

# Foundation Fundamentals

A PUBLICATION OF  THE OKLAHOMA CITY COMMUNITY FOUNDATION

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1300 N. Broadway

Oklahoma City, Okla.

## Major Gifts Add To Foundations' Growth

Additional gifts to already established Funds, plus gifts to create new Funds have been gratefully received by the Foundation in recent months. Members of the **Indian Territory Posse of the Oklahoma Westerners** have increased their Fund to a total of \$5,064. Members of the Oklahoma Historical Society have made numerous additional gifts to the **Muriel H. Wright Heritage Endowment Fund**, which now totals \$2,053. Mr. B. D. Eddie has added \$2,000 to his Fund. The **Junior Hospitality Club** has also added to their Fund with a gift of \$1,000. Mr. and Mrs. John E. Kirkpatrick have made gifts to the **Lyric Theater Fund** (\$5,000), the **Morrison G. Tucker Fund** (\$500), and the **National Cowboy Hall of Fame Fund** (\$6,656). Mr. W. K. Bonds has contributed \$250 to the **Baptist Medical Center Endowment Fund**. Mr. S. N. Goldman gave \$5,000 for the **Dean A. McGee Eye Institute Endowment Fund**, and Mr. George Shirk added \$1,000 to the **Carrie Shirk Memorial Fund**.

Four new Individual Funds have been established in the Foundation thus far this year. Mr. David Blair Benham gave \$1,000 to establish the **David Blair Benham Fund**. Dr. Mark Allen Everett created the **William Francis Upshaw Memorial Fund** with a gift of \$1,000. Mr. C. Richard Ford has established the **C. Richard Ford Fund** with a gift of \$6,000. Another Donor, who desires to be anonymous at this time, has created a new Individual Fund with a \$1,000 gift.

The creation of new Funds and the additional gifts made to previously established Funds is the principal source of the Foundations' continued growth. Says Roger Charlesworth, Executive Director of the Foundation, "It is very gratifying that so many Donors who have already established Funds have continued to add to them generously each year."



C. Richard Ford, new Fund Donor, and John E. Kirkpatrick, President of Foundation, discuss the charitable needs of Oklahoma City.

## New Endowment Funds Created

Endowment Funds are created by the Foundation in the name of charitable institutions that have been designated the beneficiary of one or more substantial gifts. Following this policy, two new Endowment Funds have been created thus far this year. Mr. and Mrs. John E. Kirkpatrick, and Mrs. Margaret Replogle have each made \$5,000 gifts to the Foundation for the benefit of World Neighbors. The new **World Neighbors Endowment Fund** has thus been created with a current book value of \$10,000.

The **Heritage Hall Endowment Fund** has been created in the Foundation by gifts from Mr. and Mrs. John E. Kirkpatrick (\$7,500) and the Liberty National Bank & Trust Co., (\$1,000). Mr. Norman Reynolds has also requested that his gift of \$100 be added to the **Heritage Hall Endowment Fund**, which now amounts to \$8,600.

These Endowment Funds, as well as any of the twelve other Endowment Funds already created in the Foundation, may be supplemented by additional gifts of any size.

## Welcome...

...to the pages of our new publication, *Foundation Fundamentals*, which we hope will provide a welcome change from the tired format of our old Newsletter. Initially at least, *Fundamentals* will appear only quarterly. We will try to shoot for quality rather than quantity!

The name was deliberately chosen to embrace a rather broad spectrum of foundation views. From time to time we will bring you items not just about OCCF, but also about other Foundations, particularly Oklahoma Foundations, that might interest you.

To those who may still be unfamiliar with the Oklahoma City Community Foundation, its purpose and method of operation, we invite your inquiries at the Foundation office (235-5621) and will be happy to provide you with an Annual Report upon request.

Our endeavor is to keep you aware of our activities and the activities of the various charitable organizations in Oklahoma City which we serve.

# Community Foundations Grow Across U.S.A.

The word "foundation" seems to mean many things to different people. Most generally it is understood to stand for "organized philanthropy." When speaking of philanthropic foundations most people conjure up an image of big money, big grants, and big influence. The tremendous advances in science, education and social welfare that have resulted from million dollar foundation grants is well documented in our history. Yet, the fact of the matter is, that the big, baronical foundations established many decades ago in America make up only 1/10 of all the foundations in existence today.

One of the most important facts regarding foundation grants is that they so often "get things started" in many cases with relatively small grants. For instance, did you know that the white lines down the side of our highways exist because of a grant from a relatively small foundation which proved they decreased highway accidents by one-half?

Leading philanthropist John D. Rockefeller III once stated, "I believe that the greatness of our country, to a large extent, has come from the balance between government effort and private initiative." In defining a community foundation it is important to note that its very existence is the result of "private initiative." For it is the gifts of many different donors for many different charitable purposes which make up the assets of a community foundation.

