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O'Neill Foundation

William J. & Dorothy K.



Foundation in Focus
July 2019

Leadership

Trustees

Laura Bower
Linda France Clifford
Bob Donahey, Chair
David Donahey, Treasurer
Tim O'Neill, Secretary
Brian Sweeney
William J. O'Neill, Jr., Emeritus
Leslie Perkul, President & CEO

Committee 1

Cindy O'Neill, Chair
David Donahey
Kevin McShane
Kelly Sweeney McShane
Molly McShane
John O'Neill
Maureen O'Neill
Tim O'Neill

Committee 3

Laura Bower, Chair
Linda Clifford
Bob Donahey
Will Donahey
Connie Bowen
George Korzensky
Katy Marcus
Kim Polo
Meg Sweeney
Molly Sweeney

Investment Committee

David Donahey, Chair
Bob Donahey
Tim O'Neill
Will Donahey, Observer

NextGen/Youth Grantmaking Committees

There are no structured committees. Involvement is open to those that are interested.

2Gen/Deep Impact Grantmaking Committee

Connie Bowen
Laura Bower
Linda Clifford
Bob Donahey
David Donahey
Will Donahey
George J. Korzensky
Kelly McShane
Katy Marcus
Bill O'Neill
Cindy O'Neill
Kathy O'Neill
John O'Neill
Maureen O'Neill
Tim O'Neill
Sara Sullivan
Molly Sweeney

Foundation Staff

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



Mission

To partner with nonprofits to improve the quality of life for families and communities, in places where O'Neill Family members live.

Vision

Strong communities where families thrive



Letter from the Board Chair

It was great to see everyone in Denver! Thanks to all who could attend and for taking the time and making the effort. There was plenty of good family time and good Foundation work as well.

Save the Date: O'Neill Family Clan Reunion | June, 2020 | Cleveland, OH | Details to come...

Now, for the important message: Family Directed Giving! My goal is to have a perfect batting average with family participation. WE CAN DO IT!

Please take the time and make the effort. Simply, complete and email the form to Kara McCullough: kmccullough@oneill-foundation.org – or contact Kara if you'd like for her to help you.

[Download the Family Directed Giving form >](#)

Family Directed Giving – What You Need to Know

Q: Who can participate in the Family Directed Giving Program?

This opportunity is for everyone – Cradle to Grave!

Q: What is the Family-Directed Giving Program?

O'Neill family members receive an allocation each calendar year depending on their age.

Your Age	Available Allocation <i>No match is required.</i>	Available Match
+ 31	\$5,000	\$10,000
26 – 30	\$3,000	\$1,000
21 – 25	\$2,000	-
18 – 20	\$1,000	-
13 – 17	\$750	-

Q: Why should family members participate?

This is a unique opportunity. If everyone contributes this year, we could collectively give more than \$500,000 to nonprofits doing good work.

Q: Which organizations should family members support? What if they can't decide?

This is your choice. Pick a tax-exempt, charitable organization. If you can't decide, contact the ONF staff or contact your branch representative.

Q: When is the deadline?

Let's do this ASAP! Submitting your form no later than November 30th will ensure that your gift is made and received by year end. Unspent allocations will not be carried over.

Q: How can family members make a matching gift?

Matching gifts can be made in one of two ways:

- Make your donation to the organization directly. Then, send ONF a confirmation that the gift was received.
- Provide your match directly to ONF and we will send the full gift to the designated organization.

Q: What other opportunities are available to NextGen family members?

NextGen family members, ages 0 – 20, can participate in ONF’s Birthday Card Program in which ONF will make a \$100 donation to an organization of their choice. To release this gift, please [complete and return this form >](#) to Kara McCullough: kmccullough@oneill-foundation.org.

Thanks!

Bob Donahey
Board Chair





Letter from the President & CEO

It was such a privilege to spend two days in Denver with so many of the O'Neill family members. We really appreciated your thoughtful time and attention during our long day on Saturday, June 15th, but from the feedback we received, it seems like there was enough time for fun built into our time together.

