



# Madison

## COMMUNITY FOUNDATION

April 25, 2024

[madisongives.org](http://madisongives.org)

## Dreaming Big for the Community



For the last 20 years, Mentoring Positives has been a driver for youth empowerment in the Madison community. Born from the vision of Founder and Executive Director, Will Green's passion for supporting at-risk youth, Mentoring Positives has grown from an individual mentorship program to offering group mentoring, leadership development, and youth employment through social entrepreneurship, sports and the arts.

Will Green explains that his key to success when working with young people stems from two things: relationships and engagement. "Mentoring Positives understands that in order to empower youth and encourage their development, you have to build a genuine relationship with them," said Green.

Part of building that genuine relationship is figuring out each person's hobbies and interests to determine which program will best suit that individual. Mentoring Positives refers to this process as finding the "hook" that engages them. "Once hooked, we provide mentoring sessions that work on the youths' life skills which ultimately assists in their positive development," commented Green.

[Full story continues on page 3.](#)

Community Impact Letters of  
Inquiry due June 3rd

[FIND OUT MORE](#)



## Advisors: Four Key Questions to Help Your Clients Choose the Right Type of Fund

At MCF, we work with donors to make smart gifts that will have an impact on causes that are meaningful to them. Some donors choose to do this through gifts to our Priority Fund, our Community Impact Fund, or one of our Field of Interest Funds. You can find out more about these funds [here](#). Other donors prefer to give to existing funds established to support specific organizations or causes.

We also work with many people who feel their gift will have the most impact if they use it to establish a new charitable giving fund at MCF. Given the number of different fund options available, it can be difficult for people to determine what type of fund would best match their giving goals. As a result, donors often ask their advisors for guidance on how to proceed.

Part one of this month's Advisor Insights post outlines the different types of charitable giving funds available at MCF. Part two discusses four key questions you should ask your clients when helping them select the fund option that best serves their giving goals.

### **Part One: Charitable Giving Fund Types**

#### ***Donor Advised Endowment Funds***

Our donor advised endowments are designed to facilitate long-term growth while providing a sustainable funding source for charitable giving. When someone establishes a fund, they can direct us to invest the fund assets in one of our two investment portfolio options: a general diversified portfolio or an environmental, social and governance (ESG) portfolio. Each year, a specified amount (typically 4% to 5% of the average fund balance over the previous 20 quarters) can be used to make distributions to 501(c)(3) organizations. (This is referred to as our Total Return Spending Policy.)

**Fund Types and Key Questions continue on page 5**



## Growing Impact: Reflecting on Our History of Environmental Grantmaking

Earth Day is a time not only for celebration but also for reflection. Protecting our planet is a collective responsibility, one that requires both individual action and institutional support. That is why one of MCF's five grantmaking focus areas is the environment.

These grants help to preserve natural spaces by supporting conservation, restoration, education and policymaking in the Madison community. Over the years, MCF has supported dozens of organizations and their green programs and projects. Join us as we celebrate this Earth Day by highlighting some of these environmental efforts.

### **Soaking Up the Sun**

#### ***Madison Metropolitan School District***

In 2017, MCF gave a \$25,000 grant to the West High School Green Club toward Project Solis, a renewable energy pilot program to install 100 solar panels on the roof of West High School. The project aimed to reduce the school's carbon emissions while supporting a youth-led movement for solutions to environmental challenges.

The solar array, installed in 2020, already has saved the school more than \$50,000 in energy costs. Each year of the 125.8 kW solar system's 30-year lifespan will offset CO2 emissions equivalent to the electrical usage of 16.1 homes or 236,218 miles driven by an average passenger vehicle.

**Environmental Grants continue on page 7**



## Dreaming Big for the Community, continued from [page 1](#)

### "Off the Block" and Into the Kitchen

One of Mentoring Positives' unique programs is "Off the Block," engaging youth in agriculture and building culinary and social entrepreneurship skills. OTB was started when a local activist spoke to a group of boys participating in a basketball Skills Development Group and suggested doing urban agriculture and making salsa with the produce. Green was easily convinced this was a great idea as he had already been inspired by basketball and racial equality trailblazer Will Allen's urban agriculture program in Milwaukee called "Growing Power."

"The idea grew to introducing young men to not only healthy eating and growing their own vegetables, but to producing, marketing and selling their own salsa products," Green commented. The boys decided to name the salsa "Off the Block" as they saw this opportunity to gain new skills and get "off their block," specifically, the low-income, underserved Darbo-Worthington-Starkweather neighborhood on Madison's far east side.



