



Margaret Martin coordinates the Lucas Community Center's Richland Gives campaign

Richland Gives Helps Local Charities

This is the seventh year the Richland County Foundation will host Richland Gives. Since its inception in 2015, Richland Gives has raised \$1,435,869. This year the Foundation will offer \$100,000 in grant prize incentives to registered Richland County charities.

Richland Gives is designed to encourage people to contribute to local nonprofits they care about through a single giving website. The foundation conducts the day to build capacity, grow philanthropy and make the community stronger. It allows local organizations to raise funds and awareness as well as cultivate new donors and reinvigorate lapsed donors.

To donate go to richlandgives.org from November 15 through November 30. All donations are tax deductible and donors will receive a record of their giving.

RCF Helps Nonprofits with Marketing

The Richland County Foundation Board of Trustees approved grants to help nonprofits acquire Google Ad Grants. New Day Creative of Mansfield is working with the nonprofits to set up their accounts and ads.

Destination Mansfield -Richland County President Lee Tasseff brought the idea to the Foundation to increase tourism in Richland County through the following local nonprofits: Little Buckeye Children's Museum, Ohio Bird Sanctuary, Richland Community Development Group, Downtown Mansfield Inc., Mansfield Playhouse, Mansfield Art Museum, Bible Walk Museum, Ohio State Reformatory, and Kingwood Center Gardens. Destination Mansfield underwrote several of the campaigns. Tasseff also participates in the ad strategy meetings between the nonprofit organizations and New Day Creative.

The Foundation is participating in Google ad grants as a separate project. Since the campaign started this past summer, all ads collectively have been viewed an average of 27,760 times which generated over 2,000 click throughs to their websites. The 7.25% click through rate is three times higher than the industry average for ad campaigns.

Google is responsible for 92.54% of all online search traffic. Advertising through Google is a great way to ensure the NPOs are reaching a large audience.

Other marketing assistance for nonprofits is provided during Richland Gives hosted by the Foundation each November. The Foundation offers toolkits, webinars, outreach support, mass media and social media, and individualized web pages to promote their cause.

Mansfield Rising Update

- **Belo + Co. consultants** from Tulsa, OK, toured the area in mid-July and will have creative concepts for a new community brand ready by this fall. The community brand will help attract new business, tourists and build civic pride.

- **The façade improvement program** has three completed projects: Voegle Apartments, K.E. McCartney, and Dream Huge Realty. Six other projects have been

approved and are working through the process.

- **The Downtown Improvement Board** (License Plate Fee Committee) approved funding for free public Wi-Fi from Central Park to the Carrousel District as the first phase. This phased approach will give the City of Mansfield IT department data for planning for additional phases. This is the first step towards a Smart City plan.

- **Richland Community Development Group** received a \$25,000 grant from AARP to create a pop-up linear park along West Third Street between Bowman and Mulberry streets. It was installed in September. Various businesses and nonprofit organizations provided programming to engage and attract the public.



The Domestic Violence Shelter Diversifies its Funding



The leadership at The Domestic Violence Shelter wants to ensure its financial future. So, the board recently approved setting up an agency endowed fund at the Richland County Foundation.

“The endowed fund is part of our strategic plan, and it helps us diversify our funding. It is one more step toward financial security,” said Domestic Violence Shelter CEO Kathy Ezawa.

Ezawa said they receive gifts from donors and fund raisers and local, state, and federal funding to support the Shelter which can change from year-to-year.

The Shelter is expanding into a building adjacent to its current location. It will add 18 beds and 2,200 square feet which increases the capacity by 70%. Once the renovations are complete, the Shelter will be able to house about 58 people to address a spike in domestic violence in the community.

The building purchase was made possible by several donors including the following funds at the Foundation: Robert and Esther Black Family Foundation Fund
Jennette C. Hartman Fund
Fred B. and Marian J. Hout Fund
Katherine L. Parker Fund

Other donors included the Phillips Family Foundation and S.N. and Ada Ford Foundation.

Ezawa said a miracle occurred when The Shelter found out it qualified for a Community Development Block Grant from Richland County Regional Planning. Due to the pandemic, there were funds available, and the Shelter received a total of \$286,000.

