



## Foundations come together for collective impact on disaster recovery

Colorado has seen many disasters over the years. From devastating wildfires, to the Aurora shooting, and most recently the historic floods that left incredible destruction across 17 counties.

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Cover photo: University of Colorado student volunteer Jill Storey throws drywall from the basement onto a debris pile in front of a Boulder home that was severely damaged by the September floods.



## Our Mission

Rose Community Foundation works to enhance the quality of life of the Greater Denver community through its leadership, resources, traditions and values.

## Our Vision

The Foundation uses leadership, grantmaking and donor engagement to invest in strategic and innovative solutions to enduring problems and emerging issues.



# A Message from our Board Chair

**Y**ou may have noticed some changes at Rose Community Foundation, such as a new website, new publications and a new online grant application. We're also talking about our work a little differently, including emphasizing topics such as leadership, donor engagement and collaboration.

All these changes are evidence of a thoughtful evolution taking place at the Foundation. As a community foundation, our job is to look across a community and identify its most pressing needs. Some will be enduring problems, such as education reform, while others are emerging issues, such as disaster recovery. Just as we look to our grantees to evolve to meet changing community needs, foundations must do the same.

That's why we've been undergoing a process to consider how we can be most effective in our work and successfully advance positive change in our community, now and into the future. As we progress forward, our areas of focus will be:

**Impact** – We're looking closely at exactly what kind of impact we want to have in the community; how to maximize that impact by leveraging resources beyond grant dollars; and how to measure impact across our work.

**Systemic Change** – A focus on changing systems has always been part of our work. We continue to believe this is where we can be most effective at moving community issues forward and will seek ways to have greater impact on these types of solutions.

**Working with Others** – We recognize that working together we can accomplish more than by working alone. We will continue to seek more opportunities to partner with and invite others to join in our work. This also means doing more to connect donors with issues that are important to them.

**Leadership** – By combining our leadership with our grant dollars we can make a greater difference. That leadership takes many forms. Sometimes it means taking the long view on persistent challenges. Other times it means taking a risk on an innovative solution that we believe in.

**Integration** – We are integrating our work across the organization. You'll see a lot more collaboration among our program areas as they combine expertise and resources to address pressing community issues.

**Emerging Issues** – We are concerned with helping our community address emerging issues like disaster recovery and ballot issues, and it's important that we be proactive in our ability to respond to them.

The stories inside this newsletter show how many of these areas of focus are already coming together. The cover story shows how through leadership and collaboration we are working to find strategic and proactive approaches to disaster recovery. The MazeTot.org story demonstrates how leadership, innovation and collaboration have led to national recognition.

Our evolution as a foundation isn't going to happen overnight, but rather it will be gradual and we invite you to be part of the process. Please share your thoughts and ideas as we continue to move our organization forward for positive community change.

A handwritten signature in black ink that reads "Jennifer Adler Fischer".

**Jennifer Adler Fischer**

Chair, Board of Trustees  
Rose Community Foundation

continued from front page

## Foundations come together for collective impact on disaster recovery

When disasters strike, most of us are compelled to find a way to help, and at Rose Community Foundation, we are just as compelled to be part of the healing and recovery process. The question at hand is, “Where can we best make a difference?”

We’re not alone in asking that question. Foundations across Colorado and nationally are asking, “What is the best role for foundations in the disaster recovery process?”

Starting in Spring 2013, we – together with the Colorado Association of Funders – have been leading a task force comprised of many of Colorado’s largest private and community foundations to evaluate how to most effectively play a role in disaster recovery.

“We’ve learned a lot from experiences following the Aurora shooting, wildfires and other disasters, as well as from the Center for Disaster Philanthropy,” shares Sheila Bugdanowitz, Rose Community Foundation president and CEO and task force chair.

“We realized the best role for foundations is to take the longer view,” explains Bugdanowitz. “It’s not in the government’s work or in the work of organizations set up to meet immediate needs. It’s the work that’s further out.”

Lessons learned from the Aurora shooting offer an example. “All the money raised went into a victims fund,” explains Joanne Kelley, executive director for the Colorado Association of Funders. “After it was distributed to the victims, there was a need for mental health healing centers for the community, but there was no money left. Foundations feel they can play a critical role in disaster recovery by funding longer-term community needs that the general public isn’t as willing to support,” she adds.

The task force is also focused on a collective approach. “To have the biggest impact, foundations feel they have to do this together,” says Kelley.

Within just a few months of starting these discussions, Colorado was hit by flooding, offering an opportunity to pilot the concept. The Colorado Association of Funders



A trailer park in Longmont, Colorado damaged by the September floods.

established a longer-term Colorado Funders Flood Recovery Fund for its member foundations interested in collectively responding to issues that emerge across the affected region. Rose Community Foundation is the fiscal sponsor and a contributor.

