

## HIGHLIGHTS

- Foundation President Rose Meissner was an invited panelist for a February episode of **WNIT-TV's "Ask an Expert" program**, focusing on the question: "South Bend: Thriving or Dying?" We're confident you know which position Rose took.
- The Indiana Association of Parks and Recreation recognized the Community Foundation's **ArtsEverywhere Summer Performing Arts Series at the Chris Wilson Pavilion** in Potawatomi Park with a 2011 Outstanding Special Project Award for Unusual Innovation. This year, the ArtsEverywhere series returns with performances on five consecutive Saturday evenings beginning July 30.
- This year's **Martin Luther King Jr. Day Celebration Concert**—an event supported by the Foundation's African American Community Fund—was a resounding success, with some 750 people attending to hear the South Bend Symphony with guest Randall Goosby at IUSB.



IUSB's Dean of the Raclin School of the Arts Marvin Curtis conducts the South Bend Symphony Orchestra at the 2011 Martin Luther King Jr. Day Celebration Concert.



Photo: Marcus Marter

From left: Bruce Haynes, LOGAN case worker; Josh, a LOGAN Protective Services client; LaKeisha Drake, a LOGAN group home coordinator. Photo provided courtesy of the South Bend Tribune.

## Caring for Our Most Vulnerable: LOGAN's Protective Services Program

Since 1950, LOGAN has made a tremendous difference in our community. We've made many grants to LOGAN over the years—most recently, an \$18,000 Special Project Grant to its Protective Services program. Read this, and you'll understand why.

As soon as you meet her, you can tell that Anne Kellenberg loves her work: Her warm, frequent smile gives it away.

Anne joined LOGAN's staff in 1986, working in its "Building Blocks" program for infants and toddlers. For the past five years, she has served as the director of Protective Services. Together, Anne and her staff are responsible for the wellbeing of some 200 LOGAN clients.

Protective Services began in 1974. Originally, it served to reassure LOGAN families that their disabled children would be taken care of after their parents' deaths, but the program's scope soon broadened to include disabled adults who didn't have families—or any caring individuals—to look out for their interests.

At the heart of Protective Services is LOGAN's Guardianship program. Guardianship is a long-term relationship between a disabled individual and either LOGAN itself—Corporate Guardianship—or a committed Volunteer Guardian who coordinates that relationship with LOGAN staff. The oldest client in the program is 80-something; the youngest is 21.

Ninety-nine percent of referrals to Protective Services come from the county prosecutor's office: When authorities encounter situations where disabled adults

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Photo: Matt Cashore

Anne Kellenberg and Rupert, one of the clients in LOGAN's Protective Services program

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are being neglected or abused, they'll pick up the phone and call LOGAN.

Often, those disabled adults are in heart-wrenching conditions. Anne talks about Josh, a young man with Down syndrome who was discovered living in a house without utilities or food when his mother was arrested for producing methamphetamine. Josh—whose story appeared in a special edition of the *South Bend Tribune* published in October 2010—couldn't even tell Bruce Haynes, the LOGAN caseworker who went out on the call, his last name. He was in his mid-20s and had no birth certificate, no record of formal education. For more than 25 years, Josh had been living under the radar.

But despite the bleakness of his situation, Josh was sweet and friendly to those who had come to help. Bruce remembers him "shaking everybody's hand."

After finding crisis housing for Josh, Bruce and other LOGAN staffers did a detailed assessment of the situation, and, three months later, LOGAN became Josh's legal guardian. Today, Josh is one of LOGAN's many success stories: After receiving medical treatment for a debilitating diaphragmatic hernia, he's thriving in a group home in South Bend.

"We started from nothing," Anne says,

simply, "and helped him create a life."

Josh is typical of LOGAN's 80-some Corporate Guardianships. Five full-time case workers oversee the care of these men and women, supervising medical treatment, finances, and other needs. For about 70 other clients, LOGAN coordinates a group of Volunteer Guardians, each of whom works one-on-one with a disabled individual.

With a Volunteer Guardian, "the client knows that they have at least one person in the world who tries to understand them as best they can," says Anne Kellenberg.

