



COMMUNITY BENEFIT REPORT 2015

### Goodness. What an exciting year of growth and accomplishments.

#### Dear Friends,

There is so much to celebrate at Community First Foundation! In 2015, we commemorated 40 years of powering community, increased community resources and moved into new offices.

After purchasing and renovating a 16,000 square-foot building, we are settling into our new offices and enjoying our location closer to the heart of Olde Town Arvada and the new light rail station that will open this fall. The building gives us room to grow and includes beautiful new meeting space that nonprofits can use free of charge for meetings, trainings and retreats.

ColoradoGives.org continues to transform online giving. On Colorado Gives Day 2015, donors opened their hearts again and gave a record \$28.5 million to 1,884 nonprofits. Another Colorado Gives Day record was also set when the Schlessman Family YMCA received a \$1 million donation – the largest ever made on Colorado Gives Day!

In 2015, we sowed the seeds of a new program that are coming to full bloom this September. The Innovators Society is a collaborative effort to improve community mental wellness by investing in fresh, new ideas. This first-of-its-kind program is accelerating nonprofit innovations in mental health and engaging hundreds of community members in the joys and challenges of strategic grantmaking. Read more about this unique community program inside.

The new Red Rocks Community College Health Sciences at Arvada building is nearing completion. When it opens in fall 2016, it will offer training for high-demand health care professionals. We proudly provided a grant to help build the facility that will positively impact Jefferson County for generations to come.

As you will see throughout this report, we are proud to serve Jefferson County, the Denver metro area and beyond as a connector, partner, collaborator and resource to fuel the power of community for the greater good. Thank you for all you do to help us in this work.

Sincerely,



Marla J. Williams President and CEO



Peggy E. Jennings 2015 Board Chair Since 1975, we have been helping generous donors and innovative nonprofits come together to improve quality of life and create positive change in Jefferson County, the Denver metropolitan area and beyond. We serve as a connector, partner, collaborator and resource to fuel the power of community for the greater good.

40 YEARS

MITY FIRST FY

# We join **FORCES** for the greater good.

Art Garage is a neighborhood gathering place that provides creative expression through art classes, camps and school programs.

#### **2015 COMMUNITY FIRST FOUNDATION BOARD OF DIRECTORS**

Janet Heck Doyle, Esq. Retired CEO & President

Christopher J. Massey, Esq.

Board Secretary Attorney, Stinson Leonard Street LLP

Kramer Junction Company

Founder Voyant Technologies, Inc.

William P. Ernstrom



President and CEO

Peggy E. Jennings, CPA Board Chair Audit Partner, Eide Bailly LLP



Chief Investment Officer Pinnacol Assurance

David L. Bomberger



Felix W. Cook, Sr. Retired, Director of Technical Service Center Bureau of Reclamation



#### WELCOME NEW 2016 BOARD MEMBERS



Russell W. Kemp, Esq. Attorney Ireland Stapleton



Community Development Manager



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Robert Urwiler



Executive Vice President & Chief Information Officer

#### **2015 COMMUNITY COMMITTEE MEMBERS**

Russell W. Kemp Governance Committee Attorney, Ireland Stapletor John E. Litz Community Impact Committee President, J.E. Litz & Associates, LLC Jodi Thomas Audit and Compliance Committee President - Arvada, FirstBank

#### WELCOME NEW 2016 COMMUNITY COMMITTEE MEMBERS

Felix W. Cook, Sr. Audit and Compliance Committee Retired. Director of Technical Service Center Bureau of Reclamation

Elycia R. Cook Community Impact Committee Executive Director, Friends First

John U. Trefny, Ph.D. Development Committee President Emeritus, Colorado School of Mines

William Enstrom Finance and Investment Committee Founder, Vovant Technologies, Inc.

