

Giving Matters

COMMUNITY FOUNDATION OF THE HOLLAND/ZEELAND AREA



SPRING 2021



COMMUNITY IMPACT HIGHLIGHTS:
Holland/Zeeland Promise Grads,
Youth Advisory Committee grants, and
Stabilization Fund grants

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PRESIDENT'S NOTE



For those of you who have supported our work or attended events over the past few years, you have heard me describe CFHZ's mission in four words: community's endowment and donor services. These are our two core lines of work and remain at the center of our mission.

As our community faced a myriad of challenges last year, there were important discussions to be had about immediate and longer-term needs in our community and how to navigate addressing those issues. I am proud that CFHZ responded by elevating the third part of our mission — leading and partnering in community level initiatives — to a new level by participating in conversations on a variety of issues like basic needs, education, housing, racism, transportation, caring for our senior population, employee assistance programs, broadband internet availability, vaccine distribution, and more.

So I'll add these two words to my abbreviated description of CFHZ's mission: community leadership. The fast-evolving impacts of the COVID-19 pandemic highlighted the need for a source of connections and information that could flow in multiple directions — donors, nonprofit partners, individuals participating in services, and community leaders. Due in large part to the trust-built relationships CFHZ developed through our community's endowment and donor service work, we were able to step into that space and activate our community leadership in new and important ways.

For CFHZ, community leadership means keeping track of and reading new laws and bills, being as informed as possible about all that is happening locally, showing up for conversations to learn and to share our perspective, and being intentional about listening to and incorporating feedback from a wide range of individuals with diverse backgrounds and lived experiences. It also means proactively reaching out to start conversations with stakeholders and partners to learn where the gaps might be, and how CFHZ can provide funding, leadership, and connections to help fill those gaps.

Over the past twelve months, having our finger on the pulse of the broad conversations happening in our community was never more important, but also never more difficult. I've probably sent more evening and weekend texts and emails than ever before because things changed so quickly, and we couldn't wait until the next day to dive into what the latest development might mean for the community. I am incredibly grateful to my teammates at CFHZ who also worked tirelessly in order to make sure we were proactive, well-connected, and delivering at a high level. Their dedication enabled CFHZ to be in all the places we needed to be, listening, sharing, and fulfilling our commitment to help this community thrive today, tomorrow, and forever.

I also want to honor and thank the many nonprofits, donors, and governmental agencies who allowed us to partner with them in this work. Their trust and openness about what they were experiencing was the "data" we had to make decisions in such a rapid-pace environment. It is a deep privilege to lead CFHZ as we manage our Community's Endowment to support high impact charitable projects, provide services to donors to help them achieve their charitable goals, and lead and partner on community level conversations and initiatives. Thank you for joining us in this work.

With gratitude,

Mike Goorhouse

The Holland • Zeeland PROMISE

10 GRADS IN 2020

The Holland/Zeeland Promise program began in 2010 as a dream to allow our area's promising young people to graduate college or technical school without the heavy burden of student debt. A group of business and community leaders came together to create the Promise, which has been housed at CFHZ since its inception. In 2020, ten outstanding Promise students graduated. Many of these young people return to live, work, and contribute to this community after graduation. We celebrate their incredible dedication and achievements!



KARIANA ALVARADO
UNIVERSITY OF MICHIGAN
ENGLISH/SECONDARY EDUCATION
GRADUATED MAY 2020

WHAT'S NEXT? Kariana is currently working as a Testing Center Coordinator at Holland Public Schools. She is planning to attend graduate school for a degree in either Education or English and Communications.



MARISOL MARTINEZ
FERRIS STATE UNIVERSITY
SOCIAL WORK
GRADUATED DECEMBER 2020

WHAT'S NEXT? Marisol plans to continue her education by pursuing a graduate degree in Social Work with the goal of working as a community advocate. She can't get enough of learning, so she also plans to attend barbering school.



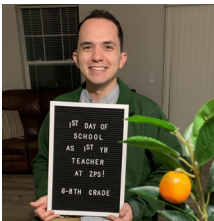
EDGAR CARDENAS
WESTERN MICHIGAN UNIVERSITY
COMPUTER SCIENCE
GRADUATED APRIL 2020

WHAT'S NEXT? Edgar is pursuing a career in the greater-Holland and Grand Rapids area where he can put his degree to work.



DAVID MORA
MICHIGAN STATE UNIVERSITY
COMPUTER SCIENCE
GRADUATED MAY 2020

WHAT'S NEXT? David will continue through his technology rotation program at CareCentrix as an Associate Analyst in order to learn what team/role he enjoys working on the most.



