

WILLIAM J. AND DOROTHY K.



# FOUNDATION IN FOCUS

## January 2019

**[Front Cover Image] DIG Grantee Partner:** University Hospitals Health System, Inc. and UH Rainbow Center for Women & Children (OH)

# Leadership

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## **Foundation Trustees**

Kelly Sweeney McShane  
Laura O'Neill Bower  
Linda France Clifford  
Bob Donahey

David Donahey  
Tim O'Neill  
Leslie Perkul  
William J. O'Neill, Jr. (Trustee Emeritus)

## **Investment Committee**

David Donahey, Chair  
Bob Donahey

Tim O'Neill  
Will Donahey, Observer

## **Responsive Grantmaking Committee 1**

Cindy O'Neill (Chair)  
David Donahey  
Kevin McShane  
Molly McShane

John O'Neill  
Maureen O'Neill  
Tim O'Neill

## **Responsive Grantmaking Committee 3**

Bob Donahey (Chair)  
Laura Bower  
Linda Clifford  
Will Donahey  
Connie Bowen Korzensky

George Korzensky  
Kim Polo  
Meg Sweeney  
Molly Sweeney

## **Foundation Staff**

Marlene Corrado, Program Officer, Communications & NextGen Engagement  
Marci Lu, Senior Program Officer  
Kara McCullough, Grants Manager  
Leslie Perkul, President & CEO  
Kauser Razvi, Chief Operating Officer

# Letter from the CEO

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As we step into the New Year, **I reflect on all that was accomplished in 2018 through a unique partnership of dedicated staff and O'Neill family members.** Here are some of the highlights:

- Five Deep Impact Grants using the new 2Gen Strategic Approach were approved by the Trustees.
- NextGen family members (Gen 3 & 4 Millennials) worked together to launch a new grantmaking program.
- NextGen family members gathered for a weekend of learning and networking.
- Two cycles of Responsive Grantmaking, providing more than \$1.5 million in grants for communities where O'Neill family members live. More than 80 organizations received site visits from family members and staff.
- O'Neill family youth engaged in site visits and grantmaking in Cleveland, OH.
- The new William J. and Dorothy K. O'Neill Foundation Website went live.

2019 will be another busy year for the Foundation as we continue to build out our work with Deep Impact Grants, NextGen grants, youth philanthropy, and our responsive grantmaking. Learn more about all of this by reading through this newsletter. We invite you to keep up to date on all that is happening at the Foundation through [our website](#), [Facebook page](#), and [Twitter account](#).

**We look forward to seeing you all in Denver over Father's Day weekend for an O'Neill family gathering. Stay tuned for more details.**

Best wishes for a healthy and happy 2019!

A handwritten signature in cursive script that reads "Leslie Perkul". The ink is dark and the signature is fluid and legible.

Leslie Perkul, President & CEO

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



**Pictured above] 2018 Grantees (Cycle 2):** You Gotta Believe (NY)  
Xavier, adopted at 18, Ronnie, adopted at 14 and John, adopted at age 17, by Joe Toles, dad.

[HEAR THEIR STORY | WATCH NOW >](#)

## Trustees Approve \$1,203,841

With special thanks to the contributions of those involved in Grantmaking Committees 1 & 3, the Foundation’s Trustees met in November and approved the Responsive Grantmaking docket consisting of 43 grantees.

Cycle 2, 2018 Request Summary	Committee 1	Committee 3
Grants Awarded	24	19
Totaling	\$683,750	\$520,091

