GET READY, GET SET, GIVE!
2019 GoodGiving Challenge

Once again, BGCF and Smiley Pete Publishing present the GoodGiving Challenge, our region’s premier online giving event. Now in its ninth year, the Challenge has raised a total of $10 million for local nonprofits.

But the Challenge does more than generate much-needed funds for the charities that do good work in our neighborhoods. It also engages the entire community and makes charitable giving easy and fun.

This year’s GoodGiving Challenge will feature:
• Over $440,000 in matching prizes that may increase your contribution by as much as 50 to 100 percent.
• Daily chances for donors to win $250 Giving Cards.
• Surprise Power Hours when all donations will be matched 50 cents on the dollar.

MARK YOUR CALENDAR!
The 2019 GoodGiving Challenge runs from December 3 at 9 a.m. to December 9 at 11:59 p.m.

FROM LISA ADKINS
Our President’s Letter

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Awarding more than $10 million in grants (focused largely on local nonprofits and projects) and receiving more than $18 million in gifts to new and existing charitable funds during fiscal year 2019, the Community Foundation is celebrating another terrific year. Together, we continue to create more generous, vibrant and engaged communities across the Bluegrass and Appalachia, Kentucky. Read more about what we achieved in FY19 on page 6.

Finally, it’s hard to believe that Thanksgiving is just around the corner, which means the GoodGiving Challenge (launching at 9 a.m., Tuesday, December 3), 2020 tax planning and year-end giving will be here before we know it! At BGCF, we are ready to serve as your partner in giving. Whatever your charitable need or aspiration is – we offer personalized solutions. Drop by our office in the Woodland Triangle, give us a call at 859.225.3343 or send me an email at ladkins@bgcf.org to discover all the ways we can help.

Lisa Ashner Adkins, J.D.
President/CEO
Meet Fran Taylor, BGCF Board Chair

New chair Fran Taylor has served on the BGCF board since 2010. She has also served in the nonprofit community as a volunteer, supporter and leader for a variety of organizations. She and her husband, Tom Cheek, divide their time between their home in downtown Lexington and their farm in Sadieville.

BGCF Hires Director of Strategic Initiatives & Communications

Lauren Parsons joined the BGCF team on September 3. A licensed attorney with over a decade of marketing experience, Lauren will wear many hats at BGCF, including brand manager and GoodGiving Challenge leader. Lauren lives in Lexington with her husband, Matt, and their two young children. She can be reached at 859.225.3343 or lauren@bgcf.org.

2019 On the Table Results

On March 27, 2019, over 10,000 adults participated in On the Table conversations across the bluegrass. These robust conversations revealed several common themes, goals and priorities for participants and the greater community as a whole. A summary of the conversation results can be found on our website at bgcf.org/onthetable/results.

Outlaw State of Kind Benefit Concert

BGCF is thrilled to partner with country music star Chris Stapleton, who will be performing in Lexington on April 25 at the University of Kentucky’s Kroger Field. All net proceeds from Chris’s concert will be donated to Outlaw State of Kind Hometown Fund, a donor-advised charitable fund at Blue Grass Community Foundation. Initial grants from the fund will support music and arts education in Central and Appalachian Kentucky.

BLUE GRASS COMMUNITY FOUNDATION

Learn more about Blue Grass Community Foundation’s network of endowed community funds and how they improve the quality of life across our region. Contact Jane Higgins, Director/Regional Initiatives, at 859.225.3343 or jhiggins@bgcf.org.

REGIONAL INITIATIVE

Spark Café

The success of Spark Community Café proves that community foundations make philanthropic dreams a reality.

In 2014, Woodford County High School teacher Kyle Fannin created a social studies capstone course called Community Activism to provide seniors with real world learning experience before graduation.

The inaugural Community Activism class heard presentations on issues facing Woodford County, and ultimately settled on the revitalization of downtown Versailles for their class project. Thanks in part to a $2,000 grant from Woodford County Community Fund, the students’ project came to life as Spark: Ignite Downtown Versailles – a three-day festival featuring live music, food trucks and local vendors designed to demonstrate the viability of doing business in downtown Versailles.

The interests of the Community Activism students evolved over the years, and so did their class project. The Spark: Ignite Downtown Versailles festival became Spark Café, a pop-up coffee shop to showcase the need for a community space in downtown Versailles. And two years ago, as the students learned more about the effects of food insecurity on their fellow Woodford Countians, they were inspired to rebrand as Spark Community Café – a farm-to-table, pay-it-forward, nonprofit restaurant.

