



GREATER
HOUSTON
COMMUNITY
FOUNDATION

IMPACT 2019

A YEAR OF COLLABORATION, UNDERSTANDING & GROWTH

2019 ANNUAL REPORT



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**TO
OUR
COMMUNITY**

In 2019, we were reminded that we are able to do our best work when we bring our heads and our hearts together. We experienced the magic that happens when we all work as one team, as one community, to better understand and take on our region's challenges. Thanks to the incredible, collaborative work of our donors, and through partnerships with nonprofit and corporate leaders, together, we were able to make waves throughout our community.

The power of collaboration was felt strongest in November when we launched Understanding Houston: a historic community initiative and data resource for the Greater Houston area. With our community partners from across the three-county region, we started a movement to drive informed, nimble, and dynamic community action. Through 2020 and beyond, Understanding Houston will continue to engage the community through collaborative, educational convenings, as well as provide ongoing updates through the initiative's website. The Foundation will ultimately select key focus issues, informed by robust community input, to catalyze new collaborative action that improves quality of life for Houstonians.

This last year, the GHCF team worked together to finalize and implement our strategic plan. The plan, created with the help of every member of the GHCF team, defines our four strategic imperatives and provides a framework that allows our organization to evolve our strategy and maximize impact. This strategic plan ensures that the decisions made moving forward serve our organizational purpose and the greater good.

Working to solve our community's problems is not easy, but with the help of our donors and community partners, we are making a positive impact together. The year 2020 marks the celebration of Greater Houston Community Foundation's 25th anniversary. For 25 years, we've worked hand-in-hand with donors, their families, corporations, and nonprofit partners to tackle Houston's most challenging obstacles. We are excited to celebrate the past, but eager to charge into the future as we develop new and innovative ways to bolster our community.

We believe in the power of one community, and the incredible power of people coming together for the greater good. Thank you for your continuous support of the Foundation and our community. Your energy and commitment to creating positive change is what inspires us to do what we do every day.

Sincerely,



A handwritten signature in black ink that reads "Michael R. Dumas".

Michael R. Dumas
Board Chair



A handwritten signature in black ink that reads "Steve Maislin".

Stephen D. Maislin
President & CEO

GHCF BY THE NUMBERS

2019 GHCF Most Frequent Houston Grant Recipients

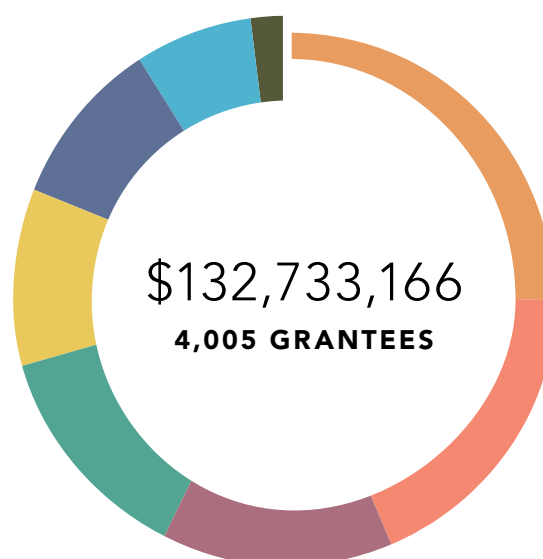
GRANTEE	# OF GRANTS	AMOUNT
National Multiple Sclerosis Society	321	\$148,746
The Museum of Fine Arts, Houston	85	\$2,259,140
The University of Texas MD Anderson Cancer Center	74	\$545,016
Houston Food Bank	71	\$699,393
Star of Hope Mission	65	\$416,374
University of Houston	65	\$252,141
Methodist Hospital	61	\$3,100,694
Texas Children's Hospital	59	\$1,760,083
Junior Achievement of Southeast Texas, Inc.	58	\$46,970
The Kinkaid School, Inc.	56	\$322,516
Congregation Beth Israel	51	\$309,899
United Way of Greater Houston	48	\$1,485,203
St. Martin's Episcopal Church	48	\$553,658
Houston Public Media Foundation	44	\$106,230
St. Vincent de Paul Catholic Church	42	\$508,000
Holocaust Museum Houston	42	\$228,364
St. John's School	41	\$451,300
Houston Zoo, Inc.	40	\$214,049
The Salvation Army - Southern Territory	39	\$237,744
American Liver Foundation	39	\$7,700
Houston Symphony Society	32	\$1,213,550
Menil Foundation, Inc.	30	\$706,755
University of St. Thomas	30	\$88,500
Houston Museum of Natural Science	28	\$1,296,839
Houston Grand Opera Association, Inc.	27	\$659,299
Houston Livestock Show & Rodeo, Inc.	26	\$812,885
Interfaith Ministries for Greater Houston	26	\$95,460
Episcopal High School	25	\$456,444
Houston Ballet Foundation	25	\$241,125
The University of Texas Health Science Center at Houston	25	\$52,102

Grants by Program Area

(1/1/2019 – 12/31/2019)

Human Services	\$34,023,278
Education	\$24,102,820
Religion	\$17,844,411
Public Benefit	\$17,532,457
Arts	\$14,013,966
Health	\$13,381,103
Environmental	\$9,248,006
International	\$2,587,125