What do Volunteer Guardians do? Often, it's as simple as spending time with clients.

"In every client that we serve," Anne says, "we see the same two things all the time: poverty and loneliness."

A Volunteer Guardian may go to doctor's appointments with his or her client, or meet with administrators at the client's day programs or group home. In winter, a Volunteer Guardian might make sure that the client has a warm hat and coat. It's the type of care that, in different circumstances, a family member would provide.

That's the most important aspect of what Volunteer Guardians do, Anne says.

"With a Volunteer Guardian, the client knows that they have at least one person in the world who tries to understand them as best they can," she says. "They're changing the world one life at a time."

"In every client that we serve," Anne Kellenberg says, "we see the same two things all the time: poverty and loneliness."

Sometimes, it's tough to tell who's changing whom. Dan Ryan, a longtime staff member who serves as LOGAN's Director of the Sonya Ansari Center for Autism, is also a Volunteer Guardian.

His relationship with Jim, his client, started in 1975, when Dan was 22 and Jim was 18. Dan was a live-in staff member for a South Bend group home, one of the area's first.

"I was there for three years," Dan says, "and Jim and the other guys began to feel like my family."

Dan left South Bend to spend time with a L'Arche community in Canada. During those years, a young couple developed a friendship with Jim and become his Volunteer Guardians. The arrangement worked well until the couple left the area due to a job transfer. By then, Dan had returned to South Bend and was again working with LOGAN. Jim needed a new guardian: Would Dan consider taking on that role?

"I didn't have to think twice about it," Dan says. "Jim is one of the nicest, most upbeat, courteous, kind people... It's a pleasure to be around him."

Dan keeps an eye on Jim's environment, and works with those who care for him directly to make sure that his health and diet are as good as possible. Sometimes, he'll help Jim resolve a computer problem. Mostly, though, he's a friend.

"Everyone needs to feel like they have a

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# A New CFSJC Effort Works With Our Local Nursing Homes

Compared with those in other states, Indiana's nursing homes come up short. In a major new initiative, the Foundation is working with nursing home staffs to identify and address the obstacles they face.

Sometimes it takes bad news to spur change. In this case, the news was terrible.

In an editorial from August 2010, the *South Bend Tribune* reported that the Centers for Medicare and Medicaid Services gave more than a quarter of Indiana's nursing homes their lowest overall rating, placing Indiana among the 10 worst states in the nation for nursing home quality.

To us at the Community Foundation, that statistic sounded like a call to action.

Through our Milton Fund, the Community Foundation has been involved with a number of initiatives that work to improve quality of life for local seniors. Most have been undertaken in conjunction with REAL Services, our local Area Agency on Aging, and focus on helping seniors stay in their own homes longer. The *Tribune's* statistic underscored the fact that there are many St. Joseph County seniors for whom staying at home is not an option—and those seniors deserve high-quality care, too.

In some ways, the challenge of improving nursing home quality seemed similar to the work of the Foundation's Early Years Count initiative, which, for the past decade, has focused on improving the quality of Head Start and other local early childhood education programs. In both industries, the workers who are on the "front lines"—certified nursing assistants (CNAs) and early childhood teachers, respectively—are in their positions because they're

committed to the importance of their work, but all too frequently are underpaid and have limited access to job training, mentoring, and on-the-job resources.

Christopher Nanni, the Foundation's vice president, programs, decided to address the challenge in roughly the same fashion. First, he scheduled "listening sessions" with local nursing home administrators—safe, non-judgmental forums in which administrators could talk frankly together about the challenges of their work while Community Foundation staff and several Board members listened and asked questions in order to better understand the situation. Administrators spoke about many of the same challenges in their facilities: an increased number of clinically complex patients, such as residents with chronic illness combined with mental illness; difficulty hiring and retaining good staff, particularly CNAs; and challenges complying with complicated state regulations and Medicaid/Medicare rules regarding billing and reimbursement.