The expanded Shelter should be open by early to mid 2022.

To donate to The Domestic Violence Shelter Endowed Fund, go to richlandcountyfoundation.org and click the donate button, select The Domestic Violence Shelter in the fund dropdown box. Or you can write a check payable to RCF and note the fund on the memo line.



Remembering James R. Brook

James Brook's code of conduct was a simple one: believe in God and trust in God's mercy and blessings. Take care of your family and those who depend on you. Do good

where and when you can and have some fun along the way. Treat people with respect and build up, not tear down. Share good times and laughter and don't judge but be welcoming to all. Use your intellect and energy for what is positive and stay away from the negative. Live your life as fully as

you can and be happy and grateful.

He passed away this summer and to memorialize Jim, his wife, Beverly, set up a field of interest fund at the Richland County Foundation to assist children and adults with developmental disabilities. It was established as the James R. Brook Fund.

He had a special place in his heart for those who were weaker or needed special help which led him to his life's work. Jim taught children with special needs both in the Mansfield City and Clear Fork Valley Schools. Outside the classroom, he was involved in coaching several sports, including football, basketball, track, and golf. For several years he worked with developmentally disabled adults at Richland Newhope. He continued

his work with disabled adults at Dale Roy in Ashland, where he was the Director of D-R Services for over 23 years.

After his retirement, he assumed the position of CEO of the D-R Services Board, serving in that capacity until a stroke forced his permanent retirement in November of 2015.

He loved the game of golf and played almost every Saturday morning during golf season with a special group of friends.

Anyone is welcome to donate to the James R. Brook Fund online at richlandcountyfoundation.org or by check to the Richland County Foundation with the fund name on the memo line.



Recent new funds

A New Lexington Scholarship Fund

Lexington Schools recently set up the Lexington Schools – Terry McCammon Scholarship Fund. It will award a scholarship to a graduating male athlete who has attained at least a 3.0-grade point average, earned two varsity letters, has not received a full scholarship, and demonstrated good sportsmanship throughout the year.

Plymouth Area Historical Society Museum Endowment Fund

This is a designated fund for the purpose of providing general support to the Plymouth Area Historical Museum.

How to donate to a fund at the Foundation

Go to the website at richlandcountyfoundation.org, select the fund in the dropdown box, or write a check to the Richland County Foundation with the fund name on the memo line.

3 Reasons to Give Away Appreciated Stock *By Tim Hilterman*

As the stock market continues to recover, perhaps you've seen significant gains in your portfolio, or maybe you invested in a stock that skyrocketed and now your portfolio is out of balance. If you have a heart for nonprofits, we have some good news: donating stock directly to charity, such as the Richland County Foundation, is one of the most tax-efficient ways to give. Here are three reasons why:

1. You receive a double tax benefit

When you donate stock directly to a charity, you receive a deduction off your income for the amount (fair market value) donated, the same way you would receive a deduction by making a cash donation. In addition, a donation of appreciated stock that has been held one year or more allows for avoiding capital gains tax. This could increase the size of your donation by up to 20%!

2. You can potentially avoid future capital gains

You may have a favorite stock that you would like to hold for a very long time. Strong performance in that stock may increase your desire to hold the stock, but the higher the stock goes the larger your potential tax burden becomes. Consider donating a portion of the appreciated stock and then purchasing new shares with cash. This resets your cost basis and reduces your future capital gains.

3. You keep your portfolio balanced

If one of your portfolio positions has increased more than the others, choosing to donate some of that security can help it from becoming a concentrated position that adds risk to your investments. Utilizing a donation plan can put your capital gains to work and keep your portfolio in check.

This chart shows the tax savings of donating \$10,000 of an appreciated security that has been held for one year or more, \$10,000 in cash, or selling an appreciated security then donating cash. This assumes the security was originally purchased for \$2,000 and is now worth \$10,000.