TOTAL \$132,733,166

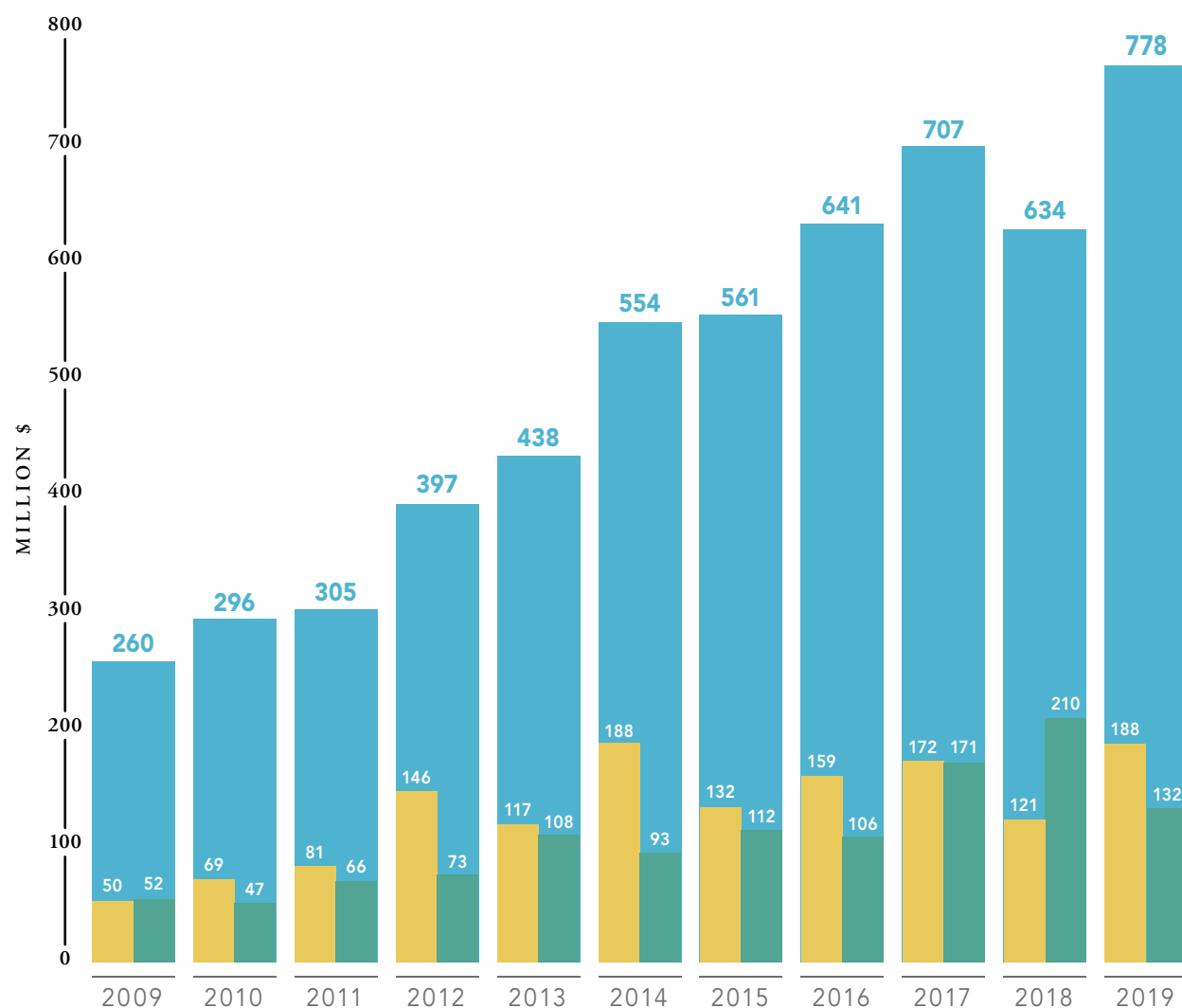


Assets, Gifts, and Grants

Total Assets
\$778,361,033

Total Gross Gifts
\$188,278,499

Total Gross Grants
\$132,733,166





THE LEGACY PROJECT ALICE VALDEZ

Musician, educator, advocate, and MECA founder

The Legacy Project, launched in 2019, is a program open to all current fund holders, as well as those wishing to make a legacy gift in the future. Understanding true donor intent involves understanding donors' stories, their plans, and the impact they want to have now and in the future. Our team of philanthropic advisors will help you navigate the legacy planning process from start to finish, and provide custom giving options based on what matters to you.

Part of the legacy planning process is a voluntary audio recording session. Specially trained GHCF team members help you document your story and your legacy in the community by asking tailored questions about your philanthropy, or by facilitating the process while you speak with a loved one. Read on to learn a little bit about Alice Valdez's philanthropic journey.

Alice's advocacy work started in the 1960s with her initial brush with social justice reform, after her

first public encounter with institutional racism. Alice's high school was selected to join the Texas Orchestra—part of the Texas Music Educators Association (TMEA)—and invited to perform at the annual TMEA conference in Houston. A Black classmate of Alice's was barred from sharing the same hotel and from eating at the same restaurants as the other students of the Texas Orchestra. Her orchestra teacher gave his students two options: attend the conference without the Black student or protest the TMEA and advocate for the student's inclusion. Alice and her classmates chose to support their fellow musician and they succeeded in their efforts, allowing all students to attend the conference together. The incident left a lasting impact on Alice and taught her how the arts can bring people together, no matter their circumstances. Alice went on to graduate with a Bachelor of Music Education degree from the University of Texas at El Paso and earned her certification to teach instrumental music at all grade levels in Texas.

THE LEGACY PROJECT

GREATER HOUSTON COMMUNITY FOUNDATION

When Alice moved to Houston in the early 1970s, many inner-city Houston schools did not have music education programs; this was a stark contrast to her experience growing up in El Paso, where most schools had band or orchestra programs. After becoming familiar with arts education programs in Houston, Alice quickly realized that inner-city schools of color would only receive funding for arts education if they were part of magnet programs or arts-oriented schools like the High School for the Performing and Visual Arts (HSPVA). Recognizing this gap in art education services inspired and influenced Alice to get involved with community philanthropy at St. Joseph Catholic Church in the Old Sixth Ward.

To build upon the spirit of the community, Alice founded and organized, along with the Morin, Salinas, and Zermeno families, St. Joseph's Fun 'n Food Fest. Following on the success of the festival, Alice founded an after school arts program, St. Joseph Multi-Ethnic Cultural Arts. She described the incorporation process as "on-the-job training" and marked her first steps into nonprofit management. In 1991, the organization became Multicultural Education and Counseling through the Arts (MECA). The nonprofit remained at St. Joseph for nearly fifteen years, completing several public art projects, like the *Resurrected Christ* mural inside the parish, until settling in the historic Dow School building in 1993.