Aaron Azari Governance Committee Senior Wealth Advisor and Trust Officer Colorado State Bank and Trust

Malcolm Tarkanian, M.D. Governance Committee Arvada Eye Associates

2015 COMMUNITY FIRST FOUNDATION STAFF

Marla J. Williams President and CEO

Cheryl Haggstrom Executive Vice President

Kenneth R. Kirwin Chief Financial Officer

Noah M. Atencio Vice President of Community Impact

Vickie M. Wilson, Ph.D Vice President of Development

Kayla Arnesen Director of Strategic Communications

Nathaniel Beck Administrative Assistant

Angela Bevacqua Senior Communications Specialist

Valerie Brown Meeting Space Administrator

Neelamai Chunlapak Senior Accountant

Kelly Degering Administrative Assistant Jennifer Griffis Program Associate Mike Jackson Director of Nonprofit Relations and Services

Lisa Lujan Online Giving Coordinator

Lynn Malloy Homenick Executive Assistant

Christine Moreland Controller

Paul Mulligan Grants & Donor Services Manager Karen Newcomb Accounting Clerk/Receptionist

Dana Rinderknecht Director of Online Giving

Malcolm A. Tarkanian, M.D. Arvada Eye Associates



John U. Trefny, Ph.D. President Emeritus Colorado School of Mines



Lynne D. Valencia Vice President Community Relations 9NEWS



Sally Woolsey President The Evergreen Group



Christine Woolsey Senior Vice President Chief Communications & Marketing Officer SCI Health

Bryce Wilkinson Senior Online Giving Specialist

#### Welcome New 2016 Staff

Samantha Barlow Communications Coordinator

Lynda Ricketson Director of Development

Ron Meyer, M.D. Retired Community Pediatrician Pediatrics West

Cynthia Stevenson, Ph.D. Instructor

University of Colorado - Denver

School of Education & Human Development

Donovan J. (Jerry) Paul, CFA Senior Vice President of Fixed Income

& Portfolio Manager, ICON Mutual Funds

Hereford Percy

Retired President, FirstBank North

Emily S. Robinson Board Vice Chair Regional President, FirstBank

Board Treasurer

# Powering COMMUNITY together.

Colorado Saint Bernard Rescue finds new homes for unwanted, neglected, abandoned and abused Saint Bernards.

## **INCREASING GENEROSITY FOR THE GREATER GOOD**

#### **Donor-Advised Funds Support Engaged Giving**

Individuals, families and businesses partner with us in a variety of ways to support causes that matter to them. By establishing a donor-advised fund at Community First Foundation, highly engaged donors can enjoy the giving process without the administrative burdens. With our expertise and extensive connections in the region, we can provide support and resources for a satisfying charitable plan.



#### **Griffith-McVey Family Fund:** Giving through the Generations

Julie and Jonathan McVey have always believed in giving back. Their parents impressed upon them the importance of giving and now the McVeys want to model the way for their own two children.

Julie Griffith McVey, a long-time Lakewood estate planning attorney, said a donor-advised fund has provided an excellent vehicle for the family to engage in philanthropy together. Moving forward, the McVeys hope their children will take a larger role in decision-making for the fund. "It's about encouraging them to discover areas of need they are passionate about and finding nonprofits they want to support as they get older," Julie said.

The McVeys have roots in Wheat Ridge and Lakewood and decided to establish their fund with Community First Foundation because of the Foundation's mission and commitment to Jefferson County. Julie said the Foundation came alongside them as a partner in setting up and administering the fund and made their giving more streamlined and efficient.

The Griffith-McVey Family Fund has supported a variety of local and international nonprofits, including faith-based charities, local news organizations and food banks.



#### The Womanist Empowerment Fund: Addressing the Needs of Women and Girls

Charitable giving comes naturally to JoKatherine Holliman Page, a third-generation Coloradan with a background in civil rights and social justice

issues that impact marginalized people. "It's always been a part of my life to give," she said, "as a neighbor, friend and churchperson."

Establishing a donor-advised fund, which she named The Womanist Empowerment Fund, allows her to focus her giving on specific goals, like helping women impacted by depression, domestic violence or lupus.

The fund also honors her daughter Leslye, a former executive for Nike, who died from lupus at the young age of 41. Like her parents, she was committed to social causes and served on the boards of the YWCA, the Urban League and the Reproductive Rights Initiative.

"I chose Community First Foundation to manage this fund because of the amazing projects they support," said JoKatherine. "The Foundation is very people-centered, approachable and open to supporting causes that may otherwise fall through the cracks."

on the website.