The Oklahoma City Community Foundation is new to Oklahoma, having been established in 1969. Community Foundations are not new to other major cities however, the first having been established in Cleveland, Ohio in 1914. There are 250 community foundations in existence today in over 40 states. Collectively, community foundations administer over one billion dollars in assets. Only three, The Cleveland Foundation, New York Community Trust, and the Chicago Community Trust, hold assets over \$100 million each. Some twenty maintain assets of more than 20 million dollars each; but, the great majority are smaller.

The growth in their assets has been more rapid in the past five years than in any previous period. In 1972 esti-

mated assets grew by 30% and another 10% in 1973. One of the reasons for this remarkable growth is the unique status community foundations have under the Internal Revenue Code. Private foundations must now pay a 4% tax on investment income as well as being saddled with tremendous red-tape as a result of the 1969 Tax Reform Act. Community foundations, if they qualify as publicly-supported, are regarded as a "public charity" and not a "private" foundation, and therefore are not subject to the restrictions of the 1969 Act. It can be safely assumed that the assets of community foundations have grown larger in the past five years as the result of private foundations turning over their assets to community foundations in order to see their original philanthropic purposes continued without the tax burden.

Community Foundations differ in structure from private foundations because of three basic characteristics: 1. Grants made by a community foundation are generally directed towards programs only in the community in which they are located; 2. The governing body of the community foundation (Trustees) is selected from the community to represent broad segments of that community; and 3. Their assets are derived from gifts provided by many donors, not one family or individual.

The flexibility of a community foundation is not only attractive to private foundations seeking to terminate, but to all individuals interested in seeing their charitable gift directed toward the most immediate need. The only certain thing about any community, especially the Oklahoma City community, is that it is rapidly changing and that this change will always continue. Our institutions must be able to adapt successfully to change if they are to survive. Because a community foundation is governed by active members of the present generation they are better informed to help direct the foundations grants toward solving the problems of that present generation. Unlike an outdated Will or Trust, the governing board of a community foundation offers flexibility while maintaining continuity and stability.

The one central idea that is important to understand about a community foundation, particularly the Oklahoma City Community Foundation, is that it belongs to the people of the community in which it exists. It does not belong to the foundation trustees, nor its staff, nor does it belong to the banks which manage the funds. It belongs to the citizens of the community it serves, and its growth and effectiveness depends on their continued support.

## Time To Think Of Year-End Gifts

Here it is October already and the year-end holidays will be rushing down on us before we know it! With so much to think about, we sometimes forget that the year-end is also an especially important time to consider the needs of our local charities, schools, colleges, and other institutions that look to us for support, and of course, it's also a time when we have to think about income taxes and tax deductions!

With this in mind, we suggested to a public-spirited and generous friend that she might want to consider setting up a Fund in the Community Foundation to benefit her favorite charity. She asked, "Why make my gift through the Community Foundation rather than directly to my favorite charity?"

It's a natural question, one that we get frequently; so we had the answer ready. There are several reasons why it's usually better to let the Trustees of the Foundation administer your gift than to give it directly. The most important are:

1. All the Funds in the Foundation are pooled for investment management by our Trustee banks for maximum effectiveness. The annual cost of operating the Foundation, including bank fees for managing the funds, has always been less than 1% of its current assets.

2. Not many charitable institutions have the time or skills to manage an endowment fund.

3. There is always a strong, and understandable, temptation to use a substantial gift to help meet current operating expenses or for some desirable purchase. Soon the gift is gone, and all too often, forgotten. A

gift through the Community Foundation is permanent and lasting. Usually the Donor instructs us to grant only the income to the designated charity.

4. No matter how fine and worthwhile a charity is today, needs keep changing. If the charity you wish to help should go out of business or change its character substantially, you want to be sure that your gift will go on working for the original purpose you intended. The Trustees of the Community Foundation are your assurance that this will be done.

In summary, if you're planning to make a gift this year to an Oklahoma City charitable, cultural or educational institution, think hard about the advantages of doing it through the Community Foundation.

## Grant Project Nears Completion At Hall

A major renovation of the Southern Plains Indian Village display at the National Cowboy Hall of Fame and Western Heritage Center is nearing completion. Mr. Juan Menchaca, Chief Curator of the Hall told the Foundation staff that 85% of the renovation process is now complete.

A \$4,000 grant from the Community Foundation was made in the 1973 distribution for the purchase of historic Indian beaded costumes to be used in the exhibit. All of the figures now present in the display, which to date include one Brave, two Squaws, and three children, are attired in these authentic Indian costumes. The village scene is also outfitted with historical artifacts from the Comanche, Arapaho, Pawnee, Cheyenne, Kiowa and Apache tribes.

Mr. Menchaca stressed the care given to these costumes to preserve them from the effects of harsh lighting and dampness. Those costumes which were purchased as a result of the Foundation grant are treated with a special thin plastic coating, used also in the preservation of paintings. The other costumes used, which are on loan to the Hall from private collections, are not so treated, yet all of the materials are checked regularly for any sign of deterioration.