RODRIGO ZAVALA CINTORA
HOPE COLLEGE
SOCIAL STUDIES/SPANISH/SECONDARY EDUCATION
GRADUATED MAY 2020

WHAT'S NEXT? Rodrigo was hired by Zeeland Public Schools and teaches 6th, 7th, and 8th grade Social Studies classes as part of the Spanish Immersion program. He is planning to work on a master's degree in the future.



TANYA POMPA
UNIVERSITY OF MICHIGAN
BIOLOGY, HEALTH AND SOCIETY
GRADUATED MAY 2020

WHAT'S NEXT? Tanya is currently working at Henry Ford Health Systems with the goal of refining her clinical skills. She then hopes to apply to a Physicians Associate (PA) program to fulfill her goal of becoming an exceptional PA.



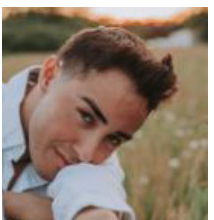
TAYLOR KLIFMAN
MICHIGAN STATE UNIVERSITY
HUMAN BIOLOGY
GRADUATED DECEMBER 2020

WHAT'S NEXT? Taylor was accepted to Palmer College of Chiropractic in Davenport, Iowa, to get a Doctor of Chiropractic degree.



ERIC SOLIS
MICHIGAN STATE UNIVERSITY
SOCIAL WORK
GRADUATED: JUNE 2020

WHAT'S NEXT? Eric served as a College Adviser at West Ottawa High School and has now relocated to Texas to pursue new opportunities.



JULIAN LUGO
HOPE COLLEGE
COMPOSITE FINE ARTS/MINISTRY STUDIES
GRADUATED MAY 2020

WHAT'S NEXT? Julian is an Admissions Representative for Multicultural Recruitment at Aquinas College. He also serves on the Promise Scholar Selection Committee, helping to guide the selection of future Promise students.



NHI TRAN
GRAND VALLEY STATE UNIVERSITY
HEALTH INFORMATION MANAGEMENT
GRADUATED APRIL 2020

WHAT'S NEXT? Nhi works for Grand Valley Medical Specialists in Grand Rapids. Her next goal is to purchase her own vehicle.

MAPLE AVENUE MINISTRIES



As part of the Community's Endowment response to a moment of opportunity to make progress towards racial equity in the Holland/Zeeland community, the Youth Advisory Committee (YAC) designated \$25,000 of their 2020 funding for youth racial equity efforts. They received an overwhelmingly positive response to their request for proposals, which prompted them to commit an additional \$25,000 of their 2021 funding and seek additional matching funds from the CFHZ Board of Trustees.

Maple Avenue Ministries was one of seven local organizations to receive funding from the YAC. Reverend Doctor Denise Kingdom-Grier has served as Lead Pastor at Maple Avenue Ministries for 12 years, leading a multi-ethnic, multi-generational community of worshippers who are committed to cultivating a sense of togetherness with one another, with their neighbors, and with the community as a whole.

Pastor Denise's role with Maple Avenue Ministries includes developing partnerships and pursuing innovative ways for the church and the community to work together to help the city flourish, often by elevating the voices of those who have been marginalized in public discourse. **She explained, "Maple Avenue Ministries recognized the need to embrace the changing racial and cultural dynamics of the neighborhood and committed to change with it. Our greatest challenge is also our greatest success: our commitment to be together wholeheartedly with our differences in backgrounds, worship styles, family dynamics, and aspirations."**

Pastor Denise describes youth development as being part of the DNA of Maple Avenue Ministries. The church demonstrates their commitment to raise up the next generation by offering education, literature, and opportunities for local youth. This array of youth-centered programs evolved from a single summer program called MAC Rec, a parking lot program that offered a safe place for children of all ages to play during the summer months. "We recognized there was a void. The church was offering faith development, and the schools were providing education, but no one was nurturing and preparing youth to recognize and respond to issues of social justice," said Pastor Denise. She shared that 50 of the youth who originally participated in MAC Rec are now teachers, pastors, and leaders in their communities.