The program quickly took off and now produces both salsas and pizzas that can be found in many of Madison's grocery and convenience stores. "Off the Block" became such a pivotal program for Mentoring Positives that the organization opened its own restaurant and production space called Muriel's Place, named after Will Green's mother. Local chefs are invited to teach classes to the youth, further expanding their culinary knowledge and ties to the community. "None of this would be possible if we didn't have a deep, trusting relationship with the youth and support of our funders and community," added Green.

### Recognizing a Need in the Neighborhood

Green's tenacity for helping families in the DWS neighborhood didn't stop with Mentoring Positives. Green, along with leaders from JustDane and the African Center for Community Development, have a big plan for the neighborhood in the next few years: the Darbo Dream Center.

Beginning in 2013, the City of Madison began working with DWS residents to update the neighborhood plan. Mentoring Positives worked as a liaison with the city to "create spaces and community events to engage the residents and ensure that their ideas for their neighborhood were heard," said Green. The Salvation Army Community Center has offered services to the DWS neighborhood for many years, but with their move to East Washington Avenue, a hole in the community needed to be filled. "Mentoring Positives recognized the need for a similar space that could uplift, encourage and empower residents through various services, programs and opportunities," Green explained.

"The idea for the Darbo Dream Center has been in our heads, and in our hearts, for approximately 10 years. Spaces like community centers give individuals a place to connect with residents and serve their community," Green continued. This sense of belonging was the reasoning behind developing the Darbo Dream Center concept.





## Dreaming Big for the Community, continued from [page 3](#)

### Banding Together For Change

Mentoring Positives, JustDane and the African Center for Community Development all serve the DWS neighborhood. With their aligning missions and visions, partnering to create the Darbo Dream Center just made sense.

“Both organizations have done amazing work uplifting participants with their services. JustDane uses their program, ‘JustBakery,’ to empower adults returning to the community from incarceration, to excel through their culinary program, just as Mentoring Positives does with our Off the Block program,” Green said. “In addition, because the Darbo neighborhood is historically a place where African immigrants settle in Madison, it was a great fit to bring the African Center for Community Development onto this project.”

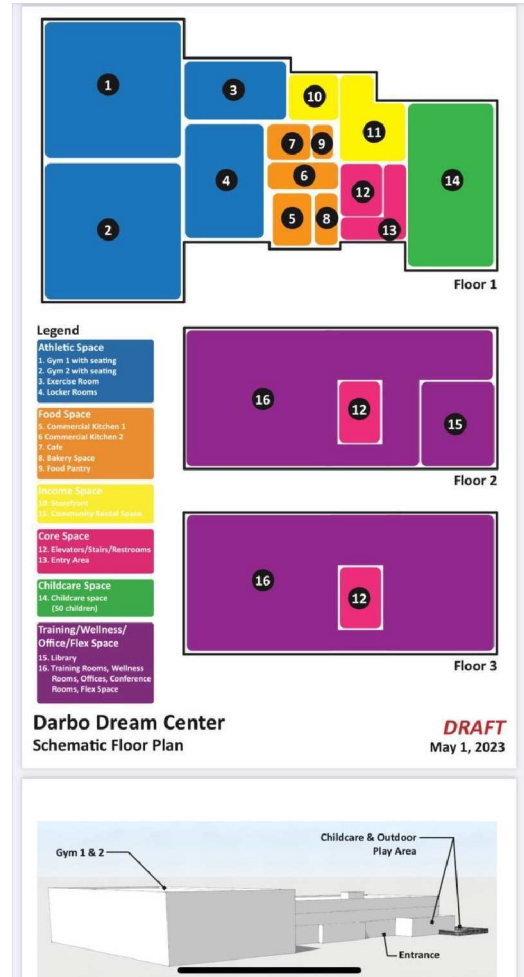
The “Darbo Alliance” decided to call it the “Dream Center” to inspire and encourage all the community to dream big and make those dreams for themselves, their families and their community a reality. The Darbo Dream Center will serve as a community space, offering a wide array of services and growth and enrichment opportunities to residents.

“The Darbo Dream Center project is a celebration of hope, love, inspiration and uplifting assets already present in this culturally rich and diverse neighborhood,” commented Green.

The Darbo Dream Center will begin its capital campaign in late 2024. Madison Community Foundation has supported both Mentoring Positives and JustDane through the years and gave a \$75,000 grant in 2023 towards hiring and educating support staff for the upcoming capital campaign.