MECA fosters the growth and development of underserved youth and adults through arts and cultural programming, academic assistance, community building, and support services. The organization assists over 4,000 students and their families each year through their social support services, multicultural artistic performances and events, and arts education. The goal of MECA is to cultivate self-esteem, discipline, and cultural

pride in their students. One of the unique offerings of MECA is that it is at the intersection of social services and arts education. With Alice's guidance, MECA has provided participants and families with extensive counseling for alcoholism, drug addiction, and abuse as well as social service referrals. Alice recognized the need for such services early in her teaching career, as she faced many hardships balancing her family life and professional aspirations. MECA's innovative approach to combine social services and arts education under one nonprofit is not typical for arts organizations, but Alice's advocacy efforts have impacted thousands of Houstonians over the course of her remarkable career.

Under Alice's leadership, MECA has received numerous awards and recognitions, including a Point of Light designation by President George H. W. Bush. Alice is also lauded for her contributions to the visual arts and community parks—namely, initiating the planning and directing the construction of the Old Sixth Ward Art Park in inner-city Houston, and has gone on to direct many major public sculpture and mural projects throughout the Houston area. Alice sees her nonprofit endeavors as a way of giving to her community.

Are you interested in sharing your story? We would love to hear from you!

FOR MORE INFORMATION ON THE LEGACY PROJECT

To learn more, please contact **Jennifer Touchet**, Vice President of Personal and Family Philanthropy, at jtouchet@ghcf.org or 713-333-2228.

If you are a professional advisor, please contact **Susan Zarich**, Director of Advisor Relations, at szarich@ghcf.org or 713-333-2203.

THE ANTI-HUMAN TRAFFICKING DONOR WORKING GROUP

Collaboration for greater impact



“When we looked at prevention as a disrupter in the cycle of exploitation, the group asked ‘What would the next prior point of origin would be?’ We wondered ‘How do you find age and content-appropriate material, and best practices for disseminating and presenting this information, so the public can appropriately inform children of their personal boundaries, before they hit adolescence?’”

REBECCA HOVE, GHCF MANAGING DIRECTOR OF STRATEGIC PHILANTHROPY

The GHCF Anti-Human Trafficking Donor Working Group (AHT DWG) continued to focus on multi-lateral collaboration in 2019, furthering work with local, state, and federal government partners; Houston donors; and local and national corporate and nonprofit sectors.

Members from the GHCF and AHT DWG teams gave nine presentations in 2019, highlighting the efforts and initiatives of our donor group. One major presentation included a luncheon event hosted at GHCF, with a panel discussion on investing for impact and social returns. This program, led by DWG member Ryan McCauley of Northern Trust, was a follow up to the mission-related investing event held in the fall of 2018. The panel shared experience-based case studies of impact investing deals that benefited anti-human trafficking efforts, in order to provide real examples to those in attendance. Panelists included Debby Kasemeyer, who leads impact investing for Northern Trust North America, Kyle Wright of the DWG and Stardust Fund, and Brittany Underwood from Akola, a company that assists trafficked women as they become artisan entrepreneurs.

The DWG also explored innovative methodologies for better supporting trafficked survivors in 2019. First, by learning and listening to the field’s desires to build a burgeoning leadership platform designed and led by survivors. This special project, Survivor Support and Leadership, aimed to identify survivors with leadership potential, and then to co-create and build capacity for a potential Houston Survivor Leadership Network pilot. Nonprofit partners Brazen Table (an initiative of A Second Cup coffee shop) and The Salvation Army’s rehabilitation program were key sources of input and potential program rollout.

Second, as victim identification continued to increase due to the success of past efforts, the DWG learned of the expanded need for emergency shelter and services for survivors. Site visits to Houston Area Women’s Center, and plans for expanded facilities at Hope Rising (among other organizations), gave the DWG firsthand insights into the lack of immediate beds, transitional space, and other key elements to longer-term survivor recovery and independence. Work to fill this critical gap will continue into 2020.

One final initiative the group focused on was learning about emergent modalities in human trafficking prevention, especially focused on early education. The research showed a gap in education and prevention for pre-adolescent children. Survivor data informs that by the time children get to middle school, it is too late for the introduction of prevention techniques and behaviors.

The group then met with nonprofit partners who are testing pilot work in this area, including Love146 and NEST. The DWG will take this new information and discuss next steps, looking for possible local community connections and applications, and if a fit, catalyzing and scaling these emergent outcomes.

To learn more about the Anti-Human Trafficking Donor Working Group, contact **Rebecca Hove**, Managing Director of Strategic Philanthropy, at [rhove@ghcf.org](mailto:rhone@ghcf.org) or 713-333-2245.

HEALTHY WOMEN HOUSTON

Field of Interest Fund focuses on maternal morbidity and mortality

“As an advisory board member of Healthy Women Houston, I have enjoyed working with the GHCF team. Everyone has been extremely helpful and professional. I look forward to continuing to work in partnership with the entire team.” KAY MATTHEWS

We partner with Healthy Women Houston (HWH), a healthcare collaborative, to provide grant administration and organizational expense payments, so health experts can focus instead on community change.

Part of a larger, national collaborative via the Pathways Community Hub Model, Healthy Women Houston is a collaboration of Avenue 360 Health & Wellness, Community Health Choice, The Council on Recovery, Harris County Domestic Violence Coordinating Council, Interfaith Ministries for Greater Houston, Memorial Hermann Health System, and other community partners, and serves women in Third Ward and Sunnyside. Services will expand to Southwest Houston in the future.

Visit www.healthywomenhouston.org for more information on this collaborative.