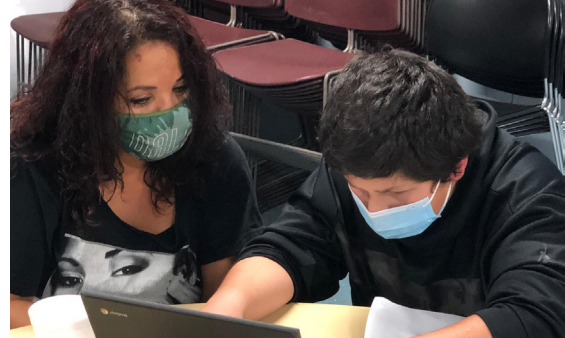
YAC grant funding will support four youth-led projects at Maple Avenue Ministries. The first is a project to resource transracial adoptive families with black and brown children by providing education and support. The second includes a culturally appropriate backpack including band aids, crayons, stickers, and books that reflect the color of Black and Brown children. Funds will also be used to build upon Maple Avenue Ministries' Freedom Fighter for Justice middle school student initiative, which seeks to encourage racial equity and will expand to include young men (it was initially available to young women) and partner churches. A project to help educate and train young adults to perform first-person narratives of Black people for community and educational events like MLK Day, Juneteenth, and Black History Month will also receive a portion of the YAC grant funding.

As the only Black, female pastor in our community, Pastor Denise feels a strong sense of responsibility to help local youth leverage their gifts for the good of the local community, with a particular focus on racial equity.



WE ARE GRATEFUL FOR OUR LONGSTANDING PARTNERSHIP WITH CFHZ AND THE YAC. THEIR LISTENING EAR HAS BEEN A SOUNDING BOARD FOR IDEAS AND THEIR REACH ACROSS SECTORS HAS CONNECTED US TO ORGANIZATIONS AND PHILANTHROPISTS THAT CARE DEEPLY ABOUT THE THINGS WE ARE ENGAGED IN."

— REV. DR. DENISE KINGDOM GRIER



YOUTH ADVISORY COMMITTEE RACIAL EQUITY FUNDING

The CFHZ Youth Advisory Committee (YAC) is made up of students from local high schools who are responsible for reviewing funding requests and recommending grants from the W.K. Kellogg Youth Fund, which is part of our Community's Endowment, for programs that benefit local area youth. In 2021, the YAC awarded \$59,449 to seven organizations working to address racial inequity and implicit bias in the Holland/Zeeland community, and to center the voices of Black, Indigenous, and community members of color.



CULTUREWORKS TRANSFORMATIVE ART & DESIGN ACADEMY

AMOUNT AWARDED: \$10,000

SCHOLARSHIPS FOR STUDENTS OF COLOR

Funds will be used to cover scholarship costs for students of color who participate in classes. CultureWorks offers culturally relevant, transformative art and design experiences to youth from all backgrounds. Classes include ceramics, printmaking, poetry, and more.



OTTAWA AREA INTERMEDIATE SCHOOL DISTRICT – INSTRUCTIONAL SERVICES DEPARTMENT

AMOUNT AWARDED: \$9,949.60

VIRTUAL DEI TRAINING AND RESOURCES

Funds will be used to train White educators about racial diversity, equity, and inclusion through virtual courses and resources.

IN PARTNERSHIP WITH HOLLAND/ZEELAND SCHOOLS

AMOUNT AWARDED: \$6,000

WELCOME KITS FOR IMMIGRANT FAMILIES

To provide bilingual welcome kits to immigrant families as they enroll their child or children in K-12 schools.



HOLLAND HISTORICAL TRUST'S HOLLAND MUSEUM

AMOUNT AWARDED: \$10,000

CULTURAL LENS SERIES

Funds will help implement the Cultural Lens Series, a robust year-long programming series that will feature authors, scholars, educators, and performers. Topics that will be explored connect individuals to cultural themes including racial diversity, homelessness, and LGBTQ+ advocacy. In addition to this subject matter, the Museum will also offer ways to celebrate diversity such as programming for Martin Luther King Jr Day, Día los Muertos, and a gospel choir.



ESCAPE MINISTRIES

AMOUNT AWARDED: \$7,000

DRIVER'S TRAINING SCHOLARSHIP PROGRAM

Funds will be used for a driver's training scholarship program which will increase access for students of color to opportunities, help shorthanded families manage transportation dilemmas, decrease unlicensed drivers, and decrease negative interactions with police officers for youth.



HOPE COLLEGE

AMOUNT AWARDED: \$10,000

LITERACY WORKSHOP

Funds will be used to prepare a literacy workshop in which elementary and middle school students of color will participate in a group read and then workshop with professionals to create literary or artistic projects to celebrate their identities. Funds will also provide access to additional summer camp opportunities for Step Up middle school students.



MAPLE AVENUE MINISTRIES

AMOUNT AWARDED: \$6,500

PROGRAMS FOR ADOPTIVE FAMILIES AND YOUTH

Resourcing transracial adoptive families, extending the Freedom Fighter for Justice program, educating and training young adults to perform first-person narratives of Black individuals.