Amount donated on ColoradoGives.org since inception (May 2007-2015)

Amount donated \$155,787,343



A program of Community First Foundation

#### Online Giving Continues to Grow

Online giving through our website ColoradoGives.org reached \$38.6 million in 2015, the largest annual amount since the site was launched in 2007. More than 2,000 organizations were profiled

SafeHouse Denver, Boys & Girls Clubs of Metro Denver and Ignite Theatre are just a few of the organizations that benefit from online giving through ColoradoGives.org.

Amount donated on ColoradoGives.org year-round in 2015 \$38,560,987

# of donations 754,017

# of donors 230,110

#### Fundraising Pages are Easy and Affordable

As interest in crowdfunding grows, so too does the growth in ColoradoGives.org Fundraising Pages. Featuring only a two percent third-party processing fee, it's an affordable option for donors and nonprofits alike.

#### Sixth Colorado Gives Day Raises \$28 Million in 24 Hours

Coloradans opened their hearts again and donated \$28.5 million to nearly 1,900 nonprofits on Colorado Gives Day 2015. We also received a record number of donations at an increase of 14 percent over the previous year. Community First Foundation and corporate partner FirstBank each contributed \$500,000 to continue the \$1 Million Incentive Fund that increases the value of every dollar donated online. A \$200,000 gift from Colorado Health Foundation boosted this value even further.

Also this year we received the single largest gift ever donated on a Colorado Gives Day when the Schlessman Family YMCA received a surprise bequest of \$1 million from longtime supporter Arlene Seaton.





Attention-getting signs and costumes are the hallmark of the Colorado Gives Day Rally.



More than 150 people from Colorado nonprofits attended the Colorado Gives Day 2015 Rally.







Amount donated on Amount donated \$111,493,2

> Average donati \$23

**GIVING ONLINE** 

ColoradoGives.org is a year-round, online giving website that featured the missions, programs and finances of more than 2,000 Colorado nonprofits in 2015. It is also the online giving platform for Colorado Gives Day, a statewide movement to increase philanthropy in Colorado online.

#### DONATIONS CAME FROM



Colorado Gives Day is one of the most successful events of its kind. FirstBank contributed \$100,000 in cash prizes to build excitement and 16 businesses joined the Corporate Challenge, bringing in more than \$500,000 from their employees. The giving day would not be a success without the support of our media sponsors: The Networks of 9NEWS, Univision, Comcast, Denver Business Journal, Rocky Mountain PBS, Colorado Public Television (CPT12, PBS), iHeartMedia, Mile High Outdoor Advertising and 5280 Magazine.

on Colorado Give	s Day since inception (20	)10-2015)		
ated	# of donations		# of donors	
<b>3,722</b>	462,445		133,193	
age	Most common	Median	Average raised	Amount donated on
Ition	donation	donation	per nonprofit	Colorado Gives Day 2015
<b>30</b>	\$100	\$65	\$15,065	\$28,532,749
	Largest sing \$ <b>1,000</b>			

# We POWER the Innovators.

The Innovators Society, powered by Community First Foundation, is committed to funding innovative approaches to improving mental wellness.



The program culminates in the Community Pitch Showdown where 250 audience members are empowered to award up to \$450,000 in Community First Foundation grant dollars based on the nonprofit pitches. One triumphant organization in September 2016 also receives a grand prize of \$50,000.

## **PROMOTING MENTAL WELLNESS**

Colorado's mental wellness field is complex and fragmented. In addition, prevention and early intervention are underfunded. That is why our Board of Directors identified promoting mental wellness as one of our top strategic priorities.

We are taking a three-pronged approach to tackle this important social issue. First, we are investing in early intervention programs that focus on the healthy emotional and social development of children from birth to five years old. Second, we are partnering with others to improve the systems supporting mental wellness. Third, we are promoting efforts to change public perceptions of mental illness.

Many of our grants support multi-year programs, such as the Behavioral Health Integration in Pediatric Populations initiative. This collaborative effort is integrating behavioral health into primary care to help pediatric professionals address the behavioral health needs of children from zero to five years old. Overall, we have committed \$7.8 million in mental wellness grants over five years.

Nonprofit innovators practice their pitches with support from their coaches.



## **INNOVATORS** SOCIETY<sup>™</sup> Powered by Community First Foundation Accelerating new solutions for mental wellness

#### **Powering the Innovators**

In 2015 we unveiled The Innovators Society. This new, nine-month program accelerates the development of promising, but not yet proven, approaches to mental wellness.