HARRIS COUNTY YOUTH COLLECTIVE

Connecting to ensure dual status youth in Harris County have the opportunity to thrive

GHCF also partners with the Harris County Youth Collective, GHCF’s newest Field of Interest Fund. Our Foundation Services Team supports this collaboration through philanthropic business operations.

The Harris County Youth Collective connects organizations, youth, families, and advocates to ensure dual status youth in Harris County are supported, safe, and have the opportunity to thrive. Dual status youth are 10-17 year olds who are in both the child protective and juvenile justice systems. **National data show that approximately 30 percent of youth in the child protection system and more than 50 percent of youth in the juvenile justice system are dual status.**

The Collaboration’s focus areas include data sharing and integration, coordinated case management, policy, equity, education, mental health, placement, and family inclusion. They partner with Georgetown’s Center for Juvenile Justice Reform to adapt the Crossover Youth Practice Model in the context of Harris County. Visit www.harriscountyyyc.org for more information.

To learn more about Field of Interest Funds or other Foundation Services offerings, please contact **Rebecca Hove**, Managing Director of Strategic Philanthropy, at rhove@ghcf.org or 713-333-2245.

GIVING CIRCLES

Giving circles, a form of collaborative giving, provide donors with similar interests a vehicle in which they donate to a pooled fund; voting members decide where to grant the funds

The Asian American Giving Circle was the first giving circle established at GHCF, in 2008. Since then, donors established Latino Giving-Houston, the Asian American Youth Giving Circle, New Giving Collective, and Community Ventures.

GHCF held a Giving Circle Leadership Reception in November, where donors could network with and learn from each other. Students from Professor Tiffany Thomas' Major Gifts and Campaigns class at Prairie View A&M also attended; Tiffany Thomas, a member of New Giving Collective, wanted her students to learn more about real-time philanthropy from those working to impact their respective communities. Students who attended had the opportunity to ask questions and engage in robust dialogue with giving circle leaders.

THE KAO FAMILY

Establishing Asian American giving circles and teaching the next generation about philanthropy



Mandy Kao, an active GHCF donor and board member, worked with Greater Houston Community Foundation to start both the Asian American Giving Circle and the first Asian American Youth Giving Circle in the country.

"I was able to launch the giving circles in partnership with GHCF by establishing a donor advised fund that multiple donors contribute to every year for their annual grant making efforts," Mandy said.

The Kao Family has also partnered with the national organization, Asian Americans/Pacific Islanders in Philanthropy (AAPIP), to receive matching grants toward expanding and mobilizing philanthropic and community resources for underserved AAPI communities.

On an individual basis, the Kao Family, one of nine founding families of GHCF's Center for Family Philanthropy, began to teach their own children about philanthropy starting at a very young age. Their children have learned about community needs, volunteering, and grant making and have opened a family fund to engage in grant making together. Each of their sons contributes to the fund, evaluates nonprofits to give to, and volunteers on a regular basis. They are the next generation of community leaders and now have experience with stewarding funds as well as with leading philanthropic efforts.

For more information on these giving circles, contact **Eileen Alexander**, Community Philanthropy & Nonprofit Manager, at ealexander@ghcf.org or 713-333-2237.

EDUCATION LEARNING SERIES



The Education Learning Series presented two lunch and learn events in 2019: *Restorative Justice* and *Why Pre-K Matters and What's Next?*

Restorative Justice informed donors about an alternative approach to traditional discipline in schools. GHCF donor Holly Lewis Hudley, a parent and a former educator, felt this topic was important, and shared her personal and professional experiences with restoration.

Those attending *Why Pre-K Matters and What's Next?* learned the importance of Pre-K services for children's academic, social, and emotional success, as well as heard panelists' insights about the state of Pre-K enrollment and funding regionally and statewide, which included legislative updates.

SPEAKERS FOR RESTORATIVE JUSTICE WERE:

- Charles Rotramel, *Chief Executive Officer of Houston: reVision*
- Dr. Elliott Witney, *Associate Superintendent of Academic Design & Performance for Spring Branch ISD*
- Dr. Roberta Scott, *Director of Social and Emotional Learning for Houston ISD*
- Marlon "Marley" Lizama, *Co-founder of Iconoclast Artists*
- Holly Lewis Hudley, *GHCF Donor, former teacher and counselor*

WHY PRE-K MATTERS AND WHAT'S NEXT SPEAKERS WERE:

- Dr. Erin Baumgartner, *Associate Director of HISD Research and Relations at Rice University's Houston Education Research Consortium (HERC)*
- Ellie Johnson, *Manager of District Support for Good Reason Houston*
- Mike Malkemes, *Founder and Chief Executive Officer of Generation One*
- Jennifer Esterline, *Founder and Executive Director of Texas Education Grantmakers Advocacy Consortium (TEGAC)*

You can learn more about these programs by visiting YouTube and searching for Greater Houston Community Foundation's channel. Look for our logo!

Please contact **Diana Zarzuelo**, Senior Director of Community Philanthropy, at dzarzuelo@ghcf.org or 713-333-4616 for information on education briefings through the Understanding Houston initiative.

CENTER FOR FAMILY PHILANTHROPY

The Center for Family Philanthropy (CFP) helps donors amplify their generosity and ensure their legacy through programming for youth, next gen, and families. The CFP mission is to connect, serve, and inspire families in their quest to do personal and impactful giving across the generations.



Center for FAMILY
PHILANTHROPY
GREATER HOUSTON COMMUNITY FOUNDATION

CENTER FOR FAMILY PHILANTHROPY FOUNDING FAMILIES

Leslie & Jack Blanton, Jr. Family
Fluor Family
Melanie Gray & Mark Wawro
Anika Jackson & Family
Kao Family
Tellepsen Family
Vettical Family
Bonnie & David Weekley
K.C. & Randa Weiner Family

THE 2019 CFP ADVISORY COMMITTEE

Chris Weekley, Chair
Leslie & Jack Blanton, Jr.
Lacey Goossen
Melanie Gray
Mandy Kao
Jennifer Laporte
Leslie Margolis
Caren Sweetland
Mini & Celestine Vettical
Bonnie Weekley
Randa Weiner



FAMILY GIVING CIRCLE

The Family Giving Circle is comprised of families with children ages five and older who are interested in learning together about grant making while exploring different issues affecting the Greater Houston population. To date, the Family Giving Circle has granted out over \$55,000 to 14 local nonprofits, with the assistance of the Youth Leadership Team.