“THIS GRANT OPPORTUNITY ALLOWED US TO SUPPORT SEVERAL LOCAL ORGANIZATIONS AND THEIR EFFORTS TO HELP CREATE A MORE INCLUSIVE, EQUITABLE, AND DIVERSE COMMUNITY. IT WAS IMPORTANT AS A YOUTH ADVISORY COMMITTEE, ESPECIALLY NOW, TO DEMONSTRATE OUR SUPPORT AND ADVOCATE FOR RACIAL EQUITY IN THE HOLLAND/ZEELAND AREA.”

– ANDREW KY, YAC CHAIR

STABILIZATION FUND 2.0 GRANTS

Ongoing gathering of feedback from nonprofit partners, public and private sector leaders, and individuals being directly impacted by COVID-19-related challenges led CFHZ to carry forward our Community Stabilization Fund into 2021. We are committed to continuing to use these dollars to act swiftly, be flexible as new information emerges, and be targeted in their use across the various areas of need, taking into account the range of other supports that have come from public and private sources into our community.

The Board of Trustees approved an additional \$225,000 from the Community's Endowment to be allocated through the Community Stabilization Fund. The Board also recommitted to three strategies for prioritized investment: financial stability, health, and education. Financial stability focuses on preventing people from slipping into poverty and continued basic needs supports. Health focuses on increasing mental health and substance abuse services. Education focuses on mitigating the education opportunity gap by providing extra resources for the students who are likely to fall furthest behind as our model for learning adapts in real time. Additional considerations were made in 2021 for grants that support public health, including vaccine rollout.

Over the course of two grant rounds in 2021, \$176,880 has been awarded.

FIRST ROUND



GOOD SAMARITAN MINISTRIES (GSM)

\$50,000 TO CONTINUE THE EVICTION DIVERSION PROGRAM

Funding will assist GSM in adding staffing capacity and appropriate workspace. Last year, GSM leveraged \$150,000 from the Stabilization Fund to unlock \$1.5M in federal dollars for an Eviction Diversion Program which allowed them to empower 487 families to remain in their homes. In 2021, they have an opportunity to receive an additional \$9M to continue this work and keep over 2,000 families in their homes.

\$600,000 LINE OF CREDIT TO CONTINUE THE EVICTION DIVERSION PROGRAM

GSM also received a one-year, \$600,000 guaranteed line of credit (LOC) to support the management of cash flow during the process of implementing the Eviction Diversion Program. This program requires a high volume of money movement to operate but the public dollars funding the program come to GSM through a delayed reimbursement process. The LOC will allow GSM the financial flexibility to maximize the program's potential to keep local individuals and families in stable housing and ensure landlords continue to receive rental income for these properties.



COMMUNITY ACTION HOUSE (CAH)

\$15,000 TO INCREASE THE AMOUNT OF FOOD SECURED THROUGH 'FOOD RESCUE'

To help CAH procure the required equipment to increase their food rescue efforts by an estimated 17,500 pounds of food every month. Food "rescued" from local grocery stores (items tagged by the store to be disposed of that are not expired/damaged) is a highly efficient way to include produce and other perishables in to-go meals and boxed food assistance.

Employee Assistance Grants

LIGHTHOUSE IMMIGRANT ADVOCATES AND COMMUNITY ACTION HOUSE

\$10,000 FOR OUTREACH AND APPLICATION ASSISTANCE FOR THE EMPLOYEE ASSISTANCE PROGRAM

The EAP provided financial assistance to people whose employment was negatively impacted by the closure of restaurants for indoor dining, gyms, theaters, and other businesses that occurred in late 2020 through early 2021. With a short window of time (10 days) for eligible individuals to apply for this support, this grant provided resources to launch local communications and publicity efforts including a local website, translate materials about the program into Spanish and other languages as needed, and provide in-person support in completing the application from trained staff at our local libraries for those who did not have access to internet or a computer elsewhere.



SECOND ROUND



ODC NETWORK

\$40,000 TO ODC NETWORK TO LAUNCH PROJECT 180 IN PARTNERSHIP WITH THE OASD AND OUR LOCAL SCHOOL DISTRICTS (HOLLAND, WEST OTTAWA AND ZEELAND)

Funding will assist in the launch of Project 180, a new nature-based summer education program that will directly target access and opportunity for families that have been disproportionately affected by the major changes to schooling because of COVID-19. Project 180 will serve Pre-K through 5th grade students, their caregivers, and school partners in Ottawa and Allegan Counties, applying a multipronged approach to engaging families.