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After listening, Nanni and Community Foundation President Rose Meissner worked out a plan to fund a year-long support and training opportunity for those nursing homes that chose to participate: the St. Joseph County Regional Nursing Home Learning Collaborative. We've contracted with respected national consultants Cathie Brady and Barbara Frank, who have a combined 60 years of experience improving long-term care, to shape and provide the program. It includes site visits, monthly group training sessions, and individualized training in



The Community Foundation is investing \$100,000 in the St. Joseph County Regional Nursing Home Learning Collaborative, which includes all 17 of our county's nursing homes and one in Elkhart County.

areas of the participants' greatest needs. We're investing \$100,000 in this initiative, working directly with all 17 of our county's nursing homes and one in Elkhart County.

Participants are embracing the chance to work with the consultants, review and adjust their procedures and services, and network with their peers.

Jack Mueller, Director of Campus Operations at Holy Cross Village, says, "We're using this as an opportunity to advance our quest for true culture change and resident directed services. It has been particularly exciting to have the opportunity to work with Barbara Frank and Cathie Brady on specific issues that we identified in our own facility that we wanted to improve on."

Learn more about the Community Foundation's involvement with issues that matter to our community's seniors: Visit [www.cfsjc.org](http://www.cfsjc.org) and click on "CFSJC Leadership Initiatives" and then "Senior Housing Initiative."

# Focusing on the Stories of Our Donors: Howard and Marie Goodhew

Every one of our donors has a special story, and we want to share those stories with you whenever we can. In this issue, we focus on Howard and Marie Goodhew—a couple who, through their will, made sure their lifelong support for several local causes would continue after their deaths.

When a marriage lasts 59 years, you know there's a powerful commitment at its heart. Howard and Marie Goodhew had a commitment to our community as well as to each other.

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Howard's sense of the importance of service was shaped by his years in the military. A staff sergeant with the 10th Army, he fought in one of World War II's most notorious battles: the Battle of Okinawa, the longest amphibious assault in the Pacific theater. After the war, Howard continued to serve his community through politics—both as a three-time Republican candidate for mayor and as Mayor Lloyd Allen's Superintendent of the South Bend Water Works—and also volunteered on numerous boards, including those of the South Bend Community School Corporation, the South Bend Public Library, Memorial Hospital, and the St. Joseph County Parks Foundation. Marie, a graduate of Oberlin College, was a librarian, a gourmet cook, a talented artist who taught china-painting classes in her home, and a loving mother to the Goodhew's five children. The couple shared a passion for a number of local causes: senior citizens' issues, environmental stewardship, the

arts, and the importance of recognizing the contributions of America's veterans.

In 2004, Howard and Marie met with Rose Meissner to discuss their charitable interests. They planned to include a bequest to the Community Foundation in their will to establish the Howard and Marie Goodhew Fund. Together, the Goodhews worked with Rose to craft a fund agreement that would benefit four local organizations—the South Bend Symphony, WNIT-TV Public Television, the Center for History, and the Scholarship Foundation of St. Joseph County, where Marie had served as a board member and president—as well as a fifth, more general area: “protecting vulnerable senior citizens from dishonest and predatory practices and neglect.”

In that fifth portion of their fund agreement, the Goodhews trusted the Community Foundation of St. Joseph County to best use the earnings from the fund to fulfill their charitable intentions based on the challenges that our community's seniors

might face at any particular time.

The Goodhews crowned their long lives of active, involved good citizenship by creating a legacy that insured that the organizations and the issues that they cared about would be supported long into the future.

Just like the Goodhews, all of our donors have rich, meaningful stories about why they choose to work with the Community Foundation of St. Joseph County as a charitable partner.

We'd love to hear *your* story—and, with your permission, share it with our other friends and supporters. If you'd like to help us with this communication effort, please contact Laura Moran Walton, the Community Foundation's director of public relations and communication, at (574) 232-0041 or email her at [laura@cfsjc.org](mailto:laura@cfsjc.org).



Howard and Marie Goodhew, photographed in 2002. Howard passed away in 2009; Marie, in 2010.

# CFSJC Offers New Free Guide to Planning Your Will and Trust

Despite the obvious benefits of having a will, some 70% of Americans do not. By offering this free guide to planning your will, we hope to change that.

Everyone knows—or should know—the importance of having a will. A will ensures your wishes are known and followed; through it, the assets you spent a lifetime acquiring are distributed as you intend. Your will identifies who will manage your estate, care for your dependent children, and make healthcare decisions on your behalf.

