Congratulations!

2021 PR & Evaluation Workshop
for Grantees of the
Community Foundation
of Middlesex County
FY2020: 383 Grants Awarded
$861,809

1997 through 2020: 3,145 Grants Awarded
$8,368,224
Housekeeping

We are the

**Community Foundation of Middlesex County**

*In announcements, once the full name is used, we may also be referred to as*

**Community Foundation** or **CFMC**

We are **not**

- Middlesex Community Foundation
- Middlesex Foundation
- The Foundation
When to Use

• Community Foundation of Middlesex County name

• Community Foundation of Middlesex County with Fund(s) providing monies
  – “grant funding provided by …”
  – “funded, or funded in part by …”

  – Community Foundation of Middlesex County/ABC Fund
  – ABC Fund at the Community Foundation of Middlesex County
When to use ...
Ways you help us thank our Donors

• Stories – Articles - Photos
• Letters – Thank You cards
• Videos – Virtual highlights and quick messages; a sneak peak or a program clip or a simple thank you to the donors and funds that made your grant possible
• In-person Site Visits may be hold due to COVID-19, but we can work with you to find creative ways to do something similar. Have an idea for a virtual visit? Or a special story or look inside a program? We’re open to alternative approaches and opportunities to learn more about your programs at work.
• The Evaluation Narrative – it’s another story, it is a way to express how the grant funding helped you make an impact
How we use your stories and photos

- Email updates
- Story book
- Annual report
- Website
- Social media
- Letters to donors and fund representatives
Share the Good News

CFMC does have a YouTube channel ... cfdnmc
And we have a special Video page on our website

• Create (or adapt) a short video – and really, we mean short – 30 seconds to 2 minutes
• In the video –
  • You can say Thank You
  • You can show impact
  • You can highlight a program
  • Anything goes – we just would like to make the connection between the great work you do and the funding supporting that work
• Send it via cloud share platforms to Thayer@MiddlesexCountyCF.org
• We will upload it to our YouTube Channel, use it on the website, and highlight it in our e-news stories as well when we meet with donors and friends.
Share the Good News

CFMC does have a YouTube channel ... cfdnmc
And we have a special Video page on our website

A Special Thank You from Kate’s Kids Camp
Kate’s Kids Camp is a comprehensive summer arts day program that began in summer 2013 through collaboration between The Katharine Hepburn Cultural Arts Center and the Community Music School. It is focused on families seeking to nurture their children’s creative potential through the arts.

The students in the 2018 camp created a special Thank You to the Community Foundation and our generous donors for the ongoing support of the camp. Be sure to watch it through to the very final second for an extra special message to CFMC and our friends and supporters!

Clinton’s REACT Club’s Thank You Message
REACT (Reality Even Affects Clinton Teens) has a lot of fun promoting healthy decision making and preventing substance abuse in their peers! CFMC was proud to support this great group of teens through a 2018 grant.

Check out their Thank You video to the generous, caring donors of CFMC who helped impact their lives.
Share the Good News

Community Foundation at Middlesex County
www.facebook.com/CommunityFoundationMC

CFMC Fund for Women & Girls

CFMC Campaign for Bully-Free Communities
www.facebook.com/Campaign.Bullyfree.Communities

Killingworth Community Fund at CFMC
www.facebook.com/KillingworthCommunityFund

@CFMC_CT
Tag Your Posts with #CFMC_CT
Share the Good News
Moody Elementary gets $3,500 grant

MIDDLETOWN >> The Community Foundation of Middlesex County has awarded Van Swearingen Moody Elementary School a $3,500 grant to convert the school’s two courtyards into outdoor classrooms.

The aim of the project, called "Sowing Seeds," is to offer students at Moody an enhanced, hands-on education in science, math, nutrition, farming and the native environment, according to a press release.

Starting in the spring of 2014, the existing, conventional landscaping in each courtyard will be removed and replaced with plantings that reflect a distinct theme. The school’s eastern courtyard, assigned a farming theme, will be planted with fruit trees, herbs, vegetables and annual flowers; the western courtyard will be planted with native trees, shrubs and perennial flowers typically found in the natural environment, according to the press release.

“We are very pleased to support the ‘Sowing Seeds’ project at Moody Elementary School,” said Van Swearingen Moody Elementary School principal Jim Loucks.

Ready, Set, Swim

Sixteen 3rd graders from Davy Ingalls Elementary School are participating in a learn-to-swim program offered by the Valley-Shore YMCA and funded by the Community Foundation of Middlesex County. Here, instructor Kyle Jones (in yellow cap) leads students (from left) Savvy Thomas, Ethan Franco, Leahisa Press, Tyler Conti, and Christopher Lamata in a lesson. For more information on the Valley-Shore YMCA, visit www.valleymca.org. For information on the Community Foundation of Middlesex County, visit www.middelfoundation.org.