Six local nonprofits were selected to participate in this first-of-its-kind program. Each organization received an initial grant of \$25,000 to pay for coaching and pitch practice to help them fully develop their ideas and presentations.

### The Nonprofit Innovators

The following innovators have the chance to win funding for fresh, innovative ideas that can improve mental wellness through early childhood intervention, systems improvement or changing perceptions.

Bright by Three

Carson J Spencer Foundation

Center for Collaborative Governance. University of Colorado Denver

Clayton Early Learning

Im'Unique

**Project Helping** 

# Together, we're making GREA things happen.

Tesoro Cultural Center protects and shares the artistic treasures of Colorado's past through events and programs such as the Indian Market and Powwow. Colorado's unique heritage of Southwest, Spanish, Mexican, Native American, African American and early European cultures is celebrated through dramatic re-enactments, music, art and cuisine. The incentive program helped motivate donors to contribute to the new Tesoro endowment fund, created in 2015 to preserve the future of Tesoro's programs.

"For years Jefferson Center for Mental Health wanted to create an endowment to ensure that mental health care would be available to the community and help pay for the care of the most vulnerable people. Community First Foundation helped us realize our dream."

Harriet L. Hall, Ph.D., CEO of Jefferson Center for Mental Health

Mountain Area Land Trust established an endowment to help save scenic vis natural areas, wildlife habitat, water resources and historic land for future generations

## **STRENGTHENING NONPROFITS**

#### Incentive Grants Help Endowments Grow

Creating innovative and collaborative ways to strengthen nonprofits is a top strategic priority at Community First Foundation. We believe a strong nonprofit sector is fundamental to a community's strength. For more than a decade our endowment-building programs have helped local nonprofits secure their ability to serve the community now and in the future. In 2015, we launched an Incentive Grant Program to help build the endowments of nonprofits with funds at the Foundation. Our incentives boosted the endowments of 26 organizations. The following are just a few that benefited from the program.

#### Jefferson Center for Mental Health

Jefferson Center for Mental Health, a nonprofit community mental health center, began its endowment in 2005 to sustain services for people who could not afford treatment for behavioral health and wellness needs. Jefferson Center's endowment fund received the maximum incentive grant of \$100,000 for its 2015 contribution to the fund.

#### **Community Cycles: Endowment Provides** Bikes and Training for Disadvantaged Youth

Composed of bicycle enthusiasts and advocates, Community Cycles repairs donated bikes and teaches bicycle maintenance and safety. Created in 2014, the Luke Harding Scholarship Endowment Fund provides a revenue stream to fund apprenticeships and bicycles for low income, disadvantaged or struggling young people. The incentive grant from Community First Foundation added fresh momentum to the new and growing endowment



### Tesoro Cultural Center: Endowment Helps Preserve Colorado's Unique Heritage

26 nonprofit endowment partners received \$230,000 in endowment incentive grants.

"The endowment brings a sense of permanence to Friends of the Haven, provides an enduring legacy for donors to support and significantly benefits recipients of the scholarships it supports."

> Bill Winn, President Friends of the Haven

#### Friends of the Haven: Endowment Supports Scholarships for Women in Crisis

The Haven is a lifeline for women who are pregnant and addicted to drugs. Women often come to this residential treatment program as an alternative to prison. Many are homeless, jobless and struggling with mental illness. The Haven and the Baby Haven childcare center offer a chance to get treatment and support, break the cycle of drug abuse and give birth to drug-free babies. Ninety percent of the women who finish the two-year program stay drug and crime free.

"We're saving lives and putting families back together," said Bill Winn, president of Friends of the Haven, a nonprofit that

provides financial support to the Haven and Baby Haven programs. "You ask the women where they'd be without the program and most of the time they say they'd be in prison or dead." An endowment at Community First Foundation supports educational scholarships for women who complete the program. The Foundation provided a \$10,000 grant plus endowment-building guidance to encourage its continued growth.