However, despite the obvious benefits of having a will in place, some 70% of Americans do not.

At the Community Foundation, we know firsthand how important wills are. In addition to using their wills to provide for their families and safeguard their estates, many of our donors—like the Goodhews, featured in the story on the previous page—use their wills to provide continuing support for the causes they champion during their lives. Because we believe that everyone should have a will, we've decided to make a free *Guide to Planning Your Will and Trust* available to the whole community.

This 48-page booklet can help you gather and organize the information you'll need to begin the process of creating a will. Please note that this is a planning tool only: To put together the actual document, you'll need to meet with a qualified attorney.

We'll be conducting a special media campaign in April and May to promote this valuable new resource in the hope that we can share it with as many people in our community as possible. Get your copy online at [www.cfsjc.org](http://www.cfsjc.org), or give us a call at (574) 232-0041 and we'll mail you a copy.

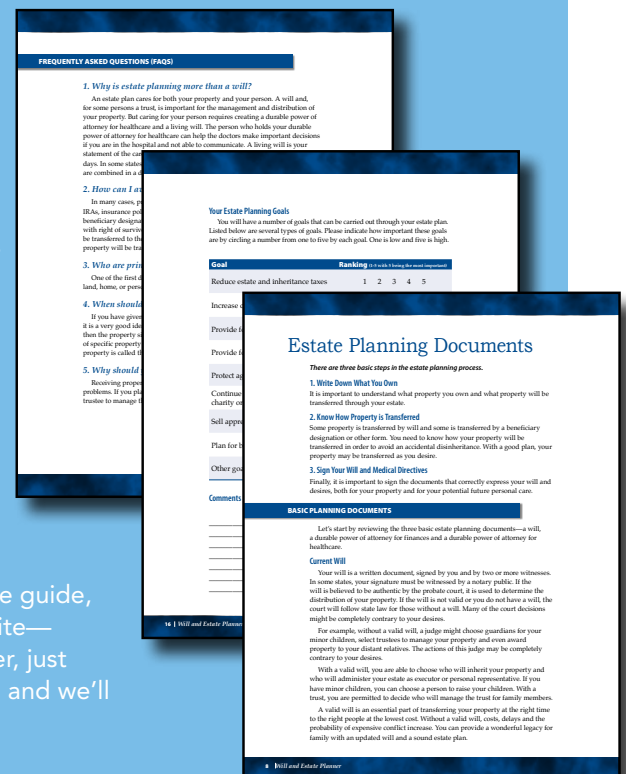
## WHAT YOU'LL FIND IN THE GUIDE

In easy-to-understand language, the Community Foundation's 48-page *Guide to Planning Your Will and Trust* walks you through the process of collecting and organizing the information you'll need to share with your attorney or financial planner in order to create a will.

You'll find information on choosing an estate plan that fits you, whether you're single or married; checklists and worksheets for collecting the data that your attorney will need; explanations of the roles of executors, guardians, and the importance of Power of Attorney; help on prioritizing your estate planning goals, from protecting your family to continuing support of a favorite charity, and a Frequently Asked Questions section.

To receive your copy of this free guide, download it today at our website—[www.cfsjc.org](http://www.cfsjc.org)—or, if you prefer, just give us a call at (574) 232-0041 and we'll mail you a copy.

Since most people regularly give to charity each year, the guide describes how individuals can benefit a favorite charity or cause through their will. We hope that some people will choose to create a fund at the Community Foundation to serve as a lasting charitable legacy. What used to be an option to the very few through



private foundations is now much more accessible: A named fund can be created for as little as \$10,000, and any amount can be added to an existing endowed fund.

For information on how to create your own fund with the Community Foundation or add to an existing fund, visit us at [www.cfsjc.org](http://www.cfsjc.org) or call Rose Meissner at (574) 232-0041.

# ArtsEverywhere Hosts Social Media Training for Nonprofit Arts Organizations

Facebook? Twitter? LinkedIn? The Community Foundation's ArtsEverywhere initiative works with local arts organizations to sort through the new marketing and promotional opportunities created by social media.