“Madison needs to make significant improvements in these neighborhoods if we want to make this city a better place for all to enjoy,” Green said. “This is a project that will transform the DWS neighborhood for generations to come and will inspire other low-income neighborhoods in Madison and Dane County.”

Learn more about Mentoring Positives on their website: [mentoringpositives.org](http://mentoringpositives.org).



*Have an idea for a story? Have exciting news you'd like to share?  
Join the conversation!*





## Fund Types and Four Key Questions, continued from [page 2](#)

Donors recommend which organizations they would like to receive distributions, and at what amounts. These recommendations are then presented to MCF's Board of Governors for review and approval. Advisory privileges for these funds may be passed to others or successive generations, creating a permanent legacy of giving.

### *Donor Designated Endowment Funds*

Our donor designated endowment funds are also designed to facilitate long-term growth. Like donor-advised funds, the assets of these funds are invested either in our general diversified or ESG portfolio, and a percentage of the average fund balance is available for distribution each year. However, unlike donor advised funds, these funds are set up to make annual distributions to specific 501(c)(3) organizations designated by the donor at the time the fund is established

### *Field of Interest Endowment Funds*

Field of interest endowment funds function similar to donor designated funds, with two significant differences:

1. Instead of designating specific 501(c)(3) organizations as recipients of distributions from the fund, donors designate specific fields of interest they would like their fund to support (e.g., the arts, education, the environment, etc.).
2. MCF's Community Impact team (not the donor) selects grant recipients that are doing projects in the specified field of interest.

Field of interest funds are a great way to ensure that resources remain available to support priority opportunities in a particular field as they evolve into the future.

### *Community Impact Endowment Funds*

These funds also are like donor designated funds in how they are invested and how the available distribution amount is determined. However, unlike donor designated funds, each year the available distributions are used to support MCF's Community Impact grantmaking program. ([Click here](#) to review a list of recent grants made possible for our community through these funds).

### *Scholarship Endowment Funds*

These funds allow donors to establish a sustainable funding source for a scholarship that is meaningful to them. This could be an existing scholarship or a new scholarship they create to honor their legacy or that of a loved one.

If a donor decides to create a new scholarship, they typically designate the scholarship committee at a particular high school, postsecondary educational institution or nonprofit organization to select recipients based on the donor's scholarship criteria. Once recipients have been selected, MCF disburses the scholarship awards directly to the recipients' school. As with our other endowed funds, donors may direct us to invest the fund assets in our diversified or ESG investment portfolio, and a percentage of the average fund balance (typically 4% to 5%) is available to fund scholarships each year.

### *Maximum Giving Funds*

The assets of these funds are invested in a specialized portfolio with a 10-year horizon, and donors can recommend distributions totaling up to 20% of the fund's balance each year, as long as the fund maintains a minimum balance of \$50,000 during its initial 10 years. As with all MCF funds, all distribution recommendations submitted to MCF's Board of Governors for review and approval.

### *Donor Advised Passthrough Funds*

Our passthrough funds provide donors with the opportunity to recommend distributions up to the total balance of the fund, on their own timeline. Unlike our endowment funds, the fund assets are not invested. As with our endowed funds, distribution recommendations are subject to review and approval by MCF's Board of Governors.



## Fund Types and Four Key Questions, continued from [page 5](#)

### Four Key Questions to Help Clients Choose the Right Type of Fund

#### 1. “Do you want to make a gift during or after your lifetime, or both?”

Some donors prefer to start giving during their lifetime so they can see the impact of their gift, and then supplement that with a legacy gift upon their passing. Other donors prefer to begin their charitable giving with a legacy gift. The timing of a donor’s gift may have practical implications on which type of fund will best meet their charitable giving goals.

Donors interested in lifetime giving may want more flexibility in recommending distributions from their fund. They also may want the ability to designate a secondary or successor advisor for their fund as a way to involve the next generation of their family in their charitable giving. For these donors, a donor advised endowment fund, a donor advised passthrough fund or a maximum giving fund may be good options.

Donors interested in postponing their charitable giving until after their death or those interested in lifetime giving who do not need flexibility in recommending distributions may find a donor designated fund, a Field of Interest fund, or a Community Impact endowment fund preferable.

#### 2. “How will you fund your gift?”

If your client plans on using lifetime transfers from their IRA to establish or supplement their fund and wants those contributions to be treated as qualified charitable distributions (QCDs), they should look at options other than donor advised funds (for example, donor designated funds, field of interest funds and community impact endowment funds). You can learn more about QCDs [here](#).