We welcomed the following organizations that established endowments at the Foundation in 2015:

- Bonfils Blood Center Foundation
- Castle Rock Senior **Community Center**
- Denver Institute for Psychoanalysis
- Latin American Education Foundation
- Step 13
- SungateKids
- Tesoro Cultural Center

## New Meeting Space Helps Nonprofits Put Best Foot Forward

When Community First Foundation envisioned its new office building in Olde Town Arvada, we included a spacious meeting area to deliver on our priorities to strengthen nonprofits, build strong community and honor our heritage in Jefferson County. Offered free of charge, the new space was designed specifically for the needs of nonprofits. A variety of rooms, robust A/V capabilities and a commercial catering kitchen help nonprofits put their best foot forward for trainings, meetings and retreats.





## HONORING OUR HERITAGE IN JEFFERSON COUNTY

Originally the fundraising arm for Lutheran Medical Center, Community First Foundation has strong roots in Jefferson County. To honor and build on this heritage, below are highlights of the ways we helped build strong community in this region in 2015.

#### \$1 Million Grant Expands Health **Professions Programs at Red Rocks Community College**

Community First Foundation contributed one of the largest gifts in its history to help build the new health sciences building at Red Rocks Community College in Arvada.

The \$1 million grant will help the college cluster its health professions programs in one place, accelerate the number of graduates entering health occupations and add vital new training opportunities.

The college broke ground in July 2015 and the facility is expected to open in time for the fall 2016 semester. Once completed, it will transform the Arvada location into a full-service campus dedicated to the health and wellness of Jefferson County and surrounding communities.



Architectural rendering of new health sciences building at Red Rocks Community College — Arvada campus.

Jeffco Public Schools uses the Tools of the Mind approach to ensure every child becomes a successful learner.

#### **Grant Expands Childhood Development Program** in Jefferson County Public Schools

Community First Foundation is granting \$250,000 over two years to strengthen Tools of the Mind, a program used in several preschools and kindergartens in Jefferson County Public Schools. This research-based program provides teachers with skills to help young children develop the social and emotional tools they need for learning. The grant will provide the resources to add Tools of the Mind to more classrooms and improve parent and teacher understanding of early childhood development.



Courtesy: Jeffco Public School

# We INVEST in community programs.

#### ASSETS

Cash and Investn Other Assets **Total Assets** 

#### LIABILITIES

Accounts Payable Grants Payable Other Liabilities Agency Funds Total Liabilit

Net Assets **Total Liabilities** 

REVENUE Contributions Other Income Total Reven

#### **GRANTS AND E** Grants

Other Program Ex Supporting Service Total Grants

#### CHANGE IN NE

Net Return on Inv

#### CHANGE IN NE

Net Assets, Begin Net Assets, End

For detailed financial reports, visit CommunityFirstFoundation.org

The Arvada Center provides arts and humanities programming– like this production of Memphis–to engage, challenge and inspire.

## STATEMENT OF FINANCIAL POSITION

ments	\$ 331,673,541
	4,982,661
S	 336,656,202
le and Accrued Expenses	492,743
	4,068,023
	96,639
	25,632,457
ities	 30,289,862
	306,366,340
& Net Assets	\$ 336,656,202

As of December 31, 2015

**STATEMENT OF ACTIVITIES** For the Year Ended December 31, 2015

	\$ 997,709
	1,357,400
nue	2,355,115
EXPENSES	
	6,337,075
Expenses	2,887,377
rices	1,630,514
ts and Expenses	10,854,960
IET ASSETS FROM OPERATIONS	(8,499,851
ivestments	(5,482,512
IET ASSETS	(13,982,363
inning of Year	320,348,703
d of Year	\$ 306,366,340

Total assets \$336.7 million

Foundation's mission is for positive change.

#### **DONOR-ADVISED FUNDS**

We are grateful to the generous people who have established donor-advised funds at Community First Foundation.

Banko Family Fund Best Should Teach Fund Brennan Family Fund Butterfield Family Donor-Advised Fund Sam Cheris Charitable Fund Valerie and Gilmour Clausen Fund Coburn Family Fund **Collier Family Fund** Felix and Margie Cook Fund Dahl Family Donor-Advised Fund Do More Charity Challenge - Community Banks of Colorado Fred, Janet and Lucas Doyle Donor-Advised Fund Eicher Family Donor-Advised Fund Janet Fania Memorial Scholarship Fund Franklin Fund Griffith-McVey Family Fund Hagastrom Family Donor-Advised Fund Hanson Ernstrom Family Donor-Advised Fund Jennings Human Capital Improvement Fund Leach Family Donor-Advised Fund Molenaar Family Donor-Advised Fund Morrissey Family Fund Nu Sigma Nu Donor-Advised Fund Percy Family Fund Phelan Smith Family Fund

