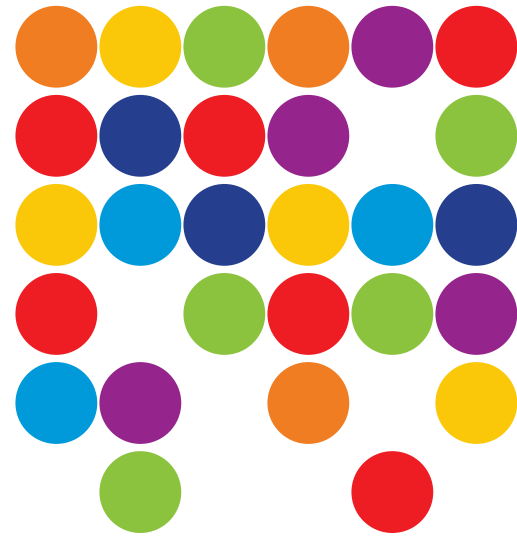


MAIN POINTS

YOUR COMMUNITY. YOUR LEGACY. YOUR WAY.



Fall 2022

Our Vision of Impact for the Community

Vibrant communities where people have equitable and inclusive opportunities to prosper, participate, and be inspired to give.

Our Mission

Inspiring donors and community partners to foster a sustainable legacy of impactful giving by encouraging and promoting:

- Gift Planning
- Prudent Stewardship of Assets
- Effective Grantmaking
- Community Leadership

Our Core Values

Excellence, Integrity, Inclusiveness and Transparency in all we do.



MLK39: Racial Equity Mural in Bristol Revealed

Promoting diversity, equity and inclusion in all six communities MSCF serves is of high priority. So when the Foundation was approached about being an inaugural sponsor for a mural in the city of Bristol depicting just that, the Board of Directors awarded a grant from the **Money in Motion Fund**. The visually stunning MLK39: Racial Equity Mural is along Riverside Avenue and is part of a larger project to mark Connecticut with 39 murals, one for each year of Martin Luther King Jr.'s life. Each mural represents the ideals that Martin Luther King Jr. believed in, and this one captures and celebrates Bristol's vibrancy and diversity.

Main Street

COMMUNITY FOUNDATION

Main Street Community Foundation, Inc. is a public charity committed to partnering with individuals, families and businesses who wish to build permanent charitable connections, now and for generations to come. We support and better the communities of Bristol, Burlington, Plainville, Plymouth, Southington and Wolcott, Connecticut. Since 1995, the Foundation has provided opportunities to donors to support the causes they believe in and to help further their desire to give back and improve their community.

The community-led mural features Martin Luther King Jr, poet and civil rights activist Maya Angelou and Bristol's own Barbara Hudson, the first Black curator of the Wadsworth Atheneum Museum of Art and executive director of the Amistad Foundation. With the support of many community businesses, organizations and individuals, this mural will promote diversity, equity and inclusions and make positive change for years to come.

Scholarship for Blind or Visually Impaired Students



The Bristol Lions Club received a bequest several years ago from the estate of Mark M. Keating to establish a scholarship fund in memory of his father James J. Keating. The scholarship was intended for Bristol residents who were graduating high school students and classified as legally blind. But while scholarships with specific criteria allow for students with particular life experiences to apply within a smaller pool, the specificity of the criteria can make it difficult to grant the scholarship annually.

In 2022, the Bristol Lions Club transferred the **Bristol Lions Club/ James J. Keating Scholarship Fund** to MSCF. The scholarship continues to be available first and foremost to a graduating senior from Bristol who is classified as legally blind or visually impaired. However, in a year when there may be no Bristol applicants, the scholarship may be awarded to students from the other communities served by the Foundation.

The 2022 scholarship recipient is Jeremy Evanoski, a Plymouth resident. Jeremy will be pursuing computer science at Central Connecticut State University.

To read more about the creation of this Fund, James J. Keating, and his extensive work focused on eye health, visit our website's Community Impact page.



Pass the Purse



At the **Women & Girls Fund's** 21st annual Wonder of Women (WOW) event on May 3, a little purse was put on each table, and attendees were encouraged to **Pass the Purse** and donate what they could to help the **women and children of Ukraine**. Over \$5,100 was donated to the Polish American Foundation of Connecticut, an organization working in support of women and children who have fled Ukraine and are settling in Poland.

SAVE THE DATE FOR NEXT YEAR'S WONDER OF WOMEN EVENT ON MAY 2, 2023!

Funds that Reach Far and Wide



Eleanor Frawley

Of the 275 funds established at Main Street Community Foundation, 16 are unrestricted community funds – only six percent. But they provide incredible impact. Donors who establish an unrestricted community fund have placed no restrictions on their fund, allowing the Foundation flexibility to respond with grants to meet the emerging and changing needs of the community. One such fund is the **Jim & Eleanor Frawley Community Fund**, which was established in 2010 by Southington resident Jim Frawley to honor the memory of his beloved wife Eleanor.

