



Fall/Winter 2009

TAKING CARE OF BUSINESS – INNOVATIVE PROGRAM KICKS OFF THIS FALL

A group of concerned business leaders have come together to support anti-bullying initiatives at Keigwin Middle School, a sixth grade school in Middletown. Members of the Middlesex County Community Foundation (MCCF) Council of Business Partners generously donated funds for the “No Bully Zone” initiative, to kick off this fall, in partnership with Rushford Center.

Through the “No Bully Zone” program, students will be identified as peer leaders and trained by Rushford prevention staff in anti-bullying curriculum, decision-making and communication skills. “The program will give peer leaders the tools they need to access help for their fellow students and suggest appropriate referrals,” said Sheryl Sprague, Rushford prevention manager. “Peer leaders will also work to increase student, staff, and parent awareness on ways to identify and report incidents of bullying.”

The mission of the anti-bullying program resonated with members of the Council of Business Partners, many of whom were bullied growing up or have children who were bullied. The council also wanted to do

something to support their future workforce, the future employees of their respective businesses and they wanted to focus on how to help young people build self esteem.

Marc Levin, president of Malloves Jewelers and a member of the MCCF Council of Business Partners, said he and other local business leaders including Dave Director, president of Connecticut Lighting Centers, were shocked to learn that bullying can be a larger problem in schools than drugs or alcohol. “We were looking to support an initiative where we could have the most impact, and we were hearing over and over again that bullying was a major issue,” said Director, a member of the Council of Business Partners and MCCF’s and Rushford’s board of directors. Director said he was drawn to the train-the-trainer aspect of the “No Bully Zone” program and hopes the program can be replicated in other schools.

The Council of Business Partners includes: John Sullivan of A&A Office Systems; Arlene Mazzotta and Laura Pedersen of A.R. Mazzotta Employment

Specialists; Theodore Rossi, of American Hardwood Industries; William McCann, Susan McCann and Shawn McCann of BEST Cleaners; David Director, of Connecticut Lighting Specialists; James Mahoney, of Mahoney Sabol & Co., LLP; Marc Levin, of Malloves Jewelers; Colin Burr, of McCutcheon Burr & Sons; David Shulman of Suburban Stationers, Inc., Nancy Raczka; and Dan Zimmerman, TagTeam Business Partners, along with St. Mary’s Church in Portland and Congregation Adath Israel in Middletown, of the Interfaith Golf Open Tournament.

Please visit the Council’s businesses and support those who are “good people doing great things.” Show them that you applaud their innovation, collaborative efforts and willingness to step forward and make things just a little bit better for all in Middlesex County!

The Council of Business Partners welcomes new participants. To support the program, please contact Cynthia Clegg, President & CEO, Middlesex County Community Foundation at 860-347-0025 or e-mail Cynthia@MiddlesexCountyCF.org



Middlesex County Community Foundation Council of Business Partners

Left to Right: Arlene Mazzotta, A.R. Mazzotta Employment Specialists; David Royston, MCCF Board Chairman; Laura Pedersen, A.R. Mazzotta Employment Specialists; David Preston, MCCF Board Member; Sheryl Sprague of Rushford Center, Inc.; Colin Burr, McCutcheon Burr & Sons; Marc Levin, Malloves Jewelers and David Director, Connecticut Lighting Centers.

Absent from the photo: John Sullivan, A&A Office Systems; Ted Rossi, American Hardwood Industries; William McCann, Susan McCann and Shawn McCann, Best Cleaners; James Mahoney, Mahoney Sabol & Co.; David Shulman, Suburban Stationers; Dan Zimmerman, TagTeam Business Partners; Nancy Raczka and St Mary’s Church of Portland and Congregation Adath Israel in Middletown of the Interfaith Golf Open Tournament.

SIMPLE STEPS CAN MAKE A BIG DIFFERENCE

Dear Friends,

There are many and unique ways people in this County GIVE BACK. Now, more than ever, your help is needed. We all have busy lives, yet we want to help others in need. Here are some simple steps to take that will make a difference in the lives of others...and in yours!