“The idea is to stop and wait for all the near-term relief to happen,” explains Kelley. “The fund isn’t intended to provide assistance directly to flood victims. The funders who contribute to the longer-term fund will work with the communities affected to determine the greatest needs not covered by other funding. Such needs might include mental health services, environmental concerns or community engagement activities.”

In addition to playing an important role in the long-term recovery from the floods, the foundations involved also hope to learn from this process. “We hope to have good community conversation about what’s really needed, and to learn how the foundation community can best respond following disasters,” says Kelley.

*In addition to responding to long-term needs through the Colorado Funders Flood Recovery Fund, Rose Community Foundation has also committed to matching flood relief donations made by Foundation trustees, committee members and staff.*

Learn more: [helpcoloradonow.org](http://helpcoloradonow.org)  
[coloradofunders.org](http://coloradofunders.org)  
[disasterphilanthropy.org](http://disasterphilanthropy.org)

### Governor announces new flood recovery website

“All of Colorado is united in helping communities impacted by flooding recovery,” said Governor John Hickenlooper when he announced a new website that will serve as a comprehensive one-stop location for information about recovery efforts related to Colorado’s historic flooding in September 2013.

**ColoradoUnited.com** includes the latest recovery news, current information about impacted areas and how to get help, as well as resources to donate and volunteer.

# Foundation recognized for innovation in connecting young families to Jewish life

**R**ose Community Foundation is often recognized for leadership, innovation and collaboration in Greater Denver and Boulder's Jewish communities. Recently, a Foundation Jewish Life initiative, MazerTot.org: *Connecting Young Families to Jewish Life*, was named one of the nation's 50 most innovative Jewish nonprofit projects by *The Slingshot Guide '13-'14*, an annual compilation of the most inspiring and innovative Jewish organizations and programs in North America. This is the second year that MazerTot.org was included.

Slingshot selected MazerTot.org from hundreds of applicants for its unique approach and effectiveness in helping families with young children connect to local Jewish life. According to Slingshot, "Evaluators call MazerTot.org a 'trailblazer' and continue to applaud its dedication to accessible communal life and practice."

MazerTot.org is successfully addressing a challenge faced by new parents. "They want to build Jewish community and make new friends for themselves and their children, however that can be difficult if you're new to the area, if activity costs are high or if information about local Jewish life isn't accessible," explains Perri Klein, MazerTot.org coordinator.

MazerTot.org's innovative approach starts with a network of partnerships with Jewish organizations throughout Denver and Boulder that offer programs and activities for families with young children. The MazerTot.org website serves as a central hub for prenatal through preschool-aged families to find information on upcoming events, playgroups, education programs and more. Families can also take advantage of sizeable discounts to explore opportunities to get involved.

Since launching in 2009, MazerTot.org has helped nearly 2,000 young families connect to Jewish life.



Connecting Young Families to Local Jewish Life

MazerTot.org, a Rose Community Foundation Jewish Life initiative, was named one of the nation's 50 most innovative Jewish nonprofit projects by *The Slingshot Guide*.

Since joining, 79 percent of families attended a Jewish organization that was new to them, and 71 percent report their Jewish life is growing at home.

Allison Schwartz is among those families. New to Boulder, MazerTot.org connected her to other young families and Jewish programs. "For people with very young kids it's a nice way to get connected with other families with children of similar age," explains Schwartz.

"I don't know of any other resources like MazerTot.org," adds Schwartz. "Lots of Jewish organizations have programming for young children, but unless you're affiliated with them, you don't hear about it. It's very convenient that MazerTot.org collects all the information and tells you what's happening for little kids."

Schwartz' positive experience led her to become a MazerTot.org parent connector, one of twelve new parent volunteers who actively build community between MazerTot.org families on- and offline. "I had such a positive experience with my kids and Jewish life in Boulder, I wanted to help other families have that same experience," says Schwartz.

MazerTot.org is funded by Rose Community Foundation, in partnership with Paul Gillis, the Oreg Foundation and the Slingshot Fund.

Learn how you can get involved – as a donor, family or volunteer at [RCFdenver.org/mazeltot](http://RCFdenver.org/mazeltot).

Learn more:  
[mazeltot.org](http://mazeltot.org)  
[slingshotfund.org](http://slingshotfund.org)

“Evaluators call MazerTot.org a trailblazer.”





Boulder JCC, a MazelTot.org partner organization, offers summer camp programs like this one to MazelTot.org families.

**79%** of families attended a Jewish organization for the first time since joining MazelTot.org.

**71%** of MazelTot.org partner organizations self-report they have created new or improved programs to better meet the needs of families.

MazelTot.org has helped nearly

**2,000**

young families connect to Jewish life.