They had been married for 72 years when Eleanor passed in 2009, and Jim wanted to share her kindness and giving nature in the form of a fund at MSCF. The best way he felt to do this was through an unrestricted community fund to ensure the grants made from it would reach a wide variety of people and causes. Since the establishment in 2012, the Jim & Eleanor Frawley Community Fund has awarded a total of \$27,045 in grants to organizations that span the spectrum of charitable causes. Here are just a few of those organizations and projects:

- **The Agape House, for a part-time administrative assistant at the homeless outreach center**
- **Several programs with Plainville Community Food Pantry, Inc., including the Food, Intervention, Outreach and Referral Program**
- **The Memorial Military Museum to support the purchase of archival and display supplies**
- **A therapeutic art program in Wolcott from the Community Counseling Center of Central CT.**



Jim Frawley

These grants ranged from \$600 to nearly \$3,000, and each one made an impact on the organizations and the people they serve. Because of Jim's trust in the Foundation, his and Eleanor's legacy is able to live on through these grants and support causes they could not have imagined.



Friends of MSCF Honored



MSCF held its annual **Friends Reception** to honor and thank the Foundation's donors and volunteers on September 15 at the Environmental Learning Centers of Connecticut's Indian Rock Nature Preserve in Bristol. Over 100 Friends attended the outdoor reception, enjoying the property, the company and great food (including an ice cream bar!). Thank you to our supporters for your donations and insight throughout the year and remember it's not too late to support our 2022 Friends Campaign!

A Growing Fund



Following an inspiring 5th Year Anniversary Celebration on June 9th, the **Men & Boys' Fund** at MSCF received a fundraising challenge to further build the endowment. An anonymous donor offered to match every dollar donated up to \$5,000 between the event and September 30.

Well, the challenge was not only met but exceeded — **a total of \$7,580** was raised! Thank you to every single donor who gave. Growing the endowment in this way will ensure that support for local organizations providing critical programs and support for men and boys will not only continue but grow in a lasting way.

Literacy of Laughter

A \$1,500 grant from MSCF's **Calvanese Green & White Fund** and the **KAWFY Memorial Fund** in action — an adult improv class as part of *The Literacy of Laughter: A Community Gets Schooled in the Art of Comedy* program from the Southington Library!



To donate to an existing MSCF fund or to find an organization on MSCF's Wish List to donate to, visit www.mainstreetfoundation.org

Good Strategy Sets The Foundation

Earlier this year, MSCF began the process of strategic planning with the goal of articulating an updated vision and goals to guide its work in the coming years. During the planning process, the Board of Directors learned a tremendous amount about the perceptions of MSCF from its donors and grantees. 133 respondents took the planning survey from 666 contacts resulting in a 20% response rate. **Some key observations were as follows:**

- Over **95%** of donors and grantees agreed or strongly agreed that MSCF is making a positive impact in the community.
- **93%** of grantees strongly agreed that MSCF staff are friendly and approachable.
- **80%** of grantees strongly agreed and 17% agreed that the granting process is straightforward and not burdensome.
- **92%** of donors are interested or very interested in accessing a community needs assessment.

There were also areas of opportunity identified through stakeholder interviews such as follows:

- **Ensuring** grant and scholarship opportunities are consistently well-publicized as well as the need to communicate the breadth of MSCF's grantmaking areas.
- **Providing** resources to civic leaders so they can better support nonprofits in their communities to get connected to MSCF opportunities.
- Grantees **expressing** a desire for more capacity building through micro-grants.
- MSCF board and staff demographics **reflecting** the community particularly in regards to race, ethnicity, culture, experience and economic diversity.

Thank you to all who took the time to help inform MSCF. Your thoughts and honest feedback have helped to shape the new strategic plan. Information sessions for donors, grantees and interested residents are being planned for later this Fall so you can learn more about the specific goals and objectives that will be achieved in the coming five years.

MSCF Maintains Highest Standard

Meet the Newest Team Member



Excellence. Accountability. Impact.™

Main Street Community Foundation has once again achieved a 3-year accreditation from **The National Standards for U.S. Community Foundations** program, the nation's highest standard for philanthropic excellence, accountability, and distinction. MSCF has been continually in compliance with these national standards since its first accreditation in 2006. While there are federal and state laws that all community foundations must adhere to, this voluntary accreditation process demonstrates MSCF's willingness to go above and beyond those requirements. In addition to affirming the organization's philanthropic services, the accreditation validates MSCF's grantmaking practices for the nonprofit community. For more information on National Standards for U.S. Community Foundation, visit www.cfstandards.org.



Keelin Mathews

Keelin joined MSCF in May 2022 in the role of Communications Associate. In her role, she creates content utilizing both traditional and digital media to tell the Foundation's story and develops materials to support fundraising, community engagement and donor relations activities.

\$1.8 Million

Dollars awarded in grants and scholarships through September 30th

For a full list of grants and scholarships awarded visit www.mainstreetfoundation.org



Fall 2022

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www.mainstreetfoundation.org

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