## RG: What’s New for 2019?

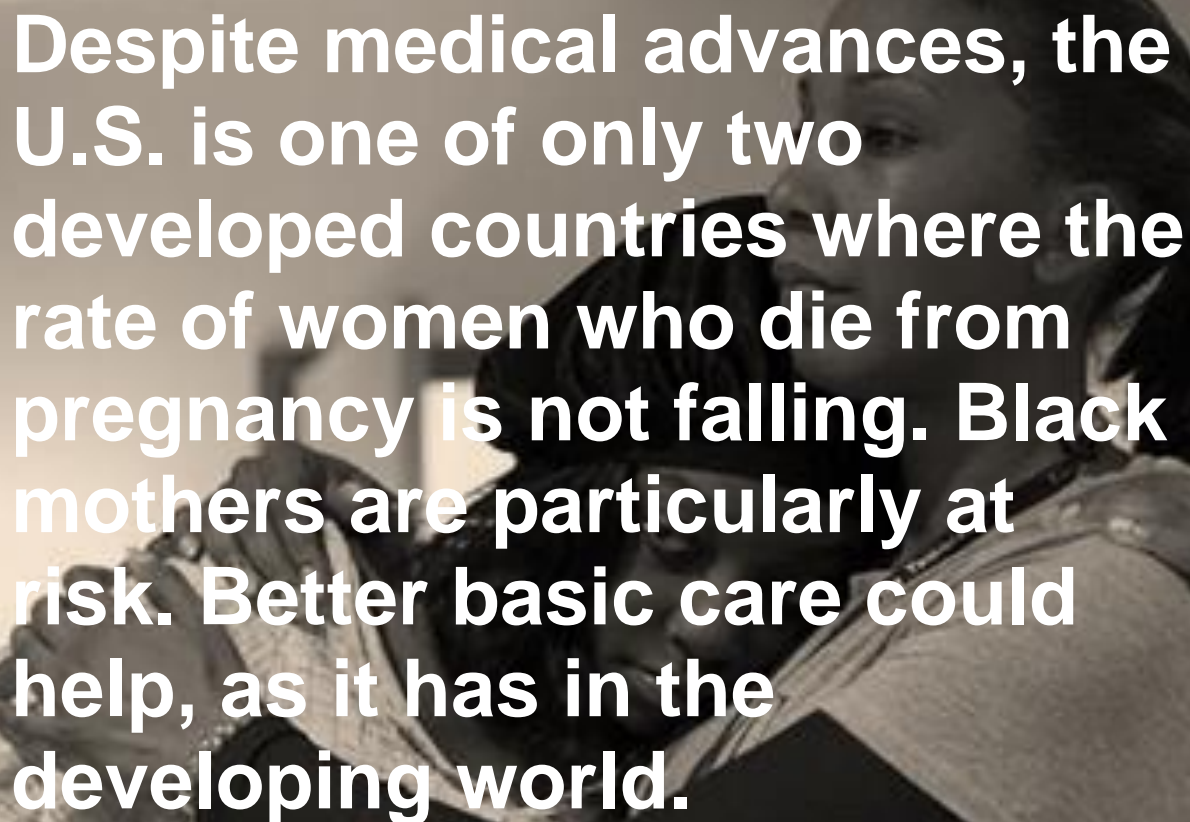
In December, the Trustees approved a Grant Committee recommendation that we **temporarily restrict 2019 Responsive Grant applications to previous ONF grantees – specifically only those that have received grants since 2013, the year the Foundation shifted its focus to family strengthening.** This restriction would only apply for one year, and would not preclude a family member or staff from suggesting that we invite an organization to apply in 2019 if we learn about some interesting and timely work in the community. This restriction will not apply to our target geographies in Vermont, which recently opened to grantmaking.

### Why this change?

In 2017, the Foundation concluded a year-long review by re-affirming the Foundation’s long-standing commitment to strengthen families and improve communities in which O’Neill family members live. To build on this work with greater intentionality, in 2018 we launched an invitation-only Deep Impact Grantmaking program and streamlined our Responsive Grantmaking processes.

In 2019, as part of our ongoing effort to streamline our processes and organize for greater learning and impact, we plan to explore further ways to focus our Responsive Grantmaking program. As we fund in multiple communities with diverse populations and needs, we want to make sure that any proposed changes support our goals to strengthen families in all our communities.

## Grantee Partners Featured in NatGeo



Despite medical advances, the U.S. is one of only two developed countries where the rate of women who die from pregnancy is not falling. Black mothers are particularly at risk. Better basic care could help, as it has in the developing world.

This short documentary tells the story of just one of the hundreds of mothers Mamatoto Village, a maternity-support organization in Washington, D.C., has served.

[WATCH NOW >](#)

Read [the full story](#) featured in the January 2019 issue of National Geographic.

## Grantee Partners Leveraging Support

Congratulations to the 24 organizations that received the Bezos Day 1 Family Fund Award! Among the list of recipient's are a few ONF grantee partners, including: [District Alliance for Safe Housing – DASH](#), [Emerald Development and Economic Network – EDEN](#), and [Frontline Service](#). We'd also like to congratulate Kelly Sweeney McShane's organization, [Community of Hope](#)!

These one-time grants, ranging between \$2.5 million - \$5 million, will be expended over the next four years to support work to end family homelessness.



## Deep Impact Grants: University Hospitals Health System, Inc.

**Project: Community Coordination at the UH Rainbow Center for Women & Children**

[Cleveland, Ohio] UH Rainbow Babies & Children's Hospital is a 244-bed, full-service children's hospital and academic medical center. A trusted leader in pediatric health care for more than 125 years, UH Rainbow Babies & Children's Hospital consistently ranks among the top children's hospitals in the nation. As the region's premier resource for pediatric referrals, UH Rainbow Babies & Children's Hospital's dedicated team of more than 1,300 pediatric specialists uses the most advanced treatments and latest innovations to deliver the complete range of pediatric specialty services for 700,000 patient encounters, annually.

With ONF's \$300,000 grant (payable over two years), the UH Rainbow Center will transform the model of care with co-located programs to address social and environmental factors that impact overall health.

### [TAKE A CLOSER LOOK AT THE NEW FACILITY >](#)

"University Hospitals and members of the community designed the Center to help meet the specific needs of this community," said Tom Zenty, UH CEO, in a prepared statement. "Together, we're not only providing families with convenient access to compassionate medical care, we're integrating resources to truly help enhance their health."