ESCAPE MINISTRIES

\$17,800 TO LAUNCH THE SUMMER BRIDGE PROGRAM AND PROVIDE IN-HOUSE MENTAL HEALTH AND SUBSTANCE ABUSE COUNSELING

Funding will help launch the Summer Bridge program, a new 6-week course for rising 9th graders whose grades, behavior, attendance, and/or social/emotional skills leave them vulnerable to 9th grade class failure. Funds will also help provide in-house Mental Health and Substance Use Counseling to ensure earlier, more consistent, and more accessible mental health services.



**BOYS & GIRLS CLUB
OF GREATER HOLLAND**

BOYS AND GIRLS CLUB OF GREATER HOLLAND (BGC)

\$19,080 FOR INCREASING POWER HOUR CAPACITY AND STUDENT TRANSPORTATION

Funding will increase capacity for Power Hour, a program that provides daily homework help for children from 1st to 12th grade. It will also help BGC to continue providing the transportation that is critical for students in need of this support to access the program.



**EVERGREEN COMMONS AND ST. FRANCIS DE SALES (\$7,500 EACH)
IMMIGRANT RELIEF FUND AND GRAND RAPIDS ASIAN PACIFIC
FESTIVAL (\$5,000 EACH)**

ENSURING EQUITABLE ACCESS TO COVID-19 VACCINES

Funding will support strategic efforts to reach residents of the Holland/Zeeland area who were disproportionately impacted by COVID-19 and experience barriers to access vaccines, specifically Seniors, and Black, Indigenous, and community members of color. Conversations with community partners leading these efforts have highlighted several barriers to accessing the vaccine: technology, language, and trust in the location of vaccine distribution. Partners receiving funding have been actively engaged in outreach and education, often going above and beyond their scope of work to reach out to community members, answer questions, get them scheduled for an appointment, and call with reminders and additional appointment details.

STRENGTHENING THE NONPROFIT SECTOR: LEADERSHIP TRANSITIONS PROGRAM



**AMBER MARCY, DISABILITY NETWORK
LAKESHORE BOARD CHAIR**



**PATRICK CISLER, EXECUTIVE DIRECTOR
OF THE LAKESHORE NONPROFIT ALLIANCE**

Nonprofit leadership transitions are critically important and often challenging for boards to navigate. The decisions made at these junctures have substantial, lasting effects on organizations. Each year, CFHZ dedicates a portion of our Community's Endowment funding towards resources and programs that maximize our collective capacity to serve the community well. These efforts include support for the Leadership Transitions Program. Led and facilitated by Patrick Cisler, Executive Director of the Lakeshore Nonprofit Alliance, the Leadership Transitions Program assists nonprofit boards as they design and implement their recruitment process for an executive director.

"One of the things we consistently hear from executive directors, both new and experienced, is how difficult it is to jump into that role. It's a unique position with multiple different stakeholders. The Leadership Transitions Program is designed to help nonprofit boards navigate changes in leadership in a way that promotes the long-term health of the organization and the stability of our nonprofit sector," said Patrick.

The Leadership Transitions Program emerged after conversations with nonprofit partners and an assessment of the relative success or failure of past transitions in leadership. The program is available to nonprofits in the Holland/Zeeland area who meet a number of criteria including playing a significant role in one or more of the subsectors in which CFHZ invests - arts and culture, community and economic development, environment, education, health, human services, housing, seniors, and youth; having been in existence for at least ten years with five full time employees; and membership in the Lakeshore Nonprofit Alliance. Over the past five years, 12 organizations have engaged in the program.

"A phrase we kept hearing was, 'We didn't know what we didn't know,'" said Patrick. "It's important to acknowledge that nonprofit boards are volunteers - hardworking, talented, and successful in their fields. However, there are unique qualities to nonprofits, and leadership specifically,

that board members just didn't know about until they were faced with the challenge of filling that role."

As he facilitates the Leadership Transition Program, Patrick provides expert knowledge and guidance to boards. Along with this support, CFHZ provides \$4,000 in funding for each organization to invest in their transition process. "Those funds enable boards to create the best process instead of the most economical process," said Patrick. "They have space to evaluate and identify their priorities." Many nonprofits have used funding to hire an interim executive director. Often, that individual helps with key staff transitions and realignment prior to the organization selecting a permanent leader. Other participants have used the funding for skill and personality testing of potential candidates or executive coaching for the new leader.

When Disability Network Lakeshore (DNL) Board Chair, Amber Marcy, learned she would be leading their board through the search for a new executive director she acknowledged it was a bit overwhelming at first. Upon learning about the Leadership Transitions Program, Amber said, "It was such a relief to know that this was available. The support we got from Patrick was incredibly helpful. It really helped us focus on exactly what strengths we needed and find that right person for the job." In addition to bringing extra resources to the search phase of the transition, DNL also used some of the organizational funds CFHZ provides to invest in onboarding training and support for their new Executive Director, Amanda Rhines. "I am really excited about where Amanda is going to bring us," said Amber. Her advice to other boards as they navigate a staff leadership transition: "I would say take a deep breath and really dive into all that the program has to offer."