A 2011 survey by the Nonprofit Technology Network confirms the ubiquity of social media use by nonprofit organizations: Nine out of ten (89%) are promoting themselves with social media tools. But here's the rub: In a parallel study by Weber Shandwick, 79% of nonprofits using social media report that they're "unsure of its value."

"One of the biggest challenges with social media is 'right-sizing' its use," says Community Foundation President Rose Meissner. "How much time should an organization invest in its Facebook presence? There's still not conclusive data available about the effectiveness of these tools for nonprofits, and there's a tremendous rush to incorporate them in overall marketing planning."

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Interest in the potential benefits of social media runs high in the nonprofit arts community, where traditionally low marketing budgets drive the need for affordable, effective promotions. In response to this, the Community Foundation decided that the time was ripe to provide local arts organizations with a chance to learn more about social media through its ArtsEverywhere initiative.

On March 9, ArtsEverywhere hosted a



While the majority of local arts organizations currently have social media presences (such as South Bend Civic Theatre's Facebook page, shown above), those taking part in these educational opportunities hope to learn to harness social media's marketing potential as effectively and efficiently as possible.

day-long social media workshop, drawing more than 40 representatives from local arts organizations. The workshop featured Twitter guru Kyle Lacy, principal at MindFrame in Indianapolis and author of *Twitter Marketing for Dummies*, and his colleague Brian Lauterbach, whose experience includes working on the social media arm of Barack Obama's groundbreaking presidential campaign and integrating social media with fundraising for the Detroit Symphony Orchestra.

Lacy and Lauterbach emphasized that while social media, like all forms of marketing, needs to be incorporated within a comprehensive marketing plan rather than be understood as a stand-alone solution, it can't be ignored.

"If you don't like change, you're going to like irrelevance even less," Lacy told attendees, quoting General Eric Shinseki, retired Chief of Staff of the US Army.

The workshop included a list of ten "Do Now" steps to help organizations get more effectively involved with social media.

Organizations participating in the six-month Social Media Coaching program include:

- Center for History
- Fischhoff National Chamber Music Association
- Morris Performing Arts Center
- Shakespeare at Notre Dame
- South Bend Civic Theatre
- South Bend Museum of Art
- Southold Dance Theater
- Studebaker Museum
- Community Foundation of St. Joseph County

Attendees were extremely positive about the workshop, responding to an exit survey with comments such as, "This was great! Definitely worth the time and money!" and "If you ever have Kyle back, I would sign up in a heartbeat!"

In April, the learning continues. Nine local arts organizations will take part in a six-month-long program that pairs them with a Social Media Coach for one-on-one social media training. With support from the Indiana Arts Commission, ArtsEverywhere has contracted with Pinnacle Group of Indiana to provide this.

ArtsEverywhere will also host a panel discussion in May on social media and nonprofit arts promotion with invited experts from regional and national arts organizations who have had measurable success with social media marketing.

What's the best way to see what your favorite local arts organizations may be learning through this? You already know the answer: Look for them on Facebook, Twitter, LinkedIn, or in the blogosphere.

# “Early Years” Initiative Continues to Count

After a decade of work, the Community Foundation of St. Joseph County’s Early Years Count initiative continues to make a significant difference for thousands of local preschoolers.

Ten years ago, the Lilly Endowment invited the Community Foundation of St. Joseph County to apply for \$5 million to “advance educational attainment” in our community. While we could have spread the money across a wide variety of issues, we focused on just one: early childhood education.

We were bothered (and we still are) by the notion that a five-year-old child can show up at kindergarten so far behind that his or her fate is essentially sealed. The vast majority of children who start out behind stay behind. And we’re all getting a pretty good glimpse of what life has to offer these days without a decent education.

High-quality early childhood education makes a big difference in preparing a young child to succeed.

High-quality early childhood education makes a big difference in preparing a young child to succeed in school and in life. For the past decade, the Early Years Count education initiative has helped hundreds of teachers achieve and maintain high-quality classrooms, changing the futures of thousands of local children as a result.