Speaking of feedback, **the staff have worked with our facilitator, Danielle Oristian York, to review the information you provided both on priorities and your own commitment to the Foundation's work.** While there was a lot of great information provided, we did learn that for a large number of folks the top priorities are: the engagement of the next generation of O'Neill family members (44 mentions in the top 3 priorities). A second and third priority involve further discussions around two topics: the 2Gen DIG strategy (10 mentions) and the Foundation's overall mission, vision and values (13 mentions). **Over the next several Trustee meetings, we will be discussing some action steps around these priorities and look forward to sharing more information as it is available.**

From the family's feedback, more than half of family members cited a lack of time, including family and career obligations, when responding to the question, "What is standing in the way for your vision for the O'Neill Foundation." **We understand this challenge and we'd like to find ways to provide more options for "light touch" engagement opportunities, that will better allow you to connect with the Foundation on your own time.** We'd love to hear any ideas you might have for making this easier.

If you were unable to join us in Denver, I'd love to hear any ideas or suggestions you might have about how you would like to engage with ONF.

Enjoy the rest of your summer and stay cool!

Leslie Perkul
President & CEO



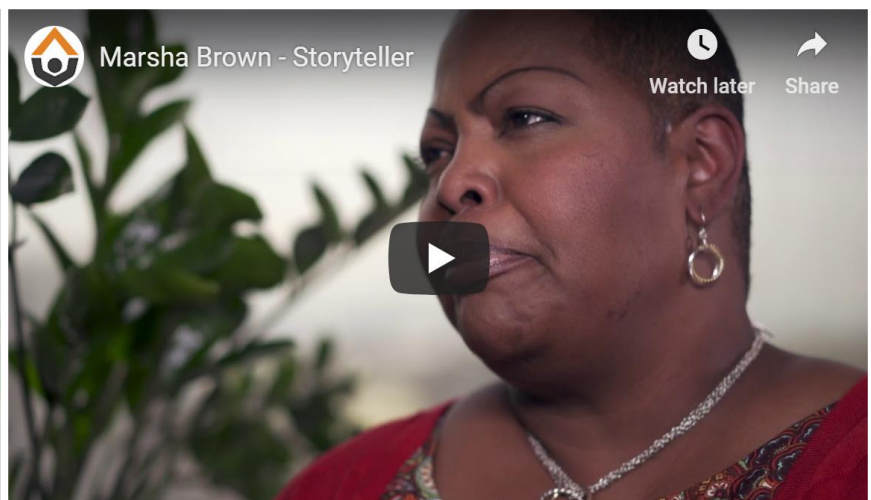


Family Gathering

The 2019 Family Gathering created an opportunity for O'Neill family members to learn and reflect upon where the Foundation's giving, operations, and family connection are today, while considering what's next in the Foundation's evolution. Here's a glimpse at some of the other highlights:

There was an Educational Session on Homelessness.

Denver's [Close to Home](#)'s Storytellers Network engages individuals who directly experienced homelessness. Their storytellers are powerful messengers, helping others to learn about the circumstances that led them to lose their housing, and what it took for them to move back to safe, stable housing.



“When my landlord took his house back that we were renting, my family and I were not able to find housing.

Dee Clark, Formerly Homeless Storyteller

[Hear Dee tell her story >](#)

“My life was going great until one fateful night when I received a phone call with news that my teenage son had been hit by a drunk driver and was severely injured. Ultimately, I had to quit working to be his full-time caregiver, which led to us losing our home.

Marsha Brown, Formerly Homeless Storyteller

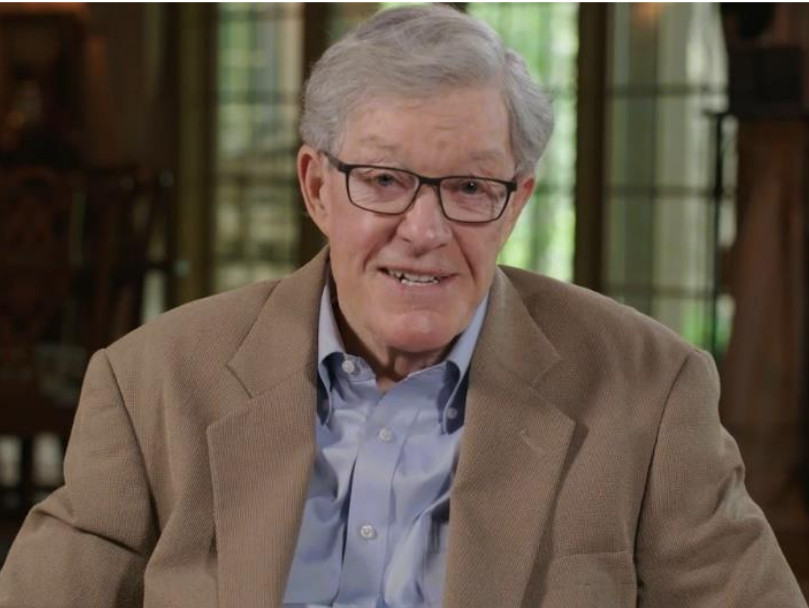
[Hear Marsha tell her story >](#)



There was an evening reception on Friday night.