"For the most part, the folks we helped boards identify have stepped into those leadership roles and remained with the organization," said Patrick. "I believe this program has shown its value in supporting the health of our nonprofit sector and, by extension, helping our community thrive."



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REALLY HELPED US FOCUS ON EXACTLY WHAT STRENGTHS WE NEEDED
AND FIND THAT RIGHT PERSON FOR THE JOB."**

— AMBER MARCY



PROGRAM RELATED INVESTMENT TO JUBILEE MINISTRIES

Jubilee Ministries, a nonprofit working to strengthen neighborhoods in the greater Holland area through the development of attainable housing options, was recently extended a five-year, \$250,000 line of credit through the Community Foundation's Program Related Investment (PRI) Fund to support their work. This line of credit will support Jubilee Ministries as it pursues property acquisition for the construction of affordable housing properties. The PRI fund, part of the Community's Endowment, holds \$1 million to invest in opportunities that provide both significant social impact and an ability to repay the loan.

"We believe addressing the shortage of affordable housing leads to multiple positive social returns including economic growth, employment stability, academic success, improved health, and overall neighborhood safety," said Steve Grose, Jubilee Ministries Executive Director. "We are grateful to CFHZ for supporting our work through the Program Related Investment Fund and recognizing that a fully thriving community includes providing individuals with access to attainable housing options."

Founded in 1997, Jubilee Ministries focuses on alleviating the housing shortage for those who wish to live in the greater Holland area by working with key partners to create new, quality housing and neighborhoods, and to support the preservation and renewal of existing housing and neighborhoods. They focus their efforts on moderate wage earners, as this segment of the population earns too much for housing support programs, but too little to afford housing at current market prices. Jubilee's past projects include the restoration of the Midtown Center (W 15th St) into a hub for nonprofit tenants and a revenue generating event space; the renovation and resale of 50 previously distressed homes (in collaboration with partners Homecor and Partners for Renewal); and Central Commons (16th St. and Central Ave).

Jubilee Ministries will utilize the PRI Funds provided by CFHZ to support the acquisition of property for construction of affordable housing units. The flexibility of the PRI funds will allow Jubilee to purchase and hold the land while community stakeholders develop a plan for the best possible use of the property. Using innovative design, building techniques, and partnerships, in conjunction with cutting edge site design, Jubilee seeks to create desirable places to live and to enhance the surrounding neighborhoods. The projects these dollars are used for will have at least two thirds of the units accessible to households earning below 120% AMI (Area Median Income). According to the most recent housing needs assessment, there is a gap of 791 housing units in southwest Ottawa County, and these are the renters and buyers Jubilee looks to serve.

"In communities all over the country, including right here in the Holland/

"WE BELIEVE ADDRESSING THE SHORTAGE OF AFFORDABLE HOUSING LEADS TO MULTIPLE POSITIVE SOCIAL RETURNS INCLUDING ECONOMIC GROWTH, EMPLOYMENT STABILITY, ACADEMIC SUCCESS, IMPROVED HEALTH, AND OVERALL NEIGHBORHOOD SAFETY,"

— STEVE GROSE, JUBILEE MINISTRIES EXECUTIVE DIRECTOR



Zeeland area, we see the need to provide attainable housing and better support our ALICE (Asset Limited, Income Constrained, Employed) populations," said CFHZ President/CEO Mike Goorhouse. "The Foundation has identified affordable housing as a key priority area for investment and is delighted to continue that support by issuing a Program Related Investment to Jubilee Ministries. They are a valued partner with a demonstrated track record of success and financial stewardship."

SPOTLIGHT ON INVESTMENTS

Q&A with Rob Arnold, CPA - CFHZ Director of Finance

Tell us about yourself.

I joined CFHZ in August 2020 after spending the beginning of my career at a national accounting firm in Chicago. During my time there I specialized in the nonprofit sector performing financial and budget analysis, forecasting, and financial statement audits. As a West Michigan native and Hope College graduate, I was thrilled for the opportunity to come back home and join such a wonderful team that is committed to providing a positive impact in our community.

Why do investments interest you?