### [READ MORE >](#)

## 2Gen Learning Community Updates

Recognizing that grantee partners would need support in building their capacity to effectively implement 2Gen approaches, the Foundation hosted its first 2Gen Learning Community virtual meeting in December. Below you'll find resources from the meeting on 12/6.

- [Meeting Materials](#)
- [Meeting Minutes](#)
- [Brainstorm Notes](#)
- [Powerpoint Presentation](#)

In 2019, we're looking forward to creating a learning agenda to build on the initial topics discussed during the December meeting.

Over the course of the next two years, grantees, family members, and staff will have the opportunity to engage in a learning community that may include periodic calls, webinars and convenings with other 2Gen grantee partners, 2Gen experts, and Ascend Network Partners to share learnings and best practices. We look forward to keeping you informed.

# NextGen Budget Increases to \$250K

The Trustees approved the NextGen request to increase the 2019 budget to \$250,000 – for appropriation in 2019. We're currently working to develop a learning agenda for 2019 that will involve monthly calls.

Stay tuned for updates!

## NextGen: We Want to Hear from You!

Please complete [this short survey](#). We'd appreciate your responses by Friday, January 18th.

**Did you miss the November call?**

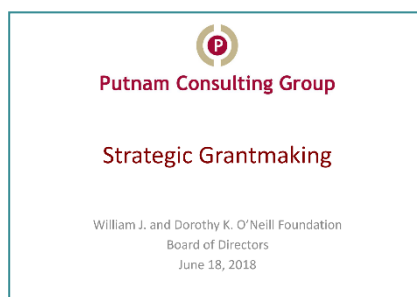
A recording is available. Contact Marlene for more information.

## Logo ReDesign Progress Update

With support from the Foundation's Logo Redesign Committee, the Cleveland-based studio, [OhG Design](#) (OhG), was selected in the fall of 2018.

O'Neill family members that had previously expressed interest in the Foundation's communications efforts completed a survey to guide this work. Based on the information gathered, key takeaways will help us clearly understand the Foundation's vision and target audience, create a concise set of design objectives, ensure the appropriate message is communicated, and bring the Foundation's vision to life.

## Trustee & Family Education



Kris Putnam-Walkerly, global philanthropy advisor and President of Putnam Consulting Group, led a presentation on 10 Habits of Highly Effective Foundation Boards for the Trustees.

Family members are invited to review Kris' presentation and download [her slides](#).

[WATCH NOW >](#)



## Nonprofit Humor – Just for Laughs

Nonprofit Funding Can Get A Little “Cheesy” [Excerpt]

Written by: Paul Clolery, VP/Editorial Director, The Nonprofit Times

It’s suggested that pizza is the perfect meal. You have your dairy (cheese), vegetable (tomato sauce), carbohydrate (dough) and it isn’t fried.

Apparently, it’s also a great metaphor for the charitable sector and the funding process.

Many nonprofit executives don’t find the handcuffs of some funders to be humorous. Well, it’s a little bit funny but more ironic, according to the [Human Services Council of NY](#). The organization unveiled a [video](#) during its annual gala last night. “Everyone Deserves A Fair Slice” portrays the frustration and hypocrisy of many large funders with humor as a topping over the course of the six-minute, 30-second video.

[READ THE FULL ARTICLE | WATCH THE VIDEO >](#)

## New MAILING Address

As of January 14, the Foundation’s OH-based staff will begin working out of a co-working space.

For future correspondence, please use:

Attn: William J. and Dorothy K. O’Neill Foundation  
C/O: The Beauty Shoppe  
2529 Detroit Ave, Suite 126  
Cleveland, OH 44113



# 2019 IMPORTANT DATES

**APRIL 1** | Trustee Meeting

**JUNE 14 – 16** | Family Gathering

The 2019 gathering will take place in Denver, Co and provide an opportunity to reconnect and learn across generations. Stay tuned for more information!

**JUNE 16** | Trustee Meeting

**SEPTEMBER 16** | Trustee Meeting

**DECEMBER 9** | Trustee Meeting

## RESPONSIVE GRANTMAKING

Cycle 1 - Applicant Webinar: January 24, 2019 at 3pm ET

Applications Become Available: January 15, 2019

Applications Due: February 21, 2019

Site Visits: Mid-March – End of April

## IN THE FIELD

**JANUARY 30** | Ascend & Urban Institute's Upcoming Housing Webinar

This webinar is a follow up to the recently released brief, [Place Matters](#), and will highlight specific tools and solutions to better integrate 2Gen solutions in assisted housing. [REGISTER NOW >](#)

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The National Center for Family Philanthropy is organizing a few webinars that may be of interest. Webinars take place 12:00 pm – 1:30pm ET. Contact Marlene for assistance with your registration.

**MARCH 14** | [Pride of Place: Sustaining a Family's Commitment to Community](#)

**APRIL 18** | [Impact Investing: Dipping Your Toes or Going All In](#)