When Lilly Endowment funding ran out, the Jon and Sonja Laidig Foundation and other private funders stepped in. I wish I could say that helping that five-year-old child show up ready for school would guarantee a college diploma later on—it doesn’t. But I can say, thanks to so many dedicated teachers, center directors, mentors, and donors, that child’s fate is far from sealed.

—Rose Meissner



Photo: Santiago Flores

A Head Start student at Elsie Rogers Elementary school in Mishawaka

## **Praise from a recent South Bend Tribune editorial, published 3/14/2011:**

Few would dispute the critical importance of early childhood education, but on national, statewide and local levels, the dollars and effort to address the issue haven’t typically followed.

In St. Joseph County, the Early Childhood Assessment Project has been a notable exception. For more than a decade, the project, part of the Community Foundation’s “Early Years Count” initiative, has been helping improve the quality of early childhood education in St. Joseph County.

And there’s data to prove it.

Focusing on supporting professional development for child-care workers, the initiative goes into classrooms, assessing teachers and the environment in which learning is taking place. The opportunity is open to all early childhood educators, whether they have master’s degrees or a high school education, and grants are available. The program, funded by private donors, has grown through word of mouth.

In a recent *Tribune* story, Ann Rosen, who leads the program with Sue Christensen, explained that much of the work involves mentoring teachers, helping them learn new skills and strategies. To its credit, the program isn’t just about training. There’s plenty of support, from mentoring to additional workshops, to help educators develop and make long-term improvement.

Over a 10-year period, the gains have been measurable and impressive: Program quality scores for St. Joseph County Head Start teachers have improved from an average of 2.71 in 2000 to 4.51 in 2010. That’s based on a five-point scale, with any score above 4.5 considered excellent.

Community Foundation President Rose Meissner says the initiative rests entirely on the educators’ desire to be the best possible teachers they can. “We had to trust that they’d want to do the hard work.”

Obviously, those involved with ECAP—including 21 programs and 78 teachers at last count—have made the commitment to excellence. Through their efforts, they’re helping to improve the outlook for youngsters in St. Joseph County.



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## UPCOMING DATES AND DEADLINES

- May 1: Deadline to apply for Senior Housing and ArtsEverywhere Fund grants
- June 1: Deadline for letters of intent for Leighton Award for Nonprofit Excellence
- June 15: Deadline for applications for the Currier scholarship
- July 1: Deadline for Leighton Award for Nonprofit Excellence applications
- Aug. 12: New *ArtsEverywhere* magazine available in the *South Bend Tribune*

To learn more, visit [www.cfsjc.org](http://www.cfsjc.org) or call (574) 232-0041.

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special relationship with a friend,” he says. “I’m someone who’ll call Jim and say, ‘We haven’t gotten together for a while. Let’s go out for breakfast.’”

Dan isn’t the only LOGAN staff member who also serves as a Volunteer Guardian. For many staffers, working with LOGAN clients grows into deeper, more personal commitments. In 1999, Anne and her husband Greg adopted Hayley, the adorable brunette featured in this year’s Nose-On billboard campaign.

Anne remains as enthusiastic about her work as the day she joined LOGAN.

“Well, it’s not a ‘glamorous’ job,” she says, with one of her wide smiles. “You’re not constantly rushing off to court, as some people think.”

But despite the circumstances of abuse and neglect that bring clients to the program, she doesn’t think of her work as “tragic.”

“Josh has always been like this,” she says,

indicating the photo of the smiling, personable young man that ran with the *Tribune’s* story. “From the beginning. He doesn’t perceive himself as a victim of tragedy, and it would be disrespectful for us to think of him—or any of our clients—that way.”

Steven Bernat, a WWII veteran who, after the war, worked at Torrington Bearing and South Bend Tool & Die, passed away at the age of 90 in 2009. He left behind a generous and unexpected bequest to the Community Foundation for the LOGAN Fund: He’d heard they did good work and he wanted to help. Each year, Mr. Bernat’s gift will generate much-needed support to help LOGAN serve and protect disabled citizens in our community. If you would like to know how you can permanently help a favorite charity or cause, please visit [www.cfsjc.org](http://www.cfsjc.org) or call Rose Meissner at (574) 232-0041.