Bill O'Neill shared a few words about the Foundation's history and evolution.

[Watch Bill's video >](#)



The Changeable Brain: Adversity and Opportunity Across the Lifespan

Sarah Enos Watamura, Ph.D.



On Saturday, family members learned how brain science research shows up in the Foundation's 2Gen/DIG (Deep Impact Grantmaking) and explored reasons why investing in 2Gen is a good bet for better outcomes for families.

[View Dr. Watamura's presentation >](#)



I really enjoyed Dr. Watamura's talk, especially seeing the research on the changeable brain and biological, psychological and behavioral effects of stress and trauma on early childhood development. I am familiar with epigenetics and the flexibility of the brain, so I know there is always hope for developing resiliency to bring about change.

[In my work] I use both the HeartMath system and the Emotional Freedom Technique (EFT also known as "tapping") as they are two research-based ways to reduce and release the impact of stress/trauma at any age.

Molly Sweeney

O'Neill Foundation

William J. & Dorothy K.



The Foundation has a New Logo!

Prepared by: Cindy O'Neill

The new logo was unveiled at the recent Family Gathering in Denver.

The Celtic trinity knot chosen to represent the Foundation replaces the previous symbol of a gold rainbow over the graphic letter "O" in the O'Neill name. This symbol served as the Foundation's logo since its founding in 1987 with only minor adjustments over the past 32 years.

A brand audit survey was conducted at the beginning of the logo re-design process. Family members who responded to the survey stated several ideas that were important to convey in the Foundation's new logo: interconnection of family, community and foundation, ideally with a symbol that would reflect unity of all three concepts.

The committee discussed the brand audit results with the graphic designer, Christine Grives of Oh!G Design (Cleveland). Grives thoughtfully developed nine logo concepts – each reflecting various icons, colors, typography, and graphic placement – based on family input and her research of graphic symbols. The committee gave direction for logo refinement during several phone conversations and online reviews.

Two final logo concepts were selected and presented to the Trustees at the April Board meeting. The Trustees made a few minor adjustments to the concept they chose, and the logo, unveiled in Denver, will now represent the Foundation in all communications.

The process, staffed by Marlene Corrado, was led by a committee of family members who responded to an invitation to serve: Mary France, Maureen O'Neill and Cindy O'Neill.

Who doesn't enjoy a soothing green/blue logo? The consultant did a really thorough job researching our family history (the blue is from our family crest) and creating a logo that reflects our family, community and foundation.

Maureen O'Neill

Sharing the heart of the Foundation – the values and family history that we felt best describe what we do – and seeing someone translate that information into many different logo options was quite the process! Intentional and thoroughly researched, our new logo ties together the past with the present and how we foresee ourselves growing as a family and a foundation into the future.

Mary France



[Pictured above: NextGen that attended site visits in person: Grace & Mary France (Denver), Maddi and Blair Ward & Claire France (Chicago), and Molly McShane (New York)]

NextGen Direct \$250K in Grants

This year, 9 NextGen participated in the NextGen Grantmaking Program, in person and virtually from across the country: Virginia Beach, Annapolis, New York, Chicago, Hawaii, and Denver.

NextGen decided to focus their grantmaking on the issue of housing and homelessness. They also decided to award General Operating grants (more commonly preferred by grant applicants), instead of the more restrictive Program Support grants.

After 12 reviewing applications and making some difficult decisions as a group, the NextGens' recommendations represent the continuum of homelessness and housing insecurity – from homelessness through home ownership and the steps that lie in-between (shelters, transitional housing, rental housing, etc.).

The Foundation's Trustees approved the NextGen recommendations in July 2019.



In Case You Missed It...



NextGen Conversation with the Board Chair [23:39 minutes]

Board Chair Bob Donahey joined a NextGen call and shared his vision for the Foundation's future and share some of his memories, lessons learned, and proudest moments with the Foundation.