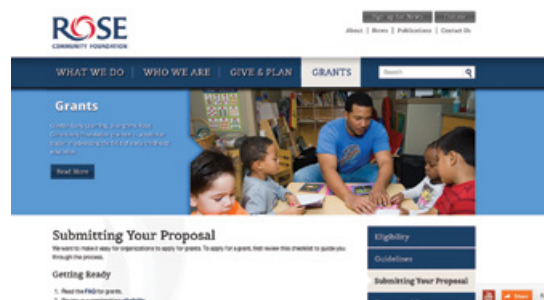
# Everything at your fingertips, online at RCFdenver.org

## Join us in our work!

You can help us make the community a better place for all people through a gift of support. Unrestricted gifts help us invest in the meaningful, innovative and collaborative grantmaking, and special project work for which we are known. You may also designate your gift to a specific program area or fund. Make your secure gift online at the new **RCFdenver.org**.

If you would like to explore other ways to join in our work, such as establishing a fund, making a planned gift or to discuss how we can support your philanthropy, please contact Gaye Leonard at [gleonard@RCFdenver.org](mailto:gleonard@RCFdenver.org).

**H**ave you seen the new **RCFdenver.org** yet? If not, we encourage you to browse around. The new site features tools for grant seekers, guidance for donors who want to get involved, stories of community impact and much more.



**For grantees and those seeking grants**, the Grants section of the site introduces a **new online application process** and many other resources including program area grant guidelines, a helpful Frequently Asked Questions section, and all the forms and other documents needed to complete a grant application.

**For donors**, the refreshed site offers a range of helpful resources in the **Give & Plan** section. Learn about the many ways you can get involved in supporting community issues and the unique benefits



of partnering with a community foundation like ours. Connect with our Philanthropic Services staff for one-on-one support in meeting your philanthropic goals.

**For anyone** looking to learn more about the impact we're having in the community, take a look at our **Stories of Impact**. We will continue to add stories about the Foundation's grantees, donors, initiatives and projects that are making a difference.

Finally, if you'd like to get to know the **individuals behind our work**, visit the **Who We Are** section, where you can find pictures and bios of our trustees, committee members and staff.

We hope you find the refreshed **RCFdenver.org** to be a great resource for learning about the Foundation's leadership role in achieving positive change in the community and for helping you find the information and resources you need.

## Rose Community Foundation Supports Public Education

**O**n November 5, 2013, Colorado voters turned down Amendment 66, the initiative to fund significant changes aimed at improving K-12 public education and expanding early childhood education in Colorado. Rose Community Foundation supported Amendment 66 with a grant to

Colorado Commits to Kids, the campaign to pass the Amendment. Given our long history of supporting innovative education reforms and early childhood education, and in recognizing the potential for significant impact on the community, our trustees supported the effort.

While Colorado voters were not willing to fund such an amendment, we as a Foundation will continue to seek innovative and intelligent ways to have an impact on improving K-12 public education and early childhood education.

Learn more:  
[RCFdenver.org/amendment66](http://RCFdenver.org/amendment66)

# Rose Community Foundation News



From left: Gaye Leonard, Yolanda Quesada, Carlos Martinez

## Gaye Leonard Joins Foundation Staff

Gaye Leonard has been named director of development and philanthropic planning. As a community foundation, we not only make grants from a permanent endowment, but also house and oversee grantmaking from philanthropic funds established by individuals, families and organizations. Gaye will focus on engaging new philanthropic partners and assisting donors with charitable gift planning. Learn more at [RCFdenver.org/giveplan](http://RCFdenver.org/giveplan).

## Farewell and Thanks to Yolanda Quesada

In November we said goodbye to Yolanda Quesada, who served as managing director for the Latino Community Foundation of Colorado (LCFC), a Rose Community Foundation initiative, for more than four years. We are grateful for her tremendous efforts to expand Latino philanthropy in our community. Under Yolanda's leadership, the LCFC reached several milestones, including grant awards totaling more than \$1 million to Latino-serving nonprofits, and receiving the prestigious Outstanding Foundation award presented by National Philanthropy Day in Colorado.

## Latino Community Foundation of Colorado Welcomes New Director

Carlos Martinez joined us as the new managing director of the Latino Community Foundation of Colorado (LCFC). Many may know Carlos from his service on our

Committee on Aging. He has led successful organizational transformations in various nonprofit settings including La Alianza Hispana, Fresno Art Museum and in his recent role as chief executive officer at the GLBT Community Center of Colorado (The Center). Carlos has served on the LCFC board since early 2013 and we look forward to working with him in taking the LCFC to the next level. Learn more at [RCFdenver.org/latinocfc](http://RCFdenver.org/latinocfc).

## Congratulations New Rose Youth Foundation Members

The youth-led Rose Youth Foundation recently welcomed 23 members. They will spend the next year working together exploring Jewish traditions of giving, identifying needs in our community and making grants totaling \$60,000. Learn more at [RCFdenver.org/ryf](http://RCFdenver.org/ryf).

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## From Leadership to Collaboration

Inside, read about how Rose Community Foundation is using leadership, innovation and collaboration to make the Greater Denver community a better place for all people.

Photo: University of Colorado student volunteer Ryan Zehner adds a basement door to a debris pile outside a home that was severely damaged by the September floods.