The Youth Leadership Team, ages 12-18, is an opportunity for students to develop their values, independent thinking, community knowledge, leadership skills, and evaluation skills while learning about our community and the nonprofit sector. The grant making efforts of the Family Giving Circle are led by the Youth Leadership Team. There are currently 15 Youth Leaders attending nine different public and private schools in Greater Houston.

The Family Giving Circle's Fall 2019 Mission: To support nonprofit organizations providing programs and services that address mental and physical health, housing, and basic needs to the Older Adult population in Harris County.

The grantees were:

- Houston's Amazing Place- Ending the stigma of Dementia
- BakerRipley Sheltering Arms Senior Services- BakerRipley brings resources, education, and connection to emerging neighborhoods.
- Wesley Community Center- Wesley Community Center invests in the potential of individuals and creates opportunities to strengthen families and build neighborhoods.

Families interested in learning more about the Family Giving Circle and youth leadership opportunities should contact **Allison Hale**, Senior Philanthropic Services Associate, at ahale@ghcf.org or 713-333-2235.

GENERATION SERVE

Greater Houston Community Foundation and Generation SERVE recently partnered to bring volunteer activities to Houston. Generation SERVE is an Austin-based nonprofit organization that engages youth ages 3-17 in volunteerism while empowering them to make a difference in their communities. Families can access family-friendly volunteer opportunities with several community partners in the Greater Houston area through Generation SERVE. To date, there are 21 Houston Founder's Circle members including several Center for Family Philanthropy families.

Families interested in supporting Generation SERVE's expansion to Houston and receiving early access to their volunteer opportunities can join the Houston Founder's Circle with a minimum donation of \$3,000. Visit <https://www.generationservehtx.org/founderscircle.html> to join.

Register with Generation SERVE at <https://www.generationservehtx.org/register.html> to join the email list and find out about future family volunteer opportunities.





NEXT GEN DONOR INSTITUTE & GIVING CIRCLE

Next Gen donors fund transportation options

The Next Gen Donor Institute and Alumni Network is a network of donors who wish to develop a deeper understanding of their philanthropic journey and learn from their peers and community leaders about philanthropic trends and possibilities.

The Next Gen Giving Circle serves as a forum for aspiring Houston philanthropists to explore, develop, and implement the tools of strategic giving. To date, the giving circle has granted out over \$62,000 to eight local nonprofits.

2019 Mission: To provide or advance affordable, sustainable, and safe transportation options for underserved populations.

GHCF's Next Gen Giving Circle chose LINK Houston for a \$10,000 grant, which goes towards the production of a video to showcase seven Houstonians from different areas as they experience public transportation. The video aims to raise awareness of the need for a more equitable distribution of public transit.

LINK Houston advocates for robust and equitable transportation so that all people can reach opportunity. You can learn more about them at www.linkhouston.org.

Are you interested in learning more about the Next Gen Donor Institute? Contact **Annie Hurwitz**, Family Philanthropy Manager, at ahurwitz@ghcf.org or 713-333-4615.



GHCF staff members participate in Red Nose Day.

GEN IMPACT FUND

Next Gen alumni collaborate with Comic Relief USA/Red Nose Day

Mission: The Gen Impact Fund supports organizations focusing on alleviating child poverty in Harris County.

This new Field of Interest Fund grew out of discussions among Next Gen alumni about wanting to make a bigger impact in the community. These Next Gen leaders previously participated in the Next Gen Giving Circle and/or had experience in grant making and were ready for another opportunity to give and learn together as a group through strategic and innovative grant making. The fund will make grants over a three-year period.

In early 2019, Comic Relief USA, a major global nonprofit working to end child poverty through its Red Nose Day Fund, approached GHCF to do place-based grant making in the Houston community. A strategic partnership was formed between the Gen Impact Fund leaders and Comic Relief USA to combine efforts and dollars to leverage their impact even further.

In addition to the grant making, the GHCF team introduced a strategic grant making framework to the group and facilitated issue area education with local community leaders and funders in this space. The group made recommendations to Comic Relief USA regarding the organizations that should receive their grant dollars.

The four organizations that received Gen Impact Fund grants were DePelchin Children's Center, Harris County Youth Collective, Communities in Schools–Bay Area, and Epiphany Community Health Outreach Services (ECHOS).

To learn more about the Gen Impact Fund, please contact **Annie Hurwitz**, Family Philanthropy Manager, at ahurwitz@ghcf.org or 713-333-4615.

“Participating in the Gen Impact Fund has been a wonderful opportunity to engage with my peers in an elevated learning experience. The impact fund has taken an in-depth look at a very important issue area: childhood poverty. Together we have gained further insight into the work of many nonprofits in the Greater Houston area and explored philanthropic giving in order to make a strategic impact in our community.”

WINNIE PHILLIPS, NEXT GEN DONOR INSTITUTE CLASS OF 2013



FAMILY PHILANTHROPY DAY 2019

Bridging the Gap Between Generations

GHCF held the fourth annual Family Philanthropy Day in November and partnered with the staff of BakerRipley Sheltering Arms Senior Services Center. In 2019, the focus was on Older Adults ages 65+ and the theme was bridging the gap between generations. Family Philanthropy Day is a multi-generational program with a learning component followed by a volunteer activity. It's a chance for our donors and their families to gather together and learn about an issue area concerning Houston's population. The purpose of the day is to not only learn about a problem affecting the community but also to learn about creative solutions and collaborative efforts taking place to combat the issue.

