Dear friends of the Community Foundation,

As year-end quickly approaches, it is worth pausing to reflect on all that has been accomplished during an extraordinary year of giving in the Holland/Zeeland community.

This work would not have been possible without a deeply compassionate and generous network of donors, nonprofit partners, and friends who give time, talent and treasure to ensure our community thrives today, tomorrow, and forever.

After 2018 was the largest fundraising year in our organization’s history, 2019 has brought us our largest grantmaking year in CFHZ history. Through the end of November we had awarded a total of $11 million in grants with more than $10 million coming from Donor Service funds and nearly $780,000 coming from our Community’s Endowment. We are so grateful to be a partner to so many individuals, families and companies to support their giving as we know that each of the grants from our Donor Service funds is part of creating an ecosystem for good. You can learn specifically about how our Board is using the resources from our Community’s Endowment to impact lasting positive change by reading about our third round of competitive grants on page 3.

Despite the challenges we may face, it is the many examples of your giving that keep us optimistic and inspire us to work together to strengthen community. Your generosity supports the efforts of committed organizations who are serving friends, neighbors, children and families all across the Holland/Zeeland area.

To each of you we wish a warm and happy holiday season, some friendly memories from 2019 and an invitation to further engage with us in the new year.

With gratitude,

Mike Goorhouse
President/CEO
Celebrating Ripples of Hope for Mental Health

Mental health is on the minds and hearts of many Holland/Zeeland area community members these days for good reason. Data from the last two Ottawa County Community Health Needs Assessments (CHNA) and Youth Assessment Survey (YAS) reflects the reality that a growing number of adults, children and families in our community are struggling with mental health issues like depression and suicide. With these critical needs increasing, CFHZ is investing in community partners who are working to cultivate greater access to mental health resources.

The flexibility of our Community’s Endowment allows CFHZ to address Holland/Zeeland’s most pressing needs and promising opportunities as they arise. In the last four years, CFHZ has committed $750,000 to ten different organizations to meet the rising need for mental health services, counseling, and suicide prevention for people of all ages and demographics:

- Beacon of Hope - Emotional Health Group for Adults on Probation ($20,000) and Building Campaign ($30,000)
- Holland Community Hospital - School Mental Health Program ($70,000)
- Ladder Homes - Housing Capacity Expansion ($30,000)
- Midtown Counseling Services - On-site School Counseling Program ($75,000)
- Mosaic Counseling (formerly TCM Counseling) - Counseling and School Services ($70,000)
- Ottawa County Department of Public Health - Pathways to Better Health ($200,000)
- Spectrum Health Foundation Zeeland Community Hospital - Blue Envelope Suicide Prevention Program ($65,000)
- Wayne Elhart be nice. Memorial Fund - School Education Program ($40,000)
- West Ottawa Public Schools in partnership with Mosaic Counseling - In-School Counseling ($75,000)
- Winning at Home - Holland Counseling Center ($75,000)

Combined, these mental health programs and services are providing hope to thousands of community members.

“Faced with a growing need for mental health services, we’re grateful the Community’s Endowment has been able to support a wide range of programs and services that provide a continuum of care for community members,” said Elizabeth Kidd, Vice President of Community Impact. “It takes a lot of courage for people to ask for the help and it’s critically important that when they do, they are able to take the next step and actually access help. We know how easily stigma and fear as well as cost, transportation, or location can prevent someone from getting the help they need.”

CFHZ’s investments are one part of a community-wide movement to end the stigmatization surrounding mental health and to provide resources around hope and healing so that all Holland/Zeeland area residents can thrive.

Given how this issue has risen in importance, President/CEO Mike Goorhouse said it felt like the right choice to focus this year’s Celebration of Philanthropy on elevating mental health and highlighting the stories of some of our key partners working in this space.

“The reality is that CFHZ would not have been able to respond in such a significant way if it weren’t for all of our Community’s Endowment donors. Their belief in the importance of having resources that can adapt to meet changing community needs is what made it possible for CFHZ to make these investments,” said Goorhouse.

“We were thrilled that this year’s event proved to be the largest in our organization’s history with more than 730 people in attendance,” Goorhouse reflected. “It made it an extra meaningful occasion to pause and celebrate the leadership of Jeff Elhart who has been such an incredible community champion for this issue, the vision and generosity of our donors, and our phenomenal nonprofit partners who are turning those dollars into life-changing impact for our community.”
2019 Competitive Grants

The Community Foundation of the Holland/Zeeland Area is pleased to announce the awarding of 5 grants totaling $117,604 from the Community’s Endowment in the third competitive grant round of 2019.