Koger and Marcie Propst Family Donor-Advised Fund Ravi Ivotsna Fund PBJ Reece Charitable Fund Vernon and Sharon Ritzman Donor-Advised Fund Alan and Emily Robinson Donor-Advised Fund Shean Family Fund Spalding Community Foundation Family of Funds Storatz Family Donor-Advised Fund Tarkanian Family Fund TBI Donor-Advised Fund Thunder & Lightning Fund Tough Enough to Wear Pink Donor-Advised Fund Sharon L. & John U. Trefny Donor-Advised Fund Tuthill Family Fund Lynne Valencia Family Fund Raymond & Viola Wagner Family Fund Waring Family Fund Marla I. Williams Donor-Advised Fund Womanist Empowerment Fund

> In 2015, we managed endowment funds for 97 nonprofits and provided online giving services for more than 2,000 nonprofits.

We value our relationships with the following nonprofits that are dedicated to enriching our communities. In 2015, the following organizations entrusted us with stewarding endowment funds.

The Action Center Adam's Camp The Adoption Exchange American Gelbvieh Foundation Arapahoe/Douglas Mental Health Network Arvada Center for the Arts and Humanities Audubon Society of Greater Denver Aurora Mental Health Center Blue Sky Bridge **Bonfils Blood Center Foundation Boulder History Museum** Boulder Philharmonic Orchestra Boys Hope Girls Hope of Colorado Butterfly Pavilion & Insect Center Castle Rock Senior Community Center Cat Care Society Center for Health and Hope The Center for Trauma & Resilience The Center for Work Education and Employment Children's Outreach Project Clínica Tepeyac Colorado Agency for Jewish Education Colorado Agricultural Leadership Foundation Colorado Alliance for Environmental Education Colorado Cancer Research Program Colorado Children's Chorale Colorado Council on Economic Education Colorado Homeless Families Colorado Humanities Colorado Neurological Institute Colorado Nonprofit Association Colorado Peace Officers Foundation Colorado Preservation, Inc. Colorado Public Television (CPT12, PBS) Colorado Visiting Nurse Association Community Cycles

#### NONPROFIT ENDOWMENT PARTNERS

The Conflict Center Court Appointed Special Advocates (CASA) of Jefferson and Gilpin Counties Dental Aid Denver Indian Family Resource Center The Denver Institute for Psychoanalysis Denver Street School and StreetSchool Network DenverWorks District 50 Education Foundation Doctors Care Dominican Home Health Agency of Denver Eaton Senior Communities and Eaton Senior Communities Foundation El Centro Su Teatro Escuela de Guadalupe Families First Family Tree. Inc. Friends of the Haven Girl Scouts of Colorado The GLBT Community Center of Colorado Glory Community Goodwill Industries of Denver The Greatest Generations Foundation The Greenway Foundation Griffith Centers for Children **ICAST Jeffco Schools Foundation** lefferson Center for Mental Health Jefferson County Library Foundation Jewish Family Service of Colorado Junior Achievement - Rocky Mountain, Inc. Lakewood Legacy Foundation The Latin American Education Foundation Life Quality Institute Littleton Symphony Orchestra Lutheran Family Services Rocky Mountains Metro Community Provider Network

Metro Denver Partners Mountain Area Land Trust National Alliance for the Mentally III (NAMI) Colorado The National Society of The Colonial Dames of America in the State of Colorado Open Media Foundation OpenWorld Learning Outdoor Lab Foundation Peak to Peak Charter School Phamaly Theatre Company Platte Valley Medical Center Foundation Project Angel Heart Redi Corporation Robert E. Loup Jewish Community Center Rocky Mountain Multiple Sclerosis Center SafeHouse Denver Seniors' Resource Center Sister Carmen Community Center Step 13 SunaateKids Swallow Hill Music Association Tennyson Center for Children at Colorado Christian Home Tesoro Cultural Center Wheat Ridge Rotary Club White Rose Scholarship Foundation The Wildlife Experience YMCA of Metropolitan Denver, Susan M. Duncan Family Branch

For additional fund and gift listings, visit our website at CommunityFirstFoundation.org





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