

WILLIAM J. AND DOROTHY K.



**FOUNDATION
IN FOCUS
JANUARY 2018**



Front Cover Images: 2017 Grantees (Cycle 2)

Top Left to Right: Partners in Parenting (TX), West Hawaii Community Health Center (HI), Literacy Volunteers of Collier County (FL)

Middle: The Floating Hospital (NY)

Bottom Left to Right: Achievement Centers for Children (OH), Martha's Table (DC), Seeds 4 Success (MD)

It is the mission of the William J. and Dorothy K. O'Neill Foundation to partner with nonprofits to improve the quality of life for families and communities, in places where O'Neill family members live.

Leadership

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Marci Lu, Senior Program Officer

Marlene Corrado, Program Officer, Communications & NextGen Engagement

Laketa Jackson-Burts, Grants and Office Coordinator

Letter from the Chair



Happy New Year! The holidays are a fond memory and 2018 is well underway. After a full year in 2017 of planning, reflection, and feedback from many family members, **I am pleased to share that the Trustees in December approved a revised strategy** for the William J. and Dorothy K. O'Neill Foundation for 2018. We believe that this strategy will create more impact in the communities where we live as well as increase meaningful participation by interested family members. **Please take a look at the graphic on the next page that lays out the Strategic Direction.**

Some of the highlights of the new direction are that:

- We will continue our focus on strengthening families and will be encouraging a multi-generational approach – also known as “2Gen” as developed by the [Ascend at the Aspen Institute](#) – through our strategic Deep Impact Grantmaking program.
- Funding will continue in locations where family members live and are engaged in responsive grantmaking. To include your community in grantmaking, family members are expected to participate in three of the following activities: review proposals, attend site visits, serve on a grantmaking committee or the Board, connect nonprofits working in the chosen strategic areas with the Foundation, participate in Foundation learning communities related to strategy, and/or connect with colleague funders in your community or through participation at national or regional conferences.
- There will be an expanded strategic Deep Impact Grantmaking (DIG) Program that supports the areas of Educational Success and Health & Well-Being. In 2018, the Deep Impact grants will be by invitation only. Communities will be selected based on where family members live and are engaged in the DIG work.
- There will be a shorter application process for grant-seekers and two responsive grant cycles in 2018.
- Family members ages 18 to 30 will have the opportunity to shape their own Next Gen grantmaking.

There is a communication plan in place to roll out this information to our grantees and the larger community. Please feel free to contact your Trustee board member or a staff member to learn more and get more involved.

2017 was a year of hard work and lots of conversations. I would particularly like to acknowledge the staff, under the leadership of Leslie Perkul, who did research, held focus groups with a variety of stakeholders, and thoughtfully framed questions and the Foundation’s strategy. I am also grateful to and awed by my fellow Trustees, who were fully engaged every step of the way, asking hard questions and sharing feedback from their family members.

I am excited about where we have ended up and look forward to implementing this strategic direction together in 2018.

A handwritten signature in black ink, appearing to read "Kelly Sweeney McShane".

Kelly Sweeney McShane, Chair



Tune In: 2/5 at 4pm ET

TWO GENERATIONS. ONE FUTURE.

Are you interested in learning about how 2Gen will apply to the Foundation's new strategic work? Join us for a webinar on February 5th at 4pm ET.

Ascend at the Aspen Institute will provide an overview of the 2Gen framework that supports children and adults, share examples of 2Gen work currently being implemented across the country, and highlight best practices. There will be time for Q&A at the end of the webinar.

Presenters will include: Sarah Haight, Assistant Director for Network and Outreach, Ascend at the Aspen Institute; and Marjorie Sims, Managing Director, Ascend at the Aspen Institute.

[REGISTER TODAY!](#)

CALLING ALL COMMUNICATORS

UNLOCK YOUR CREATIVITY

Email mcorrado@oneill-foundation.org if you would like to be involved in the upcoming website redesign or rebranding & visual identity conversations.



Grantee Highlight: Arundel Lodge (Edgewater, MD)

In 2017, the Foundation Trustees approved a (\$30,408) grant to support [Arundel Lodge](#) – a nonprofit organization that works to improve the lives of children, adults and families impacted by mental health and substance use disorders.

Arundel Lodge recently recognized the William J. & Dorothy K. O’Neill Foundation in its newsletter.



[Pictured] Arundel Lodge’s Supportive Living Staff: Samantha Hackley, Alexis Busler, Sarah Nagel and Rebecca LaMora with their new iPads

O’Neill Foundation Grant Provides New iPads

[Excerpt] Written by Kristin Lolmaugh, Development Assistant, Arundel Lodge

Arundel Lodge’s staff works across 32 residential homes, performs offsite visits to clients who live on their own or with their family, and works with both adults and transition age youth in the community, helping them find and keep employment and attend school... Access to advanced technology is a critical part of being able to meet the needs of the community.

Read the full article – [HERE](#).