[NOTE: Regulations proposed in November 2023 would require additional fund types to be treated like donor advised funds if passed, so it is possible that the QCD-eligible fund options may change. This makes it even more important for donors to consult with their tax advisors when they establish their fund to confirm that it is eligible to receive QCDs.]

#### 3. "How much would you like to initially contribute to your fund?"

The initial contribution amount required to establish a fund depends on the type of fund. As shown on the [Donor Advised Fund Options summary](#), our minimum initial contribution requirements range from \$1,000 for a Donor Advised Passthrough Fund to \$100,000 for a Maximum Giving Fund or a new Field of Interest Fund.

#### 4. “What is your timeline for making distributions from your fund?”

While endowments are established to provide perpetual and sustainable support for a donor’s charitable giving, maximum giving funds can be a great fit for people who want to invest their fund assets while making distributions over a shorter period. For donors who value total flexibility in when and how much they give from their fund, donor advised passthrough funds can be a great option.

---

If you or your clients have additional questions about MCF’s individual fund options, we would be happy to help! Alison Helland, Director of Donor and Advisor Engagement, can assist you or refer you to another member of our Donor Engagement team to serve as a resource for your specific situation. You can reach Alison via e-mail at [ahelland@madisongives.org](mailto:ahelland@madisongives.org) or via phone at 608-446-5937.



## Environmental Grants, continued from [page 2](#)

### *Deerfield Community Center*

In 2021, Deerfield Community Center received a \$35,000 grant from MCF to install a solar energy system for its Food Pantry and Senior Center. The solar panels form the roof of both a car port and pergola at the entrance of the community center, reducing energy costs while also creating a safer walkway for seniors and improved outdoor seating for programs and events.

The community center also chose to install double sided solar panels in this 40 kW system. By surrounding the system with white rocks as the base of their landscaping, DCC is maximizing the output of its investment. Completed in 2024, the solar panels are expected to reduce energy costs by 20% annually for the next 25 years.

### *Urban Tree Alliance*

Trees provide crucial environmental and public health benefits. They protect people from increasingly common extreme heat and rainfall. In 2023, MCF awarded Urban Tree Alliance a \$50,000 Community Impact grant for its Neighborhood Canopy project, an innovative forestry pilot to plant trees and improve air quality and increase shade in South Side neighborhoods that lack tree coverage.

Starting this summer, Urban Tree Alliance plans to plant 160 trees per year on Madison's South Side, benefiting approximately 1,300 residents. The Neighborhood Canopy project will serve as a model for neighborhood-scale, community-engaged tree canopy development and stewardship for other Madison neighborhoods and beyond.

### Nurturing Nature's Scholars

#### *Wisconsin Youth Company*

MCF awarded a \$5,300 grant to Wisconsin Youth Company in 2022 toward its Elver Park Neighborhood Center Learning Garden. Wisconsin Youth Company sought to transform the center's small courtyard into a learning garden for children and their families to enjoy. The space is now equipped with new seating areas, raised beds, colorful stepping stones, educational signage, and local wildflowers and pollinator-friendly plants.

Children can now learn how different flowers, fruits and vegetables grow in the garden as well as enjoy time reading or playing games with staff. The reimagined courtyard was completed in summer of 2023 and all produce grown in the garden goes to neighborhood residents or the center's food pantry

#### *Groundswell Conservancy & Operation Fresh Start*

People of color and people from disadvantaged economic backgrounds often face multiple barriers when entering the conservation field. Groundswell Conservancy sought to break these barriers by partnering with Operation Fresh Start to create a Conservation Graduate Crew. In 2021, MCF gave a \$32,000 grant to help kickstart this initiative and provide crew participants with the experience, training, mentorships and connections necessary to pursue a career in green business.

The program is now in its third year and has served 21 participants thus far. Students gain hands-on training and experience in chainsaw safety, pesticide application, prescribed burning, trail building and planting and pruning techniques. Participants also complete seven to 12 months of professional experience in their desired field by working with Dane County, the City of Madison, Wisconsin DNR, UW Arboretum, The Nature Conservancy, Ice Age Trail Alliance, or Groundswell Conservancy.



## **Environmental Grants, continued from [page 7](#)**

### ***Driftless Area Land Conservancy***

In 2021, MCF awarded a \$20,000 grant to Driftless Area Land Conservancy to develop a geographic information system (GIS)-based tool. This tool allowed DALC to analyze the intersection of sensitive habitat and biodiversity with areas under threat of conversion or loss.