- **Turn family and friend celebrations into charitable donations.** Break with tradition! Consider making donations to charities instead of giving birthday, anniversary or holiday gifts. Donations can be made in the name of the individual who would have received the gift.
- **Encourage your children to get involved.** Spend some quality family time researching the various charitable organizations in Middlesex County and deciding how you can help in these difficult times.
- **Think about other ways to give.** In addition to your charitable donations, consider other ways to help those in need. Volunteer; share your talents; educate a friend about your favorite charity and ways they can help.
- **Think about leaving a legacy.** Estate planning is always important, both in good times and bad. Think about what you want your legacy to be. Legacy giving includes bequests in wills or testamentary trusts, gifts of retirement assets, and gifts of insurance policies.
- **Take advantage of the IRA Charitable Rollover.** This provision was extended through December 31, 2009. The law allows people 70 ½ or older to transfer up to \$100,000 annually from an IRA directly to a nonprofit organization without counting those assets as income.
- **Give more – if you can.** Overall donations are down – in a time when needs are greatest. If you can, help nonprofits keep up with the demand for services.
- **Ask for help.** Middlesex County Community Foundation can offer assistance on how to make charitable contributions that meet both charitable and financial goals. In good times and bad, we're here to help you make a difference and be as effective as possible in your charitable giving.

We'd love to feature your story in an upcoming newsletter. Let us know how you and your family will GIVE BACK. **You can make a difference.**

Best regards,

Cynthia H. Clegg
Cynthia

RANDOM ACTS OF KINDNESS

A Portrait of Donors: Howard and Yvonne McAuliffe

Here's just one example of the wonderful people we have in our County...those who realize that GIVING REALLY COUNTS!

Howard and Yvonne McAuliffe are quiet and unassuming individuals. I'm certain that the phrase 'UNSUNG HEROES' was invented with Howard, Yvonne and numerous other people in Middlesex County in mind.

If you ask why he and Yvonne look for opportunities to help others, Howard will (quietly, of course,) tell you that his sense of giving back is "just because" or "that's the way you do things, Cynthia". He speaks of being inspired by his grandfather who practiced RANDOM ACTS OF KINDNESS every day of his life. His grandfather instilled in Howard the importance of helping and sharing ones bounties with others, known and unknown, so that life in Middlesex County would be the best it could possibly be for everyone.

Howard and Yvonne have two Funds with Middlesex County Community Foundation. Over the years they have generously reached out to those in need through these funds. They do so without a mention of their name to the recipient, without asking for anything in return except for a call from the Community Foundation updating them on the recipient's well-being.

When asked if he had a quote for this piece, Howard pointed to a statement in our Annual Report by Arthur and Edythe Director, who also generously provide for others through the Community Foundation. "They've said it all, Cynthia. Just put a DITTO after their statement."

To put it into context and to paraphrase the Directors and the McAuliffes:

"We believe in giving back now and for the future. The Community Foundation makes it possible for everyone to do just that in their own way and for everyone to be a philanthropist." That says it all, so: DITTO!

We're sure you'll agree that we're fortunate to have such good neighbors! We welcome working with all of you so you can put your heart into action and your money to work for the benefit of all in Middlesex County. Give the Community Foundation a call and share your story and your passions. Let's all add to the good works of Howard and Yvonne and Art and Edythe. Let's all show that GIVING REALLY COUNTS.



Howard McAuliffe makes the County a better place to live one gift at a time.

THANK YOU, WILLARD, FOR YOUR SUPPORT OF MIDDLESEX COUNTY

Willard McRae is legendary. Everyone knows Willard and will sing his praises for his boundless energy, his devotion to helping those in need and his countless hours of volunteering. He acts on his belief that “every child has his own distinct value...his own unique dreams.”

On October 27, 2009, Liberty Bank presented its annual Community Diversity Award to Willard for his lifelong dedication to creating opportunities for children and adults in the areas of education, mental health and human services. Willard’s community service activities include:

Co-founder of the Middlesex Coalition for Children, the Middlesex Child & Adolescent Services System Program and the Wesleyan University Upward Bound Program. Willard is also a founding member of Middlesex County Community Foundation and was unanimously elected Director Emeritus in 2008.

The community is a better place because of Willard. How can you honor and thank someone who builds on the foundation laid out by society, who always seeks ways for those in need to thrive and find a new sense of purpose? Well, you name the award after the legend. The award will now be known as the “Willard M. McRae Community Diversity Award”.



Willard McRae

BRAVO, WILLARD, and THANK YOU!

THANKS TO OUR DONORS – YOUR GIVING MAKES A DIFFERENCE!

Because of your generous donations, the Community Foundation was able to support and help local nonprofits expand their services to their clients, associates and audiences.



Literacy Volunteers Valley Shore (LVVS) was able to purchase materials for its Citizenship Program. A record 11 clients of LVVS became citizens of the United States this spring!

Literacy Volunteers Valley Shore staff and board members congratulate clients who became citizens of the United States in 2009!

You also provided funding to Ivoryton Playhouse for its new online ticketing capabilities. Jacqueline Hubbard, Executive Director, describes this ability as “almost like adding an additional person to our small staff!”