This grant was a good example of how a capacity building grant can enhance an organization’s ability to serve families. We had plenty of discussion as to whether or not this request met our “family focus” after the site visit. The organization was able to demonstrate that it would enhance their ability to serve families more efficiently.

– Cindy O’Neill



Grantee Highlight: The Centers for Families and Children (Cleveland, OH)

In 2016, the Foundation Trustees approved a (\$40,000) grant to support [The Centers for Families and Children's](#) strategic planning.

As a result of the strategic planning process, The Centers for Families and Children merged with Circle Health Services (formerly The Free Clinic). The new plan is expected to help more people living in poverty access integrated health care, addiction services, early learning programs and workforce training.

The affiliation will enable the organizations to add additional services, enhancements and capacity to each location in its combined footprint over time. For clients and patients, the affiliation means greater access to a wider range of integrated health and human services delivered in a coordinated and user-friendly manner.

“Access to quality health care remains a barrier for more than half of the people we serve each year – over 10,000 adults, children and seniors. By joining forces, we will help more people connect with valuable services and ultimately build a stronger community,” said Elizabeth Newman, President and Chief Executive Officer of The Centers for Families and Children.

Read the full press release – [HERE](#).

TOGETHER. FOR ALL.



NextGen Voices



“Loved hearing from the young ladies from the O’Neill Foundation. Many ideas on how to engage the next generation. Thank you.”
- Session Attendee

“Very inspiring & refreshing to see today’s youth wanting to make a difference.”
- Session Attendee

Sullivan sisters, Anna [pictured left] and Bess [pictured right], spoke at the 2017 [Philanthropy Ohio Conference](#), sharing ideas for how to engage and support the next generation of philanthropists.

For those that could not attend, here’s your chance to listen to Anna & Bess share their insights.

CLICK ON THE IMAGES BELOW:



NextGen Opportunities

MEET THE CHANGEMAKER: NEXTGEN GIVERS, DOERS, & INOVATORS

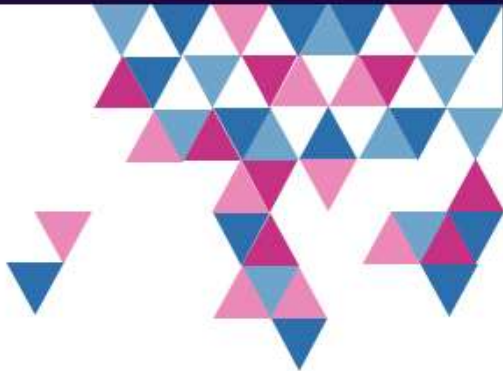
Commemorating their 40th anniversary, [Foundation Center Midwest](#) will host a philanthropy summit to engage youth and young adults across Northeast Ohio and the Midwest.

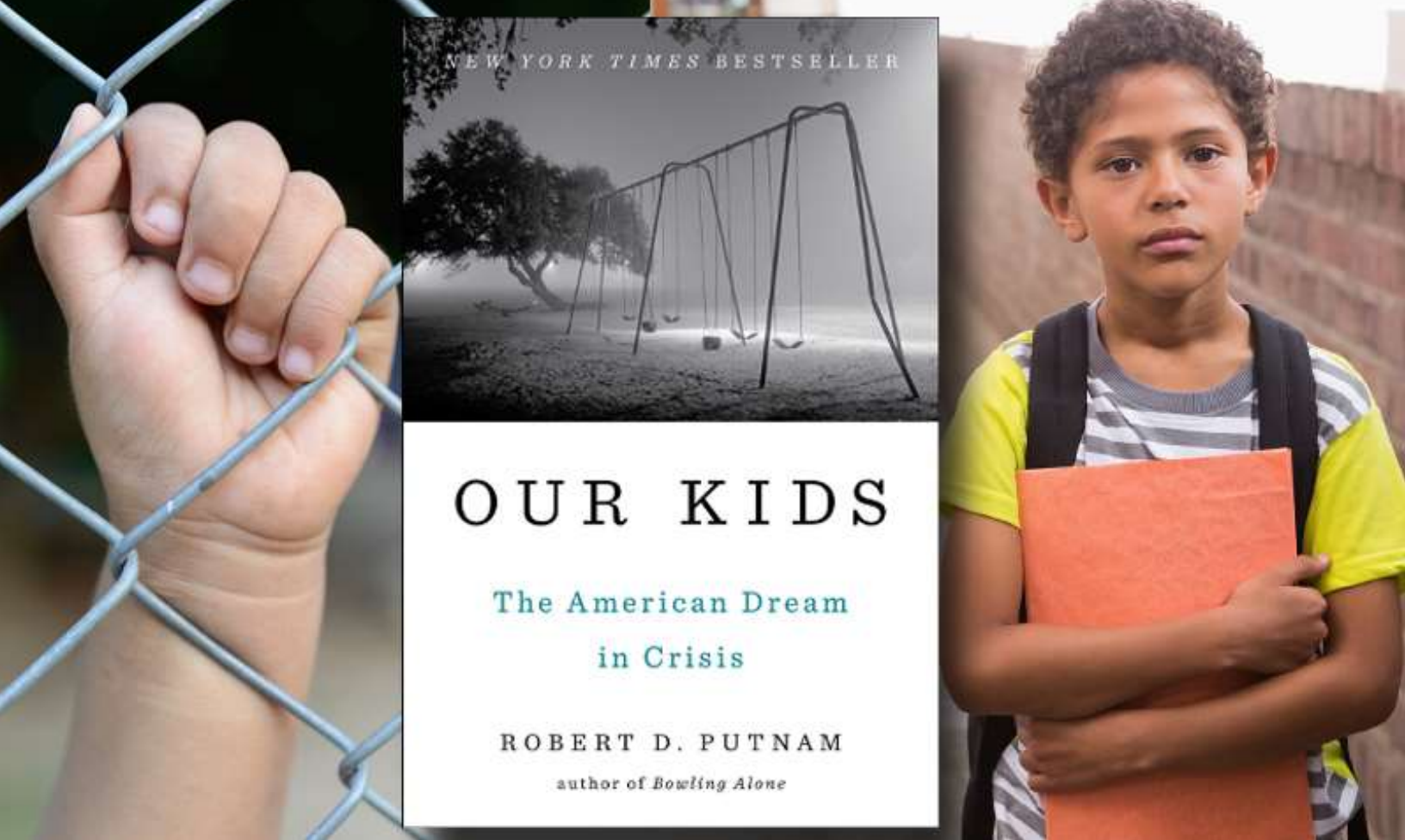
The half-day summit will feature insights from current leaders in philanthropy, trainings in proposal writing and crowd-funding, resources on youth giving, opportunities for peer networking, and emerging trends impacting the future of philanthropy.

