

OKLAHOMA CITY COMMUNITY FOUNDATION

December, 1994

There is A Free Lunch! Nonprofits Receive 1994 Earnings

Over 200 nonprofit organizations gathered for lunch and conversation at the Civic Center on September 29. Each organization with a Designated Endowment Fund at the Oklahoma City Community Foundation received earnings from their fund for the last fiscal year. Total earnings distributed to 238 agencies were \$890,000.

Many board presidents of the nonprofits came to the luncheon with agency directors. John and Eleanor Kirkpatrick, founding trustees of the Oklahoma City Community Foundation in 1969, and other Community Foundation trustees, were hosts for the event. Ed Barth, president, spoke to the crowd about the services provided to the community. In 1994, over \$3.5 million went to community organizations in earnings and grants to initiate and continue programs.

In her address, Nancy Anthony, executive director of the Community Foundation said, "There is not another community in the United States that has undertaken a community-wide campaign to build endowment for nonprofit organizations. We all owe the Kirkpatricks a tremendous thanks for their generosity and vision."



John Kirkpatrick, Founding Trustee, offers congratulations to Blake Wade, Executive Director of the Oklahoma Historical Society.

Jack Hopkins, executive director from the Kalamazoo Community Foundation, addressed the luncheon crowd about the role that community foundations play in cities throughout the country. "Community foundations can enable many organizations to work together to make a better community for everyone," he said.

Over 300 people enjoyed this special fall celebration in honor of the Designated Endowment Funds. Sydney Dobson, executive director of Oklahoma City Beautiful, said, "This luncheon was good for us; it is the only time we get together to talk with each other."



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DESIGNATED FUND CHALLENGE INCREASES ENDOWMENTS BY MORE THAN \$1 MILLION

The 1994 Designated Fund Challenge offered by John and Eleanor Kirkpatrick successfully attracted more than 1,000 donors and \$575,000 to the Community Foundation Designated Funds of 105 non-profits. With the Kirkpatrick's match, the total increase in endowment fund value will be \$1.2 million. This is the third consecutive year that the Kirkpatrick's have made a generous matching offer. The amount raised during the three years plus the Kirkpatrick match will exceed \$3 million.

While previous Designated Fund match opportunities have occurred at year-end, the 1994 Kirkpatrick Challenge was scheduled from September 1 to October 31. Beginning in August, Designated Fund Development Director Betty Huckabay contacted the 145 Designated Funds valued at under \$100,000. Approximately 100 indicated that they would like to participate in a challenge. Based on this enthusiasm, Mr. Kirkpatrick sent letters to the interested organizations offering to match, dollar for dollar, up to \$10,000 for the Community Foundation Designated Fund of each.

A cyclone of activity started even before the letters officially went out. The Community Foundation provided encouragement, donor cards and envelopes, and publicity. Participating organizations responded enthusiastically, each with its own unique approach to fund-raising. Six organizations which had declined to participate later asked to be included when their individual donors offered to help make the match.

A number of organizations were able to contribute the match directly from their own reserve funds but most used the opportunity to attract donors to make additional contributions. "The non-profits which benefit most are the ones which used the Challenge to attract new contributors," stated Mrs. Huckabay. "These organizations have had the greatest repeat success over the three year Kirkpatrick Challenge program. They have found donors who want to respond."

AN OFFER

YOU CAN'T REFUSE

At first consideration, the Board of Free to Live Animal Sanctuary decided not to participate in the 1994 Kirkpatrick Designated Fund Challenge. They had repairs to make on their buildings and operating funds were still needed. At a later meeting, they reconsidered after concluding that the offer to double the money raised for endowment was "an offer you can't refuse."

Free to Live started its Designated Fund in 1989 with a \$10,000 bequest and prodding by long-time supporters Bill and Pat Larson. Memorials, a bequest and some foundation contributions had been the primary source of contributions to the Free to Live Fund.

Under the leadership of Barney and Michelle Kaminsky, longtime board members, Free to Live conducted one of the most successful campaigns in the three year Kirkpatrick Challenge program. Barney wrote a solicitation letter to 300 donors



"No other city in the United States has an endowment building program like the Kirkpatrick Designated Fund Challenge ... but then no other city has John and Eleanor Kirkpatrick. They have given more than a hundred non-profit organizations, not only an opportunity to increase the size of their Community Foundation endowments, but also to attract other donors to begin making contributions to these funds. The whole community knows what endowment means as a result of their foresight and generosity."

*Nancy Anthony
Executive Director*

asking for their help. More than \$11,000 was contributed by 126 donors, a record number of challenge contributors. Barney Kaminsky commented, "We learned a lot. We found out how willing people are to help when we tell them the contribution will assure that our program will continue in the future. We raised the \$10,000 challenge with our determined effort."

DONORS GIVE FOR THEIR OWN REASONS

Variety Health Center has provided maternal and child health care to low-income families for more than fifty years. To respond to the Kirkpatrick Designated Fund challenge, letters were sent to friends and past donors. The following note arrived with a \$100 contribution.

*Dear Variety Health Center 10-12-94
This is to let you know that I am interested in your facility because over 40 years ago you helped my mother. She said your center was so kind to her.
Thank you*

This young woman had gone to Variety in 1948 as a 17 year-old who was pregnant and alone. Raised by her grandmother and with no other support, the young woman had been referred to Variety by a neighbor.

Ruth, the young mother, now 63 years-old, stated, "Variety Health Center made me feel good, like a human being. I went to Variety when I had no other place to go. Afterwards, it seemed that the sun was always shining."

The donor, Ruth's daughter who was born in 1948, received one of Variety's letters asking for help with the Challenge match. The Kirkpatrick Challenge gave this donor and her mother an opportunity to tell Variety thank you.

1994 Kirkpatrick Challenge Results

105 Designated Fund Participants

\$591,325 total raised
\$572,726 will be matched

39 exceeded \$10,000 goal
50 received \$5,000 or more

\$1,500,000 raised in 3 years of Kirkpatrick Challenge

\$3,000,000 Total for Designated Funds