The learning segments of the event featured a panel of subject matter experts for the adult audience members, and a separate learning activity for children ages 11 and under. This year, for the first time, the panel discussion was moderated by two of our Youth Leadership Team members. Ethan Kao, a senior at Strake Jesuit College Preparatory, and Sydney Ying, a senior at The Post Oak School, led the discussion focused on areas of food insecurity, social isolation, and intergenerational programs. Our two panelists were Jane Bavineau, Vice President of Health and Wellness at BakerRipley, and Alicia Dominy, Manager of Healthcare Integration & Case Management for Interfaith Ministries.

Staff, students, and families from St. John's School, along with GHCF families and staff, participated in a variety of volunteer activities after the learning segment. Our youngest volunteers created holiday-themed greeting cards for older adults; attendees seven years and older organized the Dementia Day Center, one of BakerRipley's most popular rooms; planted beautiful, individual gardens to be given as gifts to older adults; and sorted, cleaned, and organized the food pantry and supply closet—two rooms used by the Health and Wellness Division of BakerRipley.

Thank you to everyone who participated and made 2019's Family Philanthropy Day a success!

For more information on Family Philanthropy Day, contact **Allison Hale**, Senior Philanthropic Services Associate, at ahale@ghcf.org or 713-333-2235.



understanding HOUSTON

*a tool for everyone,
a movement for positive change.*

What issues matter most to my family and me? Where is the greatest need? Where can I find reliable information about my community? How can I make the biggest positive impact? These are all questions we have to ask ourselves.

At Greater Houston Community Foundation, the questions we ask ourselves center around how we can help our donors and our community be better informed to act individually and collaboratively. How can we empower people to not only get more involved in their community, but also be better informed and connect with one another to create an even greater impact?

Understanding Houston is a collaborative regional indicator initiative led by the Foundation to empower us all with the information we need to act and build a more vibrant Houston region that provides opportunity for all.

In 2017, as part of the Greater Houston Community Foundation's strategic planning process, a donor survey revealed respondents ranked "data to track progress on community issues over time" second out of 10 potential services offered in the future. A broader external survey to nearly 2,700 nonprofits, civic leaders and staff, foundation partners, and others revealed that three out of four respondents agreed their "organization needed access to a single source of data to understand community well-being" in Houston. Focus groups with nonprofit and philanthropic leaders revealed a tremendous amount of support, noting how they could use a common data platform to increase awareness of pressing issues and troubling trends, plan and explore collaboration, advocate and fundraise, and much more.

Our response was to create **Understanding Houston** (www.understandinghouston.org).

At understandinghouston.org, we offer a central, online resource that aggregates independent data from 70 sources for over 200 indicators across eight quality of life topics for the three most populous counties—Fort Bend, Harris, and Montgomery.

“At the end of the day, this initiative is about connecting people and inspiring them to take action. As the Foundation continues to grow with and for our community, Understanding Houston will be a vital resource for our donors, allowing them to work even closer together and with others to create positive change.”

STEPHEN MAISLIN, PRESIDENT & CEO, GREATER HOUSTON COMMUNITY FOUNDATION

This ongoing initiative, with Rice University’s Kinder Institute for Urban Research (Kinder Institute) as a strategic research partner, will evolve to match the needs of the community and respond to feedback.

So whether you’re a philanthropist wanting to inform your giving or engagement in collaborative efforts, a nonprofit or policy staff member who needs data and research to make a case for a program or solution, or a regional leader in the public or private sector who decides where to allocate resources—Understanding Houston is a valuable resource for you. In service of our mission, Understanding Houston also acts as an incredible resource for donors who are becoming more interested in learning about their community and increasing their philanthropic impact. Even more exciting is how this is a highly accessible and intuitive resource for anyone, locally and nationally, interested in learning more about Houston and its strengths, opportunities, and challenges.

We launched Understanding Houston on November 21, 2019 with a luncheon at the Briar Club. More than 370 leaders from the philanthropic, business, and nonprofit sectors gathered for the sold out event, emceed by Dominique Sachse, KPRC Channel 2 News Anchor. Guests heard from passionate leaders about the topics that mattered most to them. The speakers were Winell Herron, Group Vice President of Public Affairs, Diversity and Environmental Affairs for H-E-B; Julie Martineau, Executive Director for the Montgomery County Community Foundation; Quynh-Anh McMahan, Senior Program Officer for The George Foundation; and Frost Murphy, GHCF Governing Board Member and entrepreneur. Together, speakers informed how impactful data can be in making significant change, how these specific topics genuinely affect them on a personal level, and about their commitment to be a part of that change.

8 Topics for Understanding Houston



“So...whether your passion is reducing childhood poverty, training heart surgeons around the world, or whatever is important to you—Greater Houston Community Foundation can help get you the data you need to make a bigger difference.” FROST MURPHY

We could not have launched this project by ourselves, so with heartfelt appreciation, we thank the many individuals, community-based organizations, philanthropic funders, data partners, and civic and corporate leaders who support this effort.

thank you to our founding partners

The Jerry C. Dearing Family Foundation

The Elkins Foundation

The George Foundation

H-E-B

Houston Endowment Inc.

Wells Fargo

thank you to our strategic research partner



thank you to our creative partners

Baal + Spots
Deutser

LoveWell
Creative

Sheryl Rapp
Dominique Sachse

INDICATORS ADVISORY COMMITTEE

Laura Jaramillo
Committee Chair, Wells Fargo

Winell Herron
H-E-B

Elizabeth Love
Houston Endowment Inc.