[Listen to Bob's audio clip >](#)

Responsive Grantmaking: Trustees Approve \$1,087,586

With special thanks to the contributions of those involved in Responsive Grantmaking Committees 1 & 3, the Foundation's Trustees met in July and approved a grant docket consisting of 37 grantees.

Cycle 1, 2019	Committee 1	Committee 3
Grants Awarded	19	18
Totaling	\$560,000	\$527,586

[View a full list of the approved grants >](#)

Through the Responsive Grantmaking Program, there are opportunities for family members to review proposals, participate on site visits, and make grant recommendations.

All are invited to participate. Please contact Committee Chairs Laura Bower or Cindy O'Neill – or Marci Lu – for more information.



Important Dates: Upcoming Application Deadlines

- July 1 | Applications become available
- August 21 | Applications due
- Mid-September – Late October | Site visits
- December 2019 – December 2020 | Grant term

2Gen/Deep Impact Grantmaking

Similar to the Responsive Grantmaking Program, the 2Gen/DIG program presents opportunities to review proposals, participate on site visits, and make grant recommendations.

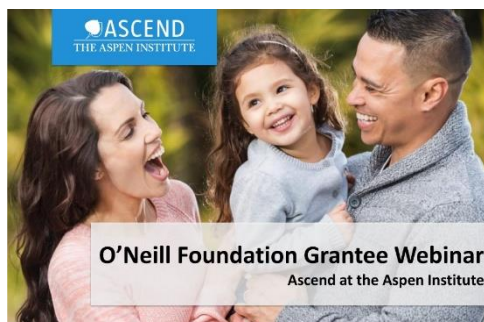
All O'Neill family members are invited to participate. If you'd like to participate in any of the site visits not in your community, please contact Marci Lu to receive the proposals and call in number.



Important Dates: Upcoming 2Gen/DIG Site Visits

- July 29, 2:00 pm – 3:30 pm ET United Way of Central Maryland (Annapolis, MD)
- July 31, 9:00 am – 10:30 am ET | Literacy Partners, (Brooklyn, NY)
- Aug 6, 9:00 am – 10:30am ET | Towards Employment (Cleveland, OH)
- Aug 6, 11:00 am – 12:30 am ET | Sisters of Charity Foundation/Cleveland Central Promise Neighborhood (Cleveland, OH)

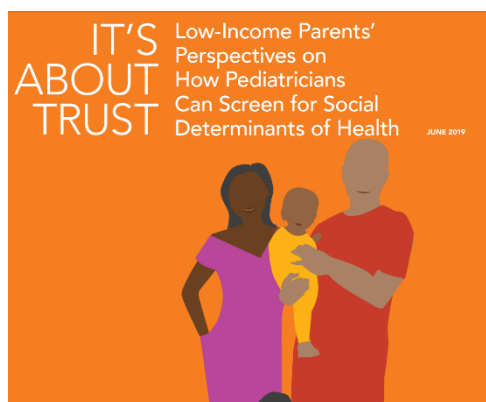
Resources to Learn More about 2Gen/DIG



WEBINAR

(June 2019) In this webinar, Ascend at the Aspen Institute highlights the tools and resources available for organizations exploring evaluation and data collection, reviews best practices for 2Gen planning, and explores goals for O'Neill grantees moving from planning to implementation phases.

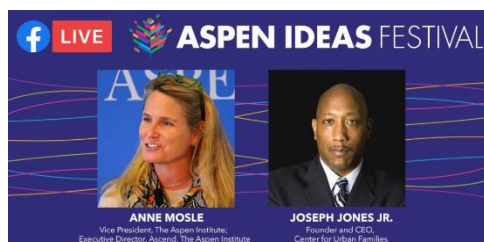
[View the webinar >](#)
[Download the slides >](#)



PUBLICATION

Pediatricians seeking to address the social and economic concerns that can affect the health of their young patients must first build trusting relationships with parents and alleviate concerns that child protective services may be alerted, according to a report released by ONF's grantee partner, United Hospital Fund, and the nonprofit research organization Public Agenda.

[Read the press release >](#)
[Download the report >](#)



VIDEO

During the 2019 Aspen Ideas Festival, Anne Mosle of Aspen Ascend and Joe Jones Jr. of ONF's grantee partner, the Center for Urban Families, discuss breaking the cycle of inter-generational poverty and the importance of the father factor.