	Donate Appreciated Securities	Sell Securities & Donate Cash	Donate \$10,000 Cash
Charitable Deduction	\$10,000	\$10,000	\$10,000
Income Tax Savings (35% tax rate)	\$3,500	\$3,500	\$3,500
Capital Gains Tax Paid (15% tax rate on \$8,000 gain)	NA	\$1,200 Paid	NA
Net Tax Savings	\$3,500	\$2,300	\$3,500

Don't have a particular non-profit in mind? Don't worry you can still take advantage of this tax-saving strategy by donating your appreciated stock to a Donor Advised Fund. This will allow you to realize the tax savings and you remain in control of how those funds are donated in the future.

There are some nuances to be aware of when considering this strategy. For

example, if your donations along with other allowable deductions don't put you over the standard deduction (for 2021: 12,550 for single filers; 25,100 for married filing jointly) this may not carry the same advantages. As in most financial decisions, this choice should be made while considering how it fits into your complete financial plan. Please contact your professional advisor to help you decide if this is right for you.

If you are interested in setting up a donor-advised fund please contact Foundation President Brady Groves bgroves@rcfoundation.org or Chief Advancement Officer Maura Teynor mteynor@rcfoundation.org.

Tim Hilterman, CFP®, CAP® is a financial advisor with Whitcomb & Hess CPA's and Financial Advisors. He earned the Chartered Advisor in Philanthropy® (CAP®) designation to empower people to think big, make a positive impact in the world and feel the joy of using their wealth, talents, and experience to improve the lives of those around them.

The We Above Me Alex Switzer Memorial Fund



According to his family, Alex Switzer was a kind, generous person who loved kids, senior citizens, dogs, and fishing. He died in a car accident in May, he was just 23 years old.

His mother, Melanie Kline-Switzer, and other family members want to remember Alex with a donor-advised fund at the Richland County Foundation to make grants to local nonprofits that he would have wanted to support.

The fund recently made a grant to the Richland County Dog Warden to have a dog undergo obedience training at the Mansfield Correctional Institution. The training takes four to eight weeks, depending on the dog. The dog then will be up for adoption.

The fund also made grants to support 5K races for the Lucas Community Center and Forgotten Felines.

Kline-Switzer named the fund after the "We Above Me" award Alex earned as a member of the Lucas High School Football Team. She said it summed up his personality, putting other people (and the team) first.

Alex was a 2016 graduate of Lucas High School and was employed by Richland Lumber.

Proceeds from a Go-Fund Me account were used to start the fund at the Foundation. Alex's family plans future fundraisers to build the fund.

Anyone is welcome to donate to the fund online at richlandcountyfoundation.org or by check to the Richland County Foundation with the fund name on the memo line.

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Mansfield Playhouse Turns Up the Lights

The Mansfield Playhouse received a grant for new stage lights from two different funds at the Richland County Foundation: the John P. Gross Fund in Memory of Melodie Gross and the Robert and Esther Black Family Foundation Fund.

Mansfield Playhouse Executive Director Doug Wertz said the new LED system will enhance the stage production, lower energy consumption, and increase safety.

The new lighting in just one part of a renovation project at the Playhouse that included a new color scheme, seats, carpeting and chandeliers.



Executive Director Doug Wertz on the stage of the Mansfield Playhouse



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The Richland County Foundation is recognized for having organizational and financial practices that are in compliance with National Standards for U.S. Community Foundations.



RichlandCountyFoundation.org

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Women's Fund Update



Photo Credit: Mansfield Area YMCA

- For the past two years, the Women's Fund has funded a childcare initiative to make quality, affordable childcare accessible to all women. The decision to focus on childcare came after a strategic planning process that included a community survey and focus groups. The outcome of this not only led to the WF financial commitment, but it also helped develop a community childcare committee that has been meeting for two years. This committee has become a valuable resource to childcare providers throughout Richland County. In 2019 and 2020, the Women's Fund awarded \$25,000 to Richland County Youth and Family Council for the childcare initiative. RCYFC matched the \$25,000 both years for this project.
- In addition to the childcare commitment, the WF has awarded smaller scale grants to support the valuable work in our community.
- To celebrate WF grantees, donors, and community partners a Grant Awards Luncheon will be held November 12 at 11:30am at the Kingwood Center Gardens. To purchase tickets, go to richlandcountyfoundation.org, events tab or Eventbrite.