Julie Martineau
*Montgomery County
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Margaret Oser
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Episcopal Health Foundation

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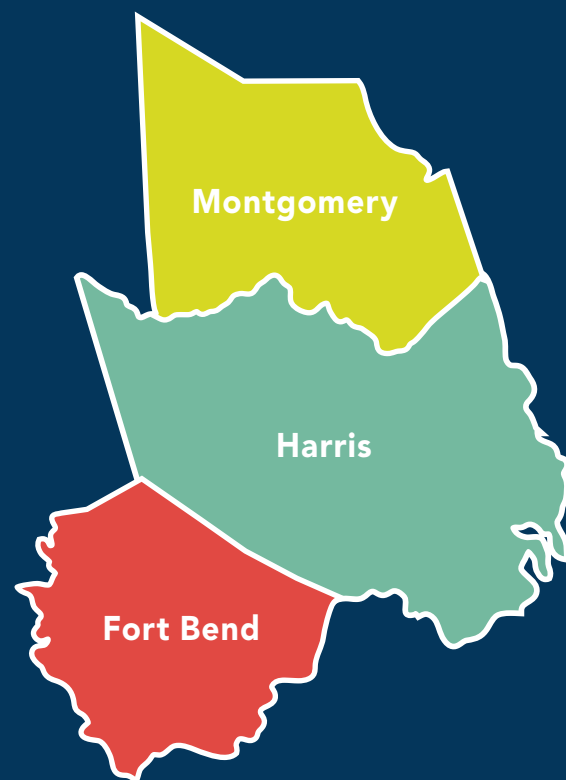


learn with us

We have opportunities for you to deepen your knowledge of our community. The Big Picture helps you better understand Houston's landscape through major findings on the eight quality of life topics for the three-county area. Topic Briefings take you on a deeper dive into major data findings and the intersection of paired topics. Data Parties, specifically designed for our nonprofit partners, are interactive sessions to learn how to use the Understanding Houston website and apply learnings to their work. Visit www.understandinghouston.org/events for further programming details!

To learn more, we invite you to visit and explore the site, www.understandinghouston.org. For more information on Understanding Houston, or to obtain a copy of the Summary Report presented at the luncheon, contact **Diana Zarzuelo**, Senior Director of Community Philanthropy, at dzarzuelo@ghcf.org or 713-333-4614.

together, we are measuring
what matters to do what matters.





GREATER GOOD

Greater Houston Community Foundation's Strategic Plan 2020-2022

What does it mean to serve the greater good? Putting people first. Working together. Being generous. Sharing knowledge. Innovating. Stewarding Houston's legacies of giving. At Greater Houston Community Foundation, we strive to act with these things in mind for our donors and our community every day.

During our most recent strategic planning process, we at GHCF felt it was important to align our organization and our strategy around a unifying purpose statement. The objective is to clearly state what motivates us to do what we do every day and to ensure that our entire team is driven by the same desire to serve the greater good. To that end,

“We will inspire and create meaningful and positive change with our donors and for our community.”

This purpose statement was created with the help of the GHCF team. Everything we do is in service to this purpose.

In going through our continuing strategic evolution, we are embedding into our organization a framework that enables us to be more nimble by monitoring and adjusting our strategy on an ongoing basis. By developing ongoing feedback loops, this allows us to constantly adjust and improve how we work to create a larger positive impact in our community.

OUR STRATEGIC IMPERATIVES

As an organization, we have identified four strategic imperatives. These imperatives help us determine whether a project or action is serving our purpose and the greater good.

They focus our efforts on areas we believe will drive organizational and community-wide success now and in the future, while keeping us all connected to our overarching purpose. Our entire team collaborated to build these imperatives, along with the initiatives outlined under each.

1

We deliver a preeminent donor experience.

Over the years, Greater Houston Community Foundation has strived to make the donor experience as robust and intuitive as possible. This has, and always will be, key to what differentiates us from others. Looking to the future, we want to ensure that we continue to elevate our standards while maintaining down-to-earth, friendly, and human relationships.

2

We connect you to Houston's philanthropic community and amplify your impact.

Time and time again, it has been shown that when we work together, we are capable of creating an exponentially greater impact on our community. By leveraging our people and partnering with our networks, we are able to amplify positive impact.

3

We grow with and for our community.

In today's fast-moving world, it is critical that we continue to grow and scale our organization, our capabilities, and our knowledge to meet changing needs locally and beyond. We must continuously learn and be bold in innovating new ways of doing things.

4

We steward your philanthropic legacy.

GHCF has proved to be an enduring organization and a fixture of Houston's philanthropic community. With our years of service, we are properly equipped to develop and steward multi-generational legacies.

DISASTER PHILANTHROPY

IMELDA ASSISTANCE FUND

Houston Mayor Sylvester Turner and Harris County Judge Lina Hidalgo established the Imelda Assistance Fund, in cooperation with GHCF, for survivors following Tropical Storm Imelda. By the end of 2019, the fund raised over \$500,000; six Houston-area nonprofits received grants totaling \$310,000 in the first round of distribution.

Home Stabilization (muck and gut, mold remediation)

HOPE Disaster Recovery

Intake and Referral Coordination

Harvey Home Connect

Emergency Financial Assistance

Avenue Community Development Corporation

Fifth Ward Community Redevelopment Corporation

Humble Area Assistance Ministries

Tejano Center for Community Concerns

The next round of grants is anticipated in February 2020. Please contact **Stephanie Blair**, Director of Corporate Relations, for more information on the Imelda Assistance Fund. She can be reached at sblair@ghcf.org or 713-333-2233.

HURRICANE HARVEY RELIEF FUND: A WRAP-UP

The Hurricane Harvey Relief Fund (HHRF), established in 2017 by Houston Mayor Sylvester Turner and then-Harris County Judge Ed Emmett, disbursed \$114 million to 126 nonprofits that served residents affected by the historic storm.

By the end of 2019, there were 25 remaining HHRF grantees performing work in Disaster Case Management, Home Repair, Behavioral Health, and Legal Services; the organizations' programs will be in place through summer 2020. Here are some thoughts shared by two of the Fund's grantees, Jewish Family Service and Lone Star Legal Aid.

"JFS is very grateful to have received this additional round of funding. It was truly helpful to be able to continue to serve the community that is still in recovery. The clients were very grateful, and it did allow us to make some local residents whole again."