Ivoryton Playhouse Executive Director Jacqueline Hubbard with Board member, Norman Needleman, work to bring great theater to our area.

HERE'S HOW YOU CAN MAKE A DIFFERENCE

The Community Foundation has a safe, easy way for you to donate by credit card. Just go to our website www.MiddlesexCountyCF.org and click on:

Make A Donation

You'll have many options to choose from as your gift can be made in honor of a loved one, designated for a specific purpose, or given for unrestricted use. Or use the enclosed envelope to mail a check the old fashioned way! Now, more than ever your donation will have a tremendous impact on the quality of life in Middlesex County.

Donate to our

**LIVE LOCAL
GIVE LOCAL
FUND!**

100% of the proceeds will be donated to our area nonprofits this year.



LEARN ~ GROW ~ THRIVE

**Middlesex County
Nonprofit Resource Center**

at



MIDDLESEX COUNTY
COMMUNITY FOUNDATION

Learning Opportunities

MORNING MUSINGS

WEBINARS

WORKSHOPS

Middlesex County Community Foundation resumes Learning Opportunities this fall/winter for county nonprofit organizations with a full schedule of Morning Musings, Webinars and Half Day Workshops. The workshops are designed to give nonprofit staff and volunteers access to programs relating to nonprofit management, volunteer development and the “best practices” in the field of philanthropy.

Morning Musings, free one hour sessions, will cover topics as varied as “An Introduction to Crisis Communications and Issue Management”, “Grant Research and Proposal Writing”, and “Marketing Techniques for Volunteer Run Organizations”.

The Webinar series, offered in partnership with the Association of Fundraising Professionals (AFP), presents web-based workshops led by high-caliber experts in the field. Nonprofit organizations do not have to be an AFP member to participate.

Half Day Workshops will be presented by nationally recognized speakers and experts to give in-depth presentations on nonprofit management.

SCHEDULE AT A GLANCE

Upcoming Webinars

- **How to Have Conversations with Donors about Planned Gifts**

Wednesday, December 9th, 1:00 – 2:30 pm
All Webinars will be held at Middlesex County Community Foundation, 211 South Main Street, Middletown, CT

Half Day Workshops

- **Love Thy Reader with Tom Ahern**

Fund Raising Communications for the Aspiring Expert: What Works and Why

Tuesday, January 12th, 9:00 – 12:00 noon
(Snow Date – Thursday, January 14th)

Middlesex Community College,
Chapman Hall
100 Training Hill Rd, Middletown, CT

Cost \$10 per person

**For further information or to register, email:
info@MiddlesexCountyCF.org
or call 860.347.0025 x201**



Back by popular demand! Chuck Loring of Loring, Sternberg & Associates, led 100 nonprofit board and staff members in a half-day workshop on “Getting Governance Right: Board Roles & Responsibilities”. The seminar was co-sponsored by Liberty Bank Foundation.



Thayer Talbott, Talbott Communications Strategies, led a recent Morning Musing on communications for area nonprofits entitled, Reacting with the Right Response: An Introduction to Crisis Communication and Issue Management.

“No Bully Zone”

Program Description *(Cont from Page 1)*

Middlesex County Community Foundation Council of Business Partners Anti-Bullying Program in partnership with Rushford Center Inc. and Rushford Prevention Professionals will utilize students as peer leaders and conduct activities to improve school climate at Keigwin 6th grade school.

15-20 students will be recruited as student leaders.

Student leaders will be trained in the anti bullying curriculum, decision-making skills and communication skills.

Peer leaders will gain the tools they need to access help for peers and suggest appropriate referrals.

Peer leaders will explore issues that are of concern to them, their school climate, school suspensions due to bullying and identify community resources that can be accessed for support.

Peer leaders will increase student and staff awareness on ways to identify, define and report incidents of bullying behavior.

Work with students to develop communication and decision making skills, assess information on bullying problems facing students and promote peaceful conflict resolution and anti bullying messages.

Staff will create lesson plans, and document program implementation that can be placed in a guidebook that can be duplicated and provided to other schools.

Goals

- Reduce incidents of violence and bullying
- Train youth as a resource to their peers
- Reduce feelings of alienation among students
- Instill positive self-esteem and a sense of purpose
- Identify specific plans that indicate young persons are optimistic about their future

Impact

The Middlesex County Community Foundation Council of Business Partners Anti-Bullying Program will improve student climate by increasing pro-social behaviors which will result in reduced incidents of school suspension caused by violence/bullying.

Evaluation

Pre and post-test surveys will be completed to assess students’ competency levels. Students will track and monitor school discipline data and share results with peers.

Longevity

Program can be implemented at Woodrow Wilson School.