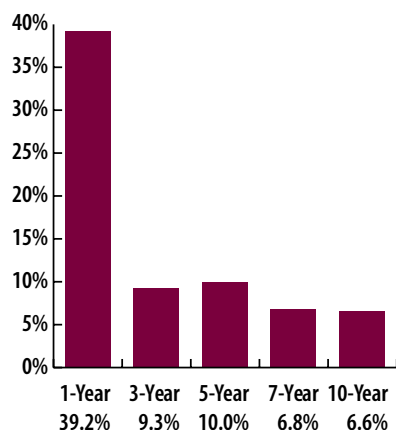
I began investing and studying the market during my college days after taking various economic and accounting courses. In the years since, through personal research and sitting in on numerous committee meetings, I have learned a tremendous amount about indicators, triggers, and how public policy influences individual stocks and the market overall. COVID-19 created a volatile year in the market but being able to learn from the pandemic and apply knowledge learned from the 2008 crash, the rise of cryptocurrencies, and the short-squeezes of 2021 provides valuable experience and learning in an ever-changing market.

Who makes the investment decisions for CFHZ?

Our investment committee, a third-party consultant, and staff all contribute to making decisions for CFHZ investments:

- The Board has delegated to the investment committee the responsibility for investment portfolio asset allocation, investment manager decisions within the allocation, as well as selecting the investment consultant and custodian.
- The investment consultant is responsible for bringing recommendations around asset allocation and investment managers to the committee, as well as preparing materials on monthly and quarterly performance, and ensuring ongoing due diligence with our existing investment managers.
- Staff are responsible for managing relationships between the committee, consultant, and custodian; enacting decisions that are made by the committee; performing monthly reconciliation of investment activity to CFHZ funds and to annual financial statements; and contributing insights and perspectives into committee conversations.

CFHZ'S MAIN INVESTMENT POOL 3/31/21 RETURNS



Who serves on your investment committee?

We have four members from CFHZ's Board of Trustees on the investment committee as well as four community representatives, all of whom have significant investment experience, to complement our Board members.

CFHZ Investment Committee Members

Board Representatives:

Jim Wiersma, President, FIRM LLC, *Chair*
 Bret Docter, Owner, Property Quest, LLC
 Jonathan Padnos, President, PADNOS
 Dale Sowders, President, Holland Hospital

Community representatives:

Steve Butler, President, One Quest Capital
 Patrick Gaughan, CFO, Brooks Capital Management, LLC
 Shawn Pacanowski, Partner, CapTrust Financial Advisors
 Ann Van Zalen, CFO, Bayside Capital Management

Who serves as your Investment Consultant?

CFHZ transitioned to NEPC at the beginning of 2020. The fiscal year brought many challenges to the stock market and the foundation's portfolio, but with the research and recommendations from NEPC the foundation came out of 2020 in a strong and stable position. NEPC provided valuable insight to supplement the committee's decision-making that will only continue to serve our growth in the community. Our committee and staff are excited to continue our relationship with NEPC.

Tell us about NEPC:

Size: \$1.3 trillion in assets under advisement.

Expertise: Represent 154 Endowment/Foundation funds (\$91 billion in assets).

Location: Headquartered in Boston. Our lead consultant is located in their Detroit office.

Independence: Partnership structure allows NEPC to remain independent.

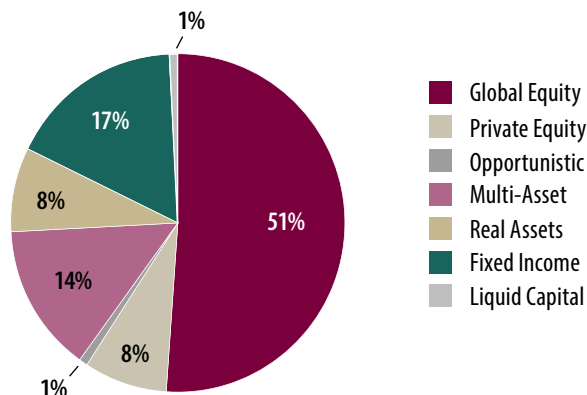
Low client to consultant ratio: Our lead consultant is lead on only 6 other relationships.

Research Capabilities: 59-person team solely focused on research with a deep and experienced alternative assets team.

Access: NEPC provides access to external investment manager meeting notes, as well as direct access to research team members.

Mission Alignment: Value promotion of diversity internally and in investment managers, and expertise with socially-responsible investing.

ASSET ALLOCATION



If you have questions or would like to learn more about our investment portfolio or process, please contact Mike Goorhouse (mgoorhouse@cfhz.org) or Rob Arnold (rarnold@cfhz.org) any time.