By identifying the most valuable parcels of land in Dane County using the GIS tool, DALC then made recommendations to city and state officials on restoration and conservation needs. DALC was able to identify 10 or more tracts to prioritize for long-term protection, including prairies, forests and bird conservation areas.

### **A Green Thumbs Up**

#### ***Rooted WI***

Over the past four years, MCF has granted Rooted WI more than \$100,000 to help purchase and maintain garden space, children's education programs and build its organizational capacity. One such grant was awarded in 2020 to purchase raised beds to increase the accessibility of their community garden for a greater age range of gardeners.

Rooted partnered with the Latino Academy for Workforce Development's bilingual construction class to build and install 50 raised garden beds in 10 gardens throughout Madison. These raised beds allow older gardeners and gardeners with disabilities to access the beds more easily without putting strain on their bodies. They are also a great way to teach new gardeners and allow gardening in areas with inadequate soil.

#### ***Madison Area Food Pantry Gardens***

In 2021, Madison Area Food Pantry Gardens received a \$50,000 grant toward the purchase of the 15-acre Pope Farm Homestead, now called Forward Garden. MAFPG provides high-demand, specialty produce to nearly 30 area food pantries and other food programs annually. With this 15-acre expansion, MAFPG was able to double its growing capacity to provide 200,000 pounds of produce each year.

MAFPG and its over 1,000 volunteers recognize the growing issue of food insecurity in Dane County. More than 50,000 people currently are experiencing food insecurity in Madison, including the more than 50% of Madison Metropolitan School District students who receive free and reduced lunch, a disproportionate number of whom are members of BIPOC communities. MAFPG helps combat this disparity by providing nutrient-dense, culturally relevant produce to families in need.

#### ***Community Action Coalition***

In 2007, MCF awarded a \$300,000 multi-year grant to Community Action Coalition to strengthen and expand community gardens throughout Dane County. Working with City of Madison, Madison Area Community Land Trust, Madison Area Food Pantry Gardens, United Way of Dane County and Sustain Dane, CAC nearly tripled the number of community garden plots in Dane County.

This initiative created or refurbished 10 community gardens in its first two years, including Troy Garden, Quann Park Garden and Brittingham Community Garden. Between 2008 and 2010, the city saw a 46% increase in the number of households using community gardens. These gardens are a staple for Madison residents and food pantries, with more than 4,000 community garden plots across 47 acres throughout Dane County.

As we celebrate Earth Day and look ahead, we can draw inspiration from these projects that are committed to ongoing environmental protection and stewardship. Together, we can create a healthier environment in Dane County for generations to come.

You can support MCF's grantmaking and environmental projects like these by contributing to our Community Impact fund or Environmental Field of Interest funds. If you're interested in supporting environmentally focused projects with your giving, we would be happy to help you explore your options.

# Thank You to Our Madison Gives 2024 Sponsors!



Thank you to American Printing, TruStage, Baird and Alliant Energy Foundation for sponsoring this year's Madison Gives annual dinner! This evening of celebrating philanthropy and impact in the Madison community wouldn't be possible without their support.

Madison Gives is May 8th at 5:00 p.m. at Monona Terrace. Although our in-person event is at capacity, you can still join the event virtually at no cost.

[Register for the virtual event today.](#)

## Upcoming Dates to Remember

APRIL	<b>A Fund for Women Letters of Inquiry due</b>
30	If you are planning to apply for an AFFW grant this year, letters of inquiry are due to MCF by 4:30pm on April 30th.
MAY	<b>Madison Gives</b>
08	Our annual dinner celebrating philanthropy and impact in Madison is May 8th at 5:00 p.m. at Monona Terrace. Virtual registration is still available <a href="#">here</a> .
MAY	<b>MCF Office Closed</b>
27	Happy Memorial Day! MCF's office will be closed.
JUNE	<b>Community Impact Letters of Inquiry due</b>
03	If you are planning to apply for a Community Impact grant, letters of inquiry are due to MCF by 4:30pm on June 3rd.

[View Our Website](#) | [Privacy Policy](#) | [Email Preferences](#)

**Madison Community Foundation**  
111 N. Fairchild Street, Suite 260, Madison, WI 53703  
Phone: 608-232-1763 | Email: [frontdesk@madisongives.org](mailto:frontdesk@madisongives.org)