City on a Hill Ministries Health Clinic – Behavioral Health Integration Program

This $46,270 grant over three years will help integrate mental health services into the Continued Care Clinic that currently serves as primary care for many of the patients who utilize the clinic.

Why this matters: Access to mental health services was one of the top needs identified through our most recent Community Health Needs Assessment conducted jointly by the County Health Department and local hospitals. Many patients referred for mental health care struggle to follow through in receiving care due to cost, time, transportation, stigma and other barriers. Accessing mental health care in the same time and place that these patients are seeking help for their physical health will greatly reduce these roadblocks to treatment.

The Refugee Education Center – Holland/Zeeland Expansion

This $28,000 grant over three years will allow the Refugee Education Center to serve refugee students in Holland/Zeeland area schools by providing individualized graduation plans and educational support to prepare them for successful transition from high school.

Why this matters: Students who move to our community as refugees face many challenges in learning to navigate a new education system and community supports for youth. Providing pro-active guidance to these students that addresses their unique individual needs will benefit them, their families and their schools as they are more easily able to align their previous schooling with their education here and map out the next steps for continued learning.

Porter Hills Foundation – Recreational Therapy at LifeCircles PACE Holland

A $13,334 grant will help enhance the lives of participants through Recreational Therapy Services and adaptive technologies, such as It’sNever2Late.

Why this matters: The PACE model offers an alternative to nursing home care for older adults who wish to remain in their homes but need significant medical, social and daily living supports in addition to what their caregivers can provide at home. LifeCircles PACE Holland currently serves 118 individuals and 70% of these participants have cognitive impairments or dementia. It’sNever2Late will offer greater engagement with technology for individuals of all ability levels using a picture-based, touch-screen interface. Users can simply “touch” their way to find therapeutic, educational, and personalized content that is appropriate to their own level of ability and access new tools like email and web-cams to keep in touch with family and friends providing empowerment and improved quality of life for participants.

Washington School Neighbors – The Community Garden Project

A $10,000 grant will support the purchase of property to relocate and continue the neighborhood’s community gardens along with installing water service to the property and developing the land for gardening.

Why this matters: The new garden location will ensure that this opportunity continues to be available to neighborhood residents for the long term. Having access to grow fresh fruits and vegetables in safe soil also offers long term health benefits for participating residents.

Holland Free Health Clinic – Increasing Access to Healthcare for the Hispanic Population in our Community

This $20,000 grant will be used to remove language and cultural barriers that prevent Hispanic patients from gaining access to health services in the Holland/Zeeland area.

Why this matters: Over a quarter of patients served at Holland Free Health Clinic are Hispanic and half of those individuals speak Spanish as their primary language. Reducing or removing language and cultural barriers will improve access and quality of care for these patients which will have long term benefits for their health.
There’s a chill in the air and snowflakes have begun to fall as preparations are made for family and friends to gather together. It is a time of year that for many inspires gratitude and generosity. At the Community Foundation of the Holland/Zeeland Area, we are grateful for the community we serve and the many generous individuals who give back with their time, talent and treasure to make this place we call home so special. If you are considering how you will make a difference this year, consider these tips to make your charitable dollars go further.

**Give Appreciated Assets**

It’s been another year of strong investment markets. If you have stock, bonds or mutual funds you’ve owned for at least a year and have appreciated in value, it is likely a better asset to donate than cash. If you donate the appreciated asset as a gift to charity you will avoid paying capital gains tax while getting a tax deduction on the full market value.

For example, in 2017 you bought shares of XYZ Corporation for $100 per share. Today, those shares are worth $200 per share. If you sell the share, you’ll pay capital gains tax on the $100 difference between the sale price and purchase price. If you donate the share, you will avoid paying the capital gains tax and may take a tax deduction—if you itemize—for the $200 donation.

**Pro tip:** You may also donate complex, non-publicly traded assets to charity including private company stock, real estate, or other appreciated property.

**Open a Donor Advised Fund**

As the fastest growing giving vehicle in the nation, Donor Advised Funds are a popular tool to organize your giving. Perhaps you want to gift an appreciated stock, but you want to support several organizations and don’t want to initiate multiple stock gift transactions. You can make one gift to a Donor Advised Fund, receive one receipt for your gift, and advise on which organizations the fund will support. If you’d like to transfer shares when the value reaches a certain level but want extra time to decide which charities to support, you could give the stock to a Donor Advised Fund. You can take a charitable deduction when you give the shares, but you have time to decide which charities to support.

