’s definitely a game-changer for these kids and for their parents, too,” said Carol Mayo, supervisor of migrant programs for Hillsborough County Schools. For the first time, many of the parents can log into the school system portal to see their children’s assignments and other information. “It’s opened a whole new world they didn’t know existed,” Mayo said.

### Bess the Book Bus

A \$7,500 grant to Bess the Book Bus covered shipping and distribution costs for 10,000 age-appropriate books to children who are economically challenged. When families go to Bess’s program partners to pick up food or meals, they are provided with age-appropriate books for each child.

Bess the Book Bus offered this mobile service to over 3,000 families, averaging 2 to 3 books per family.

### Seniors in Service

A \$7,500 grant to Seniors in Service helped connect isolated seniors in the South Shore area with the outside world. The free TelePals program matched volunteers with seniors for phone check ins and conversations.

“Just having another human being say, ‘Hey, you matter,’ can make such a difference for isolated, homebound seniors,” said Robin Ingles, Seniors in Service CEO. “Helping seniors age with dignity, particularly low-income elders, demands urgent attention, and now with COVID-19, it’s even more complex.

**58**  
**NEW**  
FUNDS OPENED  
TOTALING 1,200

**\$287.9**  
**MILLION**  
INVESTED FOR  
FUTURE GIVING

2020 CONTRIBUTIONS   
**\$29,574,444**

**9 NEW** LEGACY SOCIETY MEMBERS  
(TOTAL 315 MEMBERS) 

**974** NONPROFIT ORGANIZATIONS  
RECEIVING GRANTS TOTALING  
**\$20.3 MILLION** 

**NONPROFIT**  
**ENDOWMENTS**

**213**

RESERVE FUNDS

**50** 

**11 NEW**

FOUNDATIONS  
IN ONE YEAR  
(TOTAL 71) 

TOTAL AWARDED  
 SINCE 1990 **\$250.8 MILLION**

## LEGACY

Big Blue carried fresh and frozen food to the needy of Clearwater for years, but finally gave out as the COVID-19 crisis hit. Thanks to the legacy gifts left by long-time Clearwater residents Ruth and J O Stone, RCS Pinellas was able to replace Big Blue. The new truck will bring fresh food to those who need it in Clearwater for years to come!

The Ruth and J O Stone Foundation at the Community Foundation of Tampa Bay continues the Stones' generosity and love of their community even though they are no longer with us.

"It is an honor and a privilege to steward legacy gifts from donors such as the Stones," said Marlene Spalten, President and CEO of the Community Foundation of Tampa Bay. "We are committed to carrying on their desire to help their neighbors now and forever."



## COLLABORATION



The LEAP network launches Complete Tampa Bay to re-engage local working-age adults in education and training. The initiative provides free, personalized coaching and assistance for those with prior college or technical training experience.

Complete Tampa Bay is a partnership between the LEAP Tampa Bay College Access Network and local education partners: University of South Florida, Hillsborough Community College, St. Petersburg College, Hillsborough Technical Colleges, and Pinellas Technical College.

It is made possible by a grant from Lumina Foundation and is also supported locally by United Way Suncoast.

A Complete Tampa Bay coach helps returning adult learners find available education and training options, understand what financial support may be available, access tutoring, and connect to local education partners.

An estimated 330,000 adults living in Tampa Bay have earned some credits but never completed their college degrees and/or credentialing programs, according to the 2017 American Community Survey.

"This hands-on approach to college and training enrollment will help streamline the often overwhelming process experienced by returning adult learners," said Chuck Tiernan, director of LEAP Tampa Bay.

LEAP Tampa Bay is a network of more than 50 community partners, including the Community Foundation of Tampa Bay, committed to changing lives by connecting residents to education and training beyond high school.

## IMPACT

To build on our 30-year relationship with Pinellas donors and our grantmaking of more than \$5 million per year to Pinellas organizations, we are excited to announce that the Community Foundation of Tampa Bay opens a location on Central Avenue in St. Petersburg in fall 2020 this year.