Contact Marlene (mcorrado@oneill-foundation.org) to receive more information as it becomes available.



Saturday, April 7th, 10am – 2pm ET
(Downtown) Cleveland Public Library,
The Learning Commons





What We're Reading

Harvard professor and best-selling social science author [Robert D. Putnam](#) delivered a riveting plenary presentation on the American dream at the [National Forum on Family Philanthropy](#).

His most recent book – [Our Kids: The American Dream in Crisis](#) – paints a picture of how growing up rich or poor has changed over the last half a century, and why talent and hard work are no longer enough to level the playing field.

In his book, Putnam combines a synthesis of academic studies contrasting points of high and low-income families. His stories include those of a girl being raised by her sister after their mother, a prostitute, died, possibly of AIDS; a homeless teenager with nine half-siblings and a father in prison; and several others. Putnam even drew on his own story and those from his home town community in Port Clinton, Ohio, to demonstrate the crumbling American Dream.

“Whether you're an expert or novice on issues such as poverty, class, crime, and race, I'd recommend it – especially given the Foundation's focus on strengthening families.

– Marlene Corrado, Program Officer

WHAT ARE YOU READING?

Email mcorrado@oneill-foundation.org to share your favorite philanthropy reads.

Letter from the CEO



I enter into the New Year excited about change! In 2017, much has already changed, with the addition of 3 new staff and the strategic planning refresh process.

At the end of the year, we sent a letter to our current and past grantees. Here is some of what we said:

“We are excited to announce the new strategic direction of the William J. and Dorothy K. O’Neill Foundation.

During this past year, we have undergone an extensive internal review and external analysis to identify opportunities to increase the Foundation’s impact among families. We drew on the experiences of organizations that have seen measurable changes within their communities. We reviewed research on best practices for foundations to engage in transformational leadership – both through grant and non-grant related activities. With these learnings, we are pleased to say that **we remain firmly committed to our vision of having strong communities where families thrive.**”

Throughout the upcoming year, we will offer many opportunities for family engagement as we learn more together about the 2-Generation (2Gen) Framework where intentionally serving both children and their adult caregivers shows promise for fulfilling our vision.

Also new in 2018...

The NextGen Grantmaking program, geared towards millennials (ages: 18-30), will bring siblings and cousins together through grantmaking. We will be exploring different ways to engage those involved in college and/or their careers such as virtual site visits to provide an opportunity for some to play a more active role in the Foundation.

In our community Responsive Grantmaking program, we will end funding in Columbus (OH), Austin (TX), Naples/Bonita Springs (FL), and Richmond (VA). We will begin funding in Vermont. We communicated the possibility of these changes to grantee organizations throughout the past year and formally notified them at the end of 2017.

I look forward to working with all of you to bring the mission and vision of the William J. and Dorothy K. O’Neill Foundation to fruition.

Happy 2018!

A handwritten signature in cursive script that reads "Leslie Perkul". The ink is dark and the signature is written in a fluid, personal style.

Leslie Perkul, President & CEO

WILLIAM J. AND DOROTHY K.



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2018 IMPORTANT DATES

FEBRUARY

February 5 | Ascend & 2Gen Overview Webinar

APRIL

April 7 | Foundation Center Youth Summit (Cleveland, OH)

April 9 | O'Neill Foundation Trustee Meeting