[Watch the live session >](#)



NEWSLETTER

Ascend at the Aspen Institute produces an e-newsletter to share information, news and events about policy, practice and research.

[Read Ascend's June Newsletter >](#)
[Subscribe to Ascend's Newsletter >](#)



STRONGER PHILANTHROPY

May 7 - 9, 2019

Minneapolis - St. Paul, Minnesota

Learning in the Field

A reflection piece prepared by Cindy O'Neill

The Center for Effective Philanthropy “is a nonprofit organization focused on the development of comparative data and insights to enable high performing funders.” Their mission is to provide data and create insights so that philanthropic funders can improve their effectiveness and as a result, their intended impact.

CEP, as it is more commonly known, offers tools in four key program areas to support funder effectiveness: Assessments, Research, Programming and Advisory Services. One of CEP’s core beliefs is that the improved effectiveness of philanthropic funders can have a “profoundly positive impact on nonprofits and the people and communities they serve.” A key question they work to answer on a daily basis is: “What does it take in today’s world for foundations and donors to maximize their effectiveness?”

CEP holds a conference every other year to bring together philanthropists of all types along with academic, nonprofit and other thought leaders to address this pivotal question and provide a high-level overview of current philanthropic practice. **Leslie Perkul and I joined about 700 attendees at the 2019 CEP Conference, “Stronger Philanthropy”.**

The conference offered a unique blend of large group plenary sessions and smaller group sessions focused on a wide variety of specific topics. It was an incredible opportunity for us to learn what other funders are doing to achieve impact and positive social change in their communities.

There is no “one right way” to achieve impact. Foundations are encouraged to develop a deep understanding of the issues they care about, the role other community partners play in addressing the issues and how they can best contribute with their resources (financial and other). CEP’s research has shown many foundations are listening to grantees who would like more flexible funding to do their work more effectively. Flexible funding can include multi-year support for general operating expenses, staff salaries, capacity building, and specific programs.

We encourage all family members to visit [CEP’s website](#) to learn more about the organization and their work to improve philanthropic practice in the United States. For those who would like a more in-depth look at philanthropic effectiveness, CEP’s CEO, Phil Buchanan, recently published a book, [Giving Done Right](#), that offers suggestions on how to achieve effective philanthropy. It’s interesting reading and offers a summary at the end of each chapter so it can be a quick read for those who prefer summaries.

CEP’s Conference was an excellent philanthropy conference. It would be great to have more O’Neill family members attend the next conference in 2021.

For those that could not attend in person, CEP's staff compiled three comprehensive recaps, featuring thoughts and reactions from attendees and livestream viewers via Twitter.

Check out > [Recap Day 1](#) | [Recap Day 2](#) | [Recap Day 3](#)

You can also view the following session recordings online:

1. [View the Opening Remarks >](#)
2. [View the session – Philanthropy and Policy: Undue Influence or Crucial Strategic Lever? >](#)
3. [View the session – Philanthropy's Role in Moving Beyond Political Divisions >](#)
4. [View the session – Color Commentary with Nancy Giles >](#)
5. [View the session – Putting It Together: What Effective Philanthropy Looks Like Right Now >](#)



How One Organization is Changing the Fight Against Homelessness

[Washington, DC] DC resident and mother of six, DaLanda Gorman, had an emotional moment when her family first moved into a homeless shelter.

“When I became homeless, I asked myself – How did I end up here?” This was a question she never thought she would have to ask herself. “I was angry at the world, but more at myself, because I never thought I would have to put my kids in that situation. I never wanted that.”

Frustrated by the increase in family homelessness she saw across Washington DC, Kelly Sweeney McShane and her organization Community of Hope decided to try something different. They pioneered a “housing first” approach to tackle the city’s homelessness problem.

[Watch the video to learn about DaLanda's journey and how Community of Hope changed her life >](#)

How to access the Family Portal

If you're new to the portal (or can't remember your password):

- 1) Scroll down to the bottom of the ONF homepage – www.oneill-foundation.org
- 2) Click "Family Login" (as highlighted above).
- 3) Enter your email address and password.

Can't remember your password? Click "Lost my Password?" An automated email will be sent to your email address, so that you can reset your password.

Log into the family portal to access past newsletters and other resources.



2019 IMPORTANT DATES

SEPTEMBER

September 16 | Trustee Meeting

DECEMBER

December 9 | Trustee Meeting