The new space, adjacent to the James Museum of Western & Wildlife Art, will be a place for convening donors, nonprofits and civic leadership efforts. And staff will be available to assist with the philanthropic needs of our donors and partners.

The new location complements our principal office in the Westshore area of Tampa and the meeting and event space available to us in Gulfport and downtown Tampa through our Alliance for Advocacy and Philanthropy with Stetson College of Law.

"We have had a strong philanthropic presence in St. Petersburg and Pinellas County since our inception in 1990," said Marlene Spalten, president and CEO. "We are delighted to launch this space for collaboration, convening and promotion of philanthropy in St. Petersburg and beyond."



# THE LONG CENTER

By Frederick E. Fisher

## A donor's view on the power of endowment to sustain a valuable community resource

The unique Long Center opened on July 1, 1990 at 1501 Belcher Road in Clearwater. The Long Center Foundation planned, funded and constructed the 150,000 sq. ft. facility and later, gifted it to the City of Clearwater with the City's obligation to provide an Annual Report of activities to the Foundation Trustees. The Foundation subsidizes activities at the Center with income from the \$6 million Endowment Fund at the Community Foundation of Tampa Bay.

Core Programs including "Learn to Swim" lessons at a cost of \$10.00, summer camps, a variety of classes and drop-in activities including 18 and under membership – regardless of residence- for \$44.00 annually are provided throughout the facility: the glass and steel enclosed Olympic pool, the 25-yard therapeutic pool, the three basketball courts, and the 2,700-foot fitness center and much more.

Four organizations share the facilities with the City of Clearwater. CFY (CLEARWATER FOR YOUTH) in its 54th year subsidizes dozens of organizations with sports activities for thousands of youth. In addition, since 2006, CFY has awarded over \$500,000 in college scholarships. CAT (CLEARWATER AQUATIC TEAM), in its 52nd year, is a competitive swim program directed by legendary coach, Randy Reese, a four-time NCAA Coach of the Year and three-time Olympic Coach. ARC TAMPA BAY provides services for intellectually/developmentally disabled residents and includes access to the Center's sport's venues. The AGING WELL CENTER provides quality of life activities for the community's older adults.

**"I have been blessed to have been getting a paycheck for doing something I love to do for the last 17 years of my life. The Long Center is a place that you truly need to experience to fully understand the magic it offers."** -Shaun Beasley, Facility Manager

## OUR BOARD



Board members, left to right: Damon Glisson, Sue Williams, Willie Tims, Jr., Larry Fasan, Miles Capron, Oscar Horton, Mark Sena, Patricia Douglas, Ron Ciganek, President and CEO Marlene Spalten, Legacy Society Chair Bill Zewadski, Past Chair Betty Castor, Bill Fries, Chair Bob Mohr, Chair-Elect Mike Starkey, Lyda Tymiak Lindell, Leadership Council co-chair Gail Whiting, Leadership Council co-chair Celia Ferman, Secretary Linda Simmons, Dick Dobkin, Juel Smith, Treasurer Ed Koren, James Stanger, Seton Hengesbach, Counsel Sandy Rief.



**"Having the vision of a recreational facility and pool in 1974 and being involved on opening day sixteen years later on July 1, 1990 was a very proud moment in my life."** -Frederick E. Fisher



# WAYS TO GIVE

REAL ESTATE 

RETIREMENT PLAN ASSETS 

IRA DISTRIBUTIONS 

LIFE INSURANCE 

BUSINESS INTERESTS 

CHARITABLE GIFT ANNUITIES 

STOCK 

PERSONAL PROPERTY 

CASH 

PRIVATE FAMILY FOUNDATIONS ASSETS 

CROPS 

CHARITABLE TRUSTS 



## INSPIRED GIVING

We invite you to join us in making big improvements in our community. By connecting people, organizations, and local needs, we create a ripple effect into the future. Together we are doing good for great causes.

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

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