Vision: to replicate the program at other schools and to expand the Council of Business Partners throughout Middlesex County. Contact MCCF for more information (347.0025).

Leave a Legacy™



Middlesex County organizations will have a brighter future due to the generosity of a growing number of thoughtful people who are making planned gifts. A planned gift is a commitment to support an

organization through a will, charitable trust, life insurance, pension beneficiary or other philanthropic means which will aid an organization.

We are pleased that numerous people have made it known that they have planned a gift to our community through the Community Foundation. Some have designated their favorite charity to receive the benefit of their gift, while others have given unrestricted gifts to address local needs as they change over time through Community Foundation grant making.

What would you like your legacy to be? Our Community Foundation was created to provide a vehicle for donors of all income levels to leave a legacy to our community. We welcome conversations with good people who want to do great things now and in the future. Call us at 860.347.0025 and let us help you plan your legacy.

FIVE WAYS YOU CAN LEAVE A LEGACY

1. Prepare a will, and include a gift for the charity or charities that have made a difference in your life.
2. Donate a specific dollar amount or a percentage of your assets, including stocks, bonds, CDs or other property.
3. Name your favorite charity as the beneficiary of your IRA or pension plan.
4. Name your favorite charity as the beneficiary of an existing or new life insurance policy.
5. Honor deserving friends and remember loved ones with memorial gifts.

If you are interested in leaving a legacy to Middlesex County Community Foundation, or if you would like to become a member of our President's Society or Chairman's Circle, contact Cynthia Clegg at Cynthia@MiddlesexCountyCF.org or call 860.347.0025.

SHORELINE LANDMARK ESTABLISHES NEW FUND at COMMUNITY FOUNDATION

Bill's Seafood Restaurant is a landmark on the Connecticut shoreline. Thousands of area residents and tourists visit annually to experience the shoreline setting to the "tune" of Westbrook's "singing bridge".

The local communities have long supported Bill's and their loyalty is returned by the owners and staff many times over. For the past six years, Bill's Seafood has hosted a golf tournament to support scholar-athletes from the shoreline towns. In just six short years, the business has awarded over \$98,000 in scholarships. In 2009 alone, a total of \$18,000 was presented to eight students. A male and female senior were chosen from the towns of Westbrook, Clinton, Old Saybrook and Valley Regional High School (Chester, Deep River and Essex). The students are selected by an independent committee of volunteers and have achieved high academic distinction, participated in a sport, demonstrated a positive character, strong leadership qualities and were active in community services. They all plan to further their education in a four-year college, community college, business or vocational school.

These dedicated volunteers faced the challenge of running the golf tournament and raising more funds while attending to

their regular day-to-day activities. They realized that the rising cost of higher education was preventing many deserving students from continuing their education, something they felt was unacceptable. They wanted to make it possible for more to pursue their educational goals. However, they also knew that they did not want to establish and run a nonprofit. They just wanted to give back more to the communities where they work, live and call home.

The committee worked with the Community Foundation to establish the Bill's Seafood Golf Tournament Athletic Scholarship Fund. The committee will be able to focus on giving back and nourishing the educational aspirations of more shoreline scholar athletes as it utilizes the Community Foundation's sound structure, expertise in managing funds and its commitment to helping donors fulfill their philanthropic wishes. Mark Leopoldino of Bill's Seafood states "the partnership with the Community Foundation is a perfect solution for our generous committee. We are grateful to the guidance and expertise of the Community Foundation. We get to do what we love best: running the golf tournament and giving back to the community that means so much to us."



2009 Bill's Seafood Scholar/Athlete Award Recipients

Standing: Ryan MacDonald, Westbrook; Michael Rubano, Old Saybrook; Christopher Pacileo, Ivoryton and Tyler Reid, Clinton

Seated: Jessica Kuba, Ivoryton; Caitlon Stedman, Westbrook; Kimberly Eininger, Clinton and Christine Marshall, Old Saybrook



MIDDLESEX COUNTY
COMMUNITY FOUNDATION

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MIDDLESEX COUNTY LIBRARIES AND COMMUNITY FOUNDATION RECEIVE AWARD

Middlesex County Community Foundation provided a \$10,000 grant to the eighteen libraries in the county to help fund the “Greening Our Valley”, a year-long initiative to promote environmental programs and build community awareness about “going green” efforts across Middlesex County.

The “Greening Our Valley” undertaking has been selected by the Board of Directors and Staff of the Connecticut River Coastal Conservation District to receive the District’s Special Merit Award. This award was given in recognition of the innovative and successful collaboration between eighteen libraries to build awareness of and concern for protecting and preserving our environmental heritage.