Photo by John Varlas/Harbor News
We Share Your Good News

Friends and Funds on the Move

There is a lot of "ooey-gooey" and "shh-ing" happening around Middlesex County these days. These funds at CFMC are doing more and more to connect people with the communities in which they live, work, and play through small but yet powerful ways.

Life-Saving Equipment for Our Four-Footed Friends

The Animal Rescue Foundation (ARF) SPCA is out to help get special gear of equipment in the hands of every law department in Middlesex County. The ARF-Fund Committee was given an open budget to buy a popular item, the "Catsafe" cone, which is a protective cone that keeps cats and small animals from biting, scratching, or rubbing. The ARF-Fund Committee purchased this special oxygen mask for which is designed to fit over the eyes and mouth of a small animal's nose and mouth, allowing the animal to breathe while being kept in a stable, safe environment.

Interested in helping your four-legged friends? Please call our 800-547-4023.

Oh, and "WAGS"? That's us.

Life-Long Learning With Perks

Cromwell Senior Center graduated its first two classes of "tech-savy" seniors, thanks to a grant from the Community Foundation of Middlesex County. Recognizing that technology can play an important part in helping individuals stay connected with one another, family, and their community, Cromwell Social and Cultural Senior Center implemented an "iPod" bar – with tech support! It staff and volunteers worked with active and lifelong seniors through a curriculum designed to teach seniors how to navigate the IPAD, create social networks, find fun apps, and stay safe online. The program is offered monthly for new and tech-savy seniors.

Congratulations to the "Sit and Swipe" Tech Class!
Keep Up With All The Good News through our e-news and our social media channels!

We’re sharing the news of your good works — and sharing the news of our nonprofits! Keep up with our Rounds of Applause — our News & Notes — and all the incredible work of our nonprofits by following CFMC on Facebook, Instagram, Twitter, and our blog! Keep up with Good People Doing Good Things.

Like us on Facebook:
facebook.com/CommunityFoundationMC
facebook.com/CFMCFundforWomen&Girls
facebook.com/CFMC_DullyFreeCommunities

Sign up for our e-news on our website, MiddlesexCountyCF.org, by clicking the upper right corner, or by contacting us at Info@MiddlesexCountyCF.org

Here are just some of the great “shout outs” our grantees gave you this year:

We Share Your Thank You
Evaluation

Why?

You have a responsibility –

to report how the funds were used.

We have a responsibility –

to report how the funds were used.
Evaluation

Why?
Ask yourself this: **Do your grant reports satisfy funders?** Funders need to know how activities helped fulfill their missions.

- Our donors are interested in how you are improving/impacting the quality of life
- Our donors are interested in how – through a grant to your organization – they are helping their community
- Our partners are interested in how we are leveraging their dollars
Evaluation

Programmatic vs Capacity

• Programmatic – impact outcomes, number served, specific goals achieved
• Capacity – impact outcomes, number served, specific goals achieved

*Capacity grants assist the organization by allowing it to provide programs & services,*

*Therefore the positive results of programming are the positive results of capacity support.*
Evaluation

Your evaluation must include:

• Did you meet the original goals & objectives in the application – how?
• Quantify who and how many served
• Quantify impact –
  – Did we accomplish what we hoped?
  – Did we serve the populace we identified?
  – Did the program move us forward in our mission?
Evaluation

When?

• Updates, invitations, and good news should be “ongoing”

• At the end of the grant (when funds are fully expended, when the program ends) submit the evaluation form supplied with your grant award

• The evaluation form is always available on the website – Nonprofits, Forms & Guidelines
Evaluation

How? the final evaluation report isn’t the only way...

• Provide updates during the program, especially if something spectacular, unforeseen, or just interesting occurs

• Stories, photos, videos, news releases – all of these are ways to provide evaluation or narrative of what is happening and what kind of impact it is making
Thank You for being Good People Doing Great Things!

Thayer Talbott
Vice President, Programs & Operations
860.347.0025
Thayer@MiddlesexCountyCF.org
www.MiddlesexCountyCF.org

Facebook.com/CommunityFoundationMC
Facebook.com/Fund-for-Women-and-Girls-Community-Foundation-of-Middlesex-County
Facebook.com/Campaign.BullyFree.Communities
Facebook.com/KillingworthCommunityFund
twitter.com/CFMC_CT
Instagram: @cfmc_ct