**Pro tip:** You can bundle multiple years of giving into one year with a Donor Advised Fund to exceed the standard deduction. You will receive a charitable deduction at the time you donate to the fund, and can advise on the funds over several years so the charities you care about receive the sustainable support they depend on.

**Are you 70 ½ or older? Consider an IRA QCD**

If you are 70 ½ or older and have an Individual Retirement Account (IRA), you are able to donate as much as $100,000 each year as a Qualified Charitable Distribution (QCD) to charity. A QCD may satisfy all or part of your Required Minimum Distribution effectively lowering your Adjusted Gross Income for that year.

**Pro tip:** An IRA QCD may not be donated to a Donor Advised Fund, however, you may establish a Designated Fund naming one or more charities you wish to support and at what schedule (lump sum or over a period of time).

We suggest that you consult with your financial, tax or legal advisor to discuss the giving strategies that best align with your financial and charitable goals, then give us a call and we will work with you and your professional advisor(s) to help employ smart giving strategies.

To learn more, please contact Colleen Hill, Vice President of Development and Donor Services at (616) 994-8853 or chill@cfhz.org
The Holland/Zeeland Promise Scholarship supports local students with high financial need in completing college or technical school by providing a scholarship that bridges the gap between grants and other scholarship support and the cost of attendance. In addition, the Promise program supports students with regular monthly check-ins and peer mentoring groups.

Promise candidates are nominated and recommended by their high school or Careerline Tech Center guidance counselors or staff at Hope College’s Upward Bound, the Boys and Girls Club of Greater Holland or Latin Americans United for Progress. Selection is based on a range of factors including high financial need, the motivation to achieve the goal of a college or technical degree and proven academic success. In addition, most Promise recipients are the first in their families to go to college.

Local donors make a four-year pledge, their “promise,” which enables us to know that we can support a student all the way through school. Since inception, the Promise has been able to support 57 students. Today’s average annual award size per student is $12,500.

Reflections on the Promise
A Conversation with Tim Hemingway, Co-Founder of the Holland/Zeeland Promise Scholarship

Tim Hemingway received a call on a Saturday morning in 2009 that would forever change the lives of students in this community. It was Bob DeNooyer on the other end of the line, inviting Tim to join him and Bob Sterken for coffee at his office.

From that conversation over coffee came the Holland/Zeeland Promise, a last-dollar scholarship that has been awarded to 57 local students since 2009. We sat down with Tim and his wife, Anne, recently to get his perspective on the program and its impact.

How did giving back become part of who you are?
I was the middle of five children raised on a farm in upstate New York. My parents had the philosophy that a community is only as good as the members that give back to it. They were both always very active in the community as volunteers. So, giving back was ingrained in me at a very early age.

How does the Promise fit with other ways you’ve chosen to impact the world with your time, talent and treasure?
A lot of what Anne and I have given to has been in the development of youth. From a formal standpoint, we’ve been involved with the Boys and Girls Club since it started back in 1987. The Boys and Girls Club serves a huge number of students from grades 1-12. We’ve also worked with, and continue to support, Ready for School, which covers 0-5 year olds. And then there’s the Promise Scholarship that picks up supporting youth post-high school.

To date, the Holland/Zeeland Promise boasts a 93 percent graduation rate in comparison to the national average rate of 56 percent. What do you think has been the key to that success?
From a statistical basis, that’s a phenomenal success. We’re able to reach out to young people in our community that have shown the desire and capability to excel and give them the opportunity to pursue their educational dreams. The first year we had three students that went through the program. Then we asked ourselves — how can we, as a community, take the next step to invest in our brightest youth and nurture them along to adulthood?

The side-by-side approach that the Promise has developed is crucial. The students feel the donor community’s belief in them and that makes a difference above and beyond the financial support provided. Another critical aspect of the program’s success, in my opinion, is Stacy Timmerman (Director of Scholarships). She’s someone the kids can always turn to with whatever challenges they encounter. And for them to feel comfortable doing so is huge. They might not have the resources some of us took for granted growing up. So we’re providing those support systems.

What would you tell those who are not familiar with the program?
The Promise is providing an opportunity, from both a financial standpoint and from a mentoring aspect, for young people in our community to further their education and contribution to society, wherever they choose to live. And a lot of them choose to stay right here in West Michigan where they become active community members. We see them giving back their time and resources to help others coming up through the program. It’s powerful to see the Promise come full circle in this way.