"GHCF's generous grant allowed LSLA to fund dedicated staff to serve Hurricane Harvey survivors. Without this funding, we would not have been able to provide our clients with attorneys who were focused on disaster recovery."

As this fund comes to a close, we again thank all who donated to improve the lives of those who lost so much in this storm, the HHRF advisory board and grants committee, and the GHCF team for all their hard work.



Advisor Breakfast Panel: Ben Brown, Jennifer Touchet, Leslie Margolis, and Chris Weekley

ADVISORS CORNER

The professional advisor community continued to be a great resource to GHCF in meeting new potential donors and clients. Thank you for trusting us with your clients as we work with them to fulfill their philanthropic dreams. A special thank you to the Advisor Outreach Committee for their continued guidance and leadership of our efforts.

In November 2019, professional advisors came together to hear about the philanthropic journey of several of our Next Gen Donor Institute Alumni. Ben Brown, Leslie Margolis, and Chris Weekley discussed how their current philosophies were learned, changed, grown, and eventually shared with their families, peers, and others.

GHCF had the opportunity to speak with numerous advisor firms, study groups, and associations to educate members on a variety of philanthropic topics including generational statistics, philanthropic trends, and The Legacy Project. If you have a group that might benefit from this type of presentation, we would be happy to help.

For more information, or to be added to our list of professional advisors, please contact **Susan Zarich**, Director of Advisor Relations, at szarich@ghcf.org or 713-333-2203.

EVENT PHOTOS



STAFF AND FAMILY VOLUNTEER DAY AT UNDIES FOR EVERYONE



LEGACY LAUNCH



UAE GIFT ANNOUNCEMENT



WITHMERC COCKTAILS 4 A CAUSE



GOVERNING BOARD MEETING



HNEF SCHOLARSHIP LUNCHEON



UNDERSTANDING HOUSTON
HARRIS COUNTY CONVENING



SCHOLARSHIP REVIEWER APPRECIATION BREAKFAST

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*Orthopedic Surgeon
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Mandy Kao
Community Volunteer

Celestine Vettical
*Managing Partner
Celestial Holdings LP*

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*Chairman & CEO
ChaseSource, LP*

Nancy D. McGregor
*Community Volunteer
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*Chairman of the Board
Enbridge Inc.*

Frost Murphy
Next Gen Representative

Randa Weiner
Community Volunteer

Lacey Fluor Goossen
*Executive Vice President
Texas Crude Energy, LLC*

David Pruner
*Partner
Heidrick & Struggles*

Thomas M. Wright
*Partner- Private Client Services
RSM US LLP*

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Renée Wizig-Barrios
*Senior Vice President &
Chief Philanthropy Officer*



Mike Pawson
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Morgan Steen
*Senior Executive Assistant
& Office Administrator*



Lissette Romano
Receptionist

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Controller



Nelson Hernandez
Assistant Controller



Hunter Edmondson
Accounting Manager



Michael Trout
Senior Accountant



DaMon Jackson
Accountant



Stephanie Lopez
Accountant



Cindy Newman
Accountant

GIFT PLANNING SERVICES & MARKETING/COMMUNICATIONS



Susan Zarich
*Director of
Advisor Relations*



Rachel Young
*Marketing &
Brand Manager*



Allison Sullivan
*Senior Marketing
Associate*



Alicia Jacobs
*Meeting &
Events Coordinator*

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Krystle Folse
Director of Donor Services



Kolby Gilbert
Donor Services Associate



Janelle Lopez
Donor Services Associate



Michelle Morrison
Donor Services Associate



Jenna Whyte
Donor Services Associate



Jennifer Tai
Donor Services Assistant

PHILANTHROPIC SERVICES



Jennifer Touchet
*Vice President of Personal
& Family Philanthropy*



Rebecca Hove
*Managing Director of
Strategic Philanthropy*



Diana Zarzuelo
*Senior Director of
Community Philanthropy*



Stephanie Blair
*Director of
Corporate Relations*



Diane Higginbotham
*Senior Philanthropic
Advisor*



Nadia Valliani
*Assistant Director of
Data & Learning*



Lydia Hickey
*Senior Foundation
Services Manager*



Eileen Alexander
*Community Philanthropy
& Nonprofit Manager*



Annie Hurwitz
*Family Philanthropy
Manager*



Robert Sepeda
*Program &
Impact Manager*



Deshuandra Walker
Scholarships Manager



Courtney Grymonprez
*Senior Scholarships
Associate*



Allison Hale
*Senior Philanthropic
Services Associate*



Lauren Jones
*Foundation Services
Associate*



Lauren Spackman
*Foundation Services
Associate*



Natasha DeCell
*Philanthropic Services
Executive Assistant*



Chelsea Cheung
*Philanthropic Services
Assistant*

TAILORED SOLUTIONS FOR DONORS

PHILANTHROPIC VEHICLES

Donor Advised Funds
Designated & Agency Funds
Field of Interest Funds
Community Impact Funds
Scholarships
Supporting Organizations
Donor Working Groups
Corporate Donor Advised Funds
Legacy Funds

MEETING DONORS WHERE THEY ARE

Center for Family Philanthropy
Next Gen Donor Institute
Family Meetings
Interest Area Programming &
Learning Opportunities
Corporations—Customized Programs

AN INVESTMENT IN YOUR COMMUNITY

Through working with GHCF, a 501(c)(3) public charity, donors are making an investment in their community. To learn more about quality of life issues in the Houston region, visit www.understandinghouston.org. Understanding Houston is a collaborative initiative led by GHCF.

TAILORED PHILANTHROPIC SERVICES

Customized Consulting
Nonprofit Research
Grants Management
Landscape & Issue Analysis
Private Foundation Services
Topical Convenings
Giving Plans
Corporate Giving Program Support
& Management Services
Community & Corporate Disaster Relief

WORKING WITH PROFESSIONAL ADVISORS

Third Party Investment Management
(starting at \$500,000)
Acceptance of Complex Assets
Solution-Oriented Services for Clients



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