SPOTLIGHT ON CHARITABLE GIVING

with Colleen Hill, CAP – CFHZ Vice President of Development and Donor Services



As COVID-19 continues to impact our community and world, CFHZ and our nonprofit partners continue our work to meet growing and evolving needs. 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 help your charitable dollars go further.

Give Appreciated Assets

If you have stock, bonds, or mutual funds you have 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 a donor advised fund or other public charity, you will avoid paying capital gains tax while getting a tax deduction on the full market value. You may also donate complex, non-publicly traded assets to charity including private company stock, real estate, or other appreciated property.

How it works?

Mr. and Mrs. Garcia want to make \$20,000 in charitable contributions this year. Two years ago they purchased 100 shares of publicly traded stock in ABC company at \$50 per share. There have been big gains in the market and ABC stock is now \$200 per share. The Garcias plan to use this appreciated security to fund their charitable giving. The illustration below shows what their potential net tax savings will be if they donate the shares directly to charity or sell the shares and donate the cash proceeds.

Original cost of security (cost basis) \$5,000 Current value of security: \$20,000	Donate appreciated securities	Sell securities and donate cash
Gift Amount	\$20,000	\$20,000
Ordinary income tax savings (assumes 32% rate)	\$6,400	\$6,400
Capital gains tax (assumes 15% tax rate on gain of \$15,000)	\$2,250 <i>saved</i>	\$2,250 <i>paid</i>
Net tax savings	\$8,650	\$4,150

Consider a qualified charitable distribution (QCD) from an IRA

If you are at least 70 ½ or older and have an Individual Retirement Account (IRA), you can donate as much as \$100,000 each year as a Qualified Charitable Distribution (QCD) to charity*. A QCD may satisfy all or part of a Required Minimum Distribution (RMDs), which are required at age 72, effectively lowering your Adjusted Gross Income for that year. Giving early distributions before you are 72 may save taxes when you must start taking distributions.

Consider giving more in 2021

The charitable giving incentives included in The Cares Act have been extended through 2021 via the 2.0 version of the bill. For individuals who do not itemize, the extension includes an above the line deduction up to \$300 in cash contributions to qualifying charities* for individuals, and now up to \$600 for couples filing jointly. The bill also extends for one year the increased limits on deductible charitable contributions for individuals who itemize and for corporations. For cash contributions to qualifying charities*, individuals can elect to deduct up to 100 percent of AGI (up from 60 percent), and corporations can deduct up to 25 percent of taxable income (up from 10 percent).

**Donor Advised Funds are not eligible recipients for the above the line deduction, increased AGI limits, or IRA QCDs, even though they are public charities. However, any other fund at CFHZ is eligible for either strategy, including establishing a designated fund.*

As always, we are here to partner with you to help achieve your charitable goals. Contact Colleen Hill, Vice President of Development & Donor Services, at 616-994-8853 or chill@cfhz.org.



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MEET THE (NEW) TEAM!

Since March 2020, we have welcomed three new staff members to the CFHZ team.



ROB ARNOLD, CPA DIRECTOR OF FINANCE

Prior to joining the Foundation, Rob worked in public accounting specializing in financial and compliance audits for various nonprofit entities including charities, foundations, and higher education institutions. He was born and raised in West Michigan and graduated

from Hope College. Rob and his wife Myka recently welcomed a daughter, Sawyer, in the fall of 2020.



YAH-HANNA JENKINS LEYS DIRECTOR OF COMMUNITY IMPACT / COLLEGE SUCCESS COACH

Yah-Hanna stepped into a newly created role in which she works closely with Vice President of Community Impact, Elizabeth Kidd, to provide additional capacity and support for grantmaking while building and stewarding

relationships with nonprofit partners. She also helps deepen the Holland/Zeeland Promise Scholarship program's investment in side-by-side support for Promise Scholars. Born in St. Kitts, Yah-Hanna now lives in West Michigan with her family and is actively engaged in several community organizations and initiatives.



ELLIE DAVIS COMMUNICATIONS ASSOCIATE

Ellie joined the Foundation in spring 2020, where she focuses on sharing stories of impact of our local nonprofits and donors. She lives in West Michigan with her husband. She enjoys fostering senior and medical needs dogs for a local animal rescue.

THANK YOU, OUTGOING BOARD MEMBERS!



Three members of our Board of Trustees will conclude their terms in June. We are grateful to **Jane Patterson**, **Dale Sowders** and **Andrew Ky** for their service on the Board and its sub-committees, their passionate leadership, their wisdom as we made important decisions and their commitment to creating positive and meaningful impacts for our community. Jane, Dale and Andrew made unique and significant contributions to our work, and we hope you will join us in thanking them for their service.

Special *thanks* to our print partner:



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