To learn more about the Holland/Zeeland Promise Scholarship, contact Stacy Timmerman, Director of Scholarships, at stimmerman@cfhz.org
“We started with literacy because everyone understands its importance and how it impacts the future lives of children. Whether you’re a parent, an educator, or a business leader, there’s a universal understanding that literacy is the key to our future success as a region and as a society,” said Kyle Mayer, Assistant Superintendent at the Ottawa Area Intermediate School District. “Literacy was the first issue that we could replace competition with collaboration.”

The Reading Now Network formed out of this collaboration and is now comprised of more than 20 West Michigan counties working together to ensure that a minimum of 80% of children reach their third-grade reading milestone. For the other 20% who might require more time and resources due to developmental differences, intervention strategies will be systemically implemented.

In 2018, the Ottawa Area Intermediate School District was awarded $50,000 over two years from our Community’s Endowment to accelerate and expand the impact of the Reading Now Network in West Michigan through real-time learning and evaluation.

Several underperforming schools in the Reading Now Network realized significant gains in their third-grade reading proficiency after implementing these practices and the Essential Practices in Literacy, published by Michigan’s Association for Intermediate School Districts. Schools also agreed to share expert staff across district lines. Thousands of days of literacy expertise have been shared with and among schools. For the first time, literacy coaches and people who are deeply aware of the Literacy Essentials have opportunities to offer support across the broader network.

“The gains that our children are beginning to make are inspiring. Scores have gone up in many schools and that is encouraging,” Mayer said. “We are only beginning to realize the difference we can make for children when we replace competition with collaboration. We have a lot of work remaining to do and I am optimistic for what the future holds for our growing Network.”

In addition to sharing data and resources, schools of the Reading Now Network participate in Instructional Rounds. Teachers are brought into the process and share what they see is working in their classrooms and where they see opportunities for improvement. Classrooms are then observed in action before the Reading Now Network team recommends specific changes in practice and support options.

“When it’s all said and done, the teachers and the administrators of the Reading Now Network will come to a mutual agreement on what is the most important work that has to happen in the school to lift literacy for children,” Mayer explained. “And if the teachers are not excited about the recommendations, we’re not going to do it. They get a vote. We treat teachers like the experts and professionals that they are.”

Instructional rounds have been performed in over 150 school buildings in our region. Not only are reading scores improving, teachers are also feeling empowered by the knowledge and tools Reading Now Network provides and energized by the improved outcomes for their students. The Reading Now Network has brought new insight and understanding to how schools can best support students’ learning to reach their third-grade reading goals. Given the strength of the initial results and the momentum the initiative has with local schools, the Developmental Evaluation model is uniquely well suited to help the Reading Now Network maximize the impact of its work for schools and students.
CONGRATULATIONS, MIKE!
For the sixth consecutive year in a row, President/CEO Mike Goorhouse was named as one of the Grand Rapids Business Journal’s 2019 40 Under Forty Business Leaders. Mike was also named to Grand Rapids Business Journal’s Grand Rapids 200, a comprehensive list of the area’s most influential business executives. Mike is an incredible and thoughtful leader and we are thrilled to see him recognized in this way. Congratulations, Mike!

SAVE THE DATES!
We hope you will mark your calendars for our two main events! Our Annual Luncheon will be held on May 21 at the Civic Center Place and our Celebration of Philanthropy will be on September 17 at ME Yacht Restoration. More information to come soon.

2020 SCHOLARSHIP INFORMATION
Applications for 2020 scholarships will be available in January 2020. Applications must be submitted online no later than 5:00 PM on March 1. Over $975,000 was awarded in scholarships in 2019. Learn more at cfhz.org/scholarships or contact Stacy Timmerman, Director of Scholarships at stimmerman@cfhz.org.

2020 COMPETITIVE GRANT DEADLINES
Nonprofit partners: The competitive grant application submission deadlines for 2020 are: January 8, June 17, and October 21. Visit cfhz.org for guidelines and more details or contact Elizabeth Kidd, Vice President of Community Impact, at ekidd@cfhz.org.

In this season of giving, we’re so thankful to be part of a community where so many people give so generously. Wherever your heart calls you to give, we are grateful. Our Community’s Endowment is the place where anyone who cares about the future vitality of the Holland/Zeeland area can pool their gifts to positively impact our community. As the endowment grows, the more impact we are able to create, Today, Tomorrow, and Forever.