Mr. Menchaca informed the Foundation staff that three new figures are still to be added to the exhibit, and will be similarly costumed in

# BOOK OF MEMORY ATTRACTS GIFTS

As anticipated when announcement of the Foundation's Book of Memory was first made in July, numerous additional gifts have been received as memorial contributions. An increasing number of people have found the Book of Memory to be an excellent medium for expressing sympathy, or to honor an individual. Such gifts achieve special significance because they are combined with the existing Funds of the Foundation which are directed to a variety of Oklahoma City charities.

When a Memorial Gift is received, the name of the Donor and the individual they have honored are permanently inscribed in the Book of Memory. An engraved announcement card, without reference to the amount of the gift, is sent to those the Donor wishes to be notified. Memorial Gifts, as well as all gifts made to the Foundation, are deductible under state and federal income tax laws.

The following is a chronological listing of those gifts received as memorial tributes since July of this year. In each subsequent edition of Foundation Fundamentals, Memorial Gifts will be reported under our "Book of Memory" caption.



Life size display of Plains Indian Camp authentic to last detail.

historic dress. When completed, the village display will depict the Plains Indians returning from a successful buffalo hunt. The display is located in the West of Yesterday section of the Hall.

## In Memory Of:

*Dr. V. R. Easterling*  
Members of the Oklahoma Historical Society

*Mr. Paul Shirk*  
Members of the Oklahoma Historical Society

Mr. and Mrs. John E. Kirkpatrick

*Mr. R. A. Macklanburg*  
Mr. and Mrs. John E. Kirkpatrick

*Mrs. John J. Harrison*  
Mrs. J. W. Bell

*Allene Davis*  
Mr. and Mrs. Darwin Maurer

*Mr. John Garver*  
Mr. Dwaine L. Thompson

*Mr. Grady D. Harris, Jr.*  
Stifel Nicolaus & Co., Inc. (H. I. Josey)

Mr. and Mrs. John E. Kirkpatrick

Mr. and Mrs. William V. Carey

*Judge Clarence Mills*  
Mr. and Mrs. John E. Kirkpatrick

*P. James Demopolos*  
Mr. and Mrs. John E. Kirkpatrick

*Mrs. Antonia Bozalis*  
Mrs. Ida M. Bailey Lay

Mr. F. G. Baker

Mr. and Mrs. John E. Kirkpatrick

Dr. and Mrs. Joe Parker

Mr. and Mrs. Norman A. Morse

Mr. J. F. Sabo

Mary M. Cunningham

*Mrs. Lucille Hall*  
Mrs. Margaret Replogle

*Mrs. John F. Watson*  
Mr. and Mrs. John E. Kirkpatrick

*Mr. Paul Bowers* (For National Cowboy Hall of Fame Fund)

Mr. and Mrs. John E. Kirkpatrick

Mr. J. W. Gordon, Jr.

*Dr. James Eskridge*  
Mr. and Mrs. John E. Kirkpatrick

*Mr. Walter Brennan* (For National Cowboy Hall of Fame Fund)

Mr. and Mrs. John E. Kirkpatrick

*Mrs. Gladys Rawlings*  
Mr. and Mrs. John E. Kirkpatrick

*Mr. Manion F. Jones*  
Mr. and Mrs. John E. Kirkpatrick

In Honor Of: *Mr. James Fellers*, as National President of the American Bar Association

Mr. and Mrs. H. I. Josey

If you would like to have some convenient Donor Cards for making Memorial Gifts to the Foundation, call, or drop us a line and we will be glad to provide you with these cards for your future use.

We want to express our thanks to the Liberty Bank and the Fidelity Bank for enclosing our Donor Cards with their monthly checking account statements over the summer.

## Neighbor For Neighbor Makes Every Penny Count

Neighbor for Neighbor was among the 38 charitable agencies in Oklahoma City which received a grant from the Foundation in 1973. This particularly unique organization is situated in the Riverside Community Center on SW 13th and is staffed almost entirely by volunteers.

The objective of Neighbor for Neighbor is to reduce poverty conditions in low income areas and to assist people in need to help each other. With their Food Cupboard, Clothes Closet, and Furniture Coop programs, they have been doing just that since 1969.

Under the Furniture Coop program, furniture that is donated to NFN is cleaned-up, repainted, reupholstered, and repaired to a condition which would make it unrecognizable to its previous owners. To aid this program, the Community Foundation made a grant of \$1,500 for the purchase of materials and supplies. Families who have been burned out, or live virtually without



Art Mertens and Chris Greeson demonstrate the "miracle" transformations performed at the Neighbor for Neighbor Furniture Coop.

furniture come to NFN for aid. Those individuals who receive this reconditioned furniture from NFN are asked to return and help repair furniture for other families. In this manner NFN is truly a "self-help" organization.

When asked how the Foundation grant has been thus far expended on the Furniture Coop materials, Martha

King, Director of NFN was quick with the figures: \$638.33 for upholstery material; \$66.55 for tools; \$75.00 for nuts, bolts, tacks, paint, etc; and \$240.80 for gasoline for the furniture pick-up and delivery truck. With bookkeeping expertise such as this, the Community Foundation can be sure that its grant to Neighbor for Neighbor will get a lot of mileage.



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