And all of this was accomplished by the Community Activism students without funding from the school system.

“It would not have been possible without Blue Grass Community Foundation and Woodford County Community Fund [a geographic component fund of BGCF],” said Kyle, now a co-Executive Director of Spark Community Café, along with former Community Activism student Tristan Terrell.

Dating back to the beginning, the Spark projects have received multiple grants from Blue Grass Community Foundation and Woodford County Community Fund.

“But it goes beyond the fiscal sponsorship,” said Kyle. “It’s also the support, the answered questions and the help we received from BGCF staff.”

Spark Community Café opened in March and celebrated six months in business in October. And now its board wants to start an endowment at BGCF so they can shift some of their focus away from fundraising.

“The name recognition of BGCF is invaluable in the Bluegrass,” said Kyle. “Our association with BGCF gave our venture an air of legitimacy that wouldn’t otherwise be available to a retired teacher and a bunch of students.”

Learn more about Blue Grass Community Foundation’s network of endowed community funds and how they improve the quality of life across our region. Contact Jane Higgins, Director/Regional Initiatives, at 859.225.3343 or jhiggins@bgcf.org.
Geri Polvino has always been a trailblazer. When she was in high school, her parents gave Geri and her sister a choice: they could pay for a wedding or college, but they could not afford to do both. Geri’s sister chose the wedding; Geri chose college. She was the first in her extended family to attend.

“My parents received a lot of pushback from relatives who thought it was foolish to send a girl to college,” said Geri. “They believed girls would never use their education.”

Geri earned a Bachelor of Science degree from the State University of New York at Brockport, a Masters in Education with an emphasis in sports science from Eastern Kentucky University, and later, a PhD from the University of Iowa.

Geri joined EKU’s Department of Physical Education, Health & Recreation faculty in 1966. She took over the successful women’s volleyball team from Coach Millie Maupin.

“I wanted to coach softball,” Geri said, “but EKU didn’t have a women’s softball team at the time. The university thought softball was ‘too rough’ for girls.”

After receiving her PhD in 1970, Geri was promoted to full professor at EKU and continued working with the women’s volleyball team. The Colonels won nine conference championships and eight combined league tournament titles, and graduated over 525 alumnae under Geri’s leadership.

Geri became world-famous for her contributions to the sport. In 1984, she was the first certified female coach instructor to be inducted into the prestigious International Volleyball Federation.

Geri’s goal as a coach always included going “beyond winning.” In addition to athletic excellence, she made sure her players also pursued and achieved academic excellence. Using the medium of volleyball, Geri made it possible for young women to pursue larger opportunities.

After Geri retired from EKU in 1997, she embarked on a new career as a financial advisor for Edward Jones. She now helps clients identify and reach their long-term financial goals.

Geri has given careful thought to the legacy she wants to leave. “The Community Foundation helped me clarify my goals and what I want my impact to be,” she said. “BGCF’s expertise and personalized solutions perfectly align with how I serve my own clients.”

At BGCF, Geri established the Dr. Geri Polvino, Russell, Josephine & Mary Family Scholarship Fund — named after her family in appreciation for the opportunity to pursue an education.

The scholarship will benefit female graduating seniors from Fayette, Jessamine or Madison County, with preference given to first-generation college students who demonstrate significant academic improvement during high school. Geri is funding the scholarship with IRA charitable rollover contributions during her lifetime and will enhance it after her lifetime with an estate gift.

Geri also established a BGCF Donor Advised Fund to simplify her current giving. Gifts of highly appreciated stock allow Geri to maximize her giving power while minimizing her taxes.

“I’m delighted with the ease and convenience of organizing my charitable giving through the Community Foundation,” she said. “Now, I happily recommend BGCF to my friends and clients who want to leave a meaningful legacy.”

To learn how BGCF can help you establish a charitable legacy aligned with your goals, contact Lisa Adkins, President/CEO, at 859.225.3343.
Due to the Great Depression and hard times at home, Jane Allen Newman was not able to realize her dream of going to college. But thanks to a legacy gift, she makes it possible for other hardworking Kentucky students to get their degrees.

Born in 1909 in Morganfield, Jane left home for Chicago at age 17 to work as a bookkeeper for Maybell Laboratories (soon to be Maybelline Cosmetics) just as the company was debuting eye shadow, eyeliner and mascara. Jane occasionally modeled Maybelline’s new products, appearing in the November 1936 issue of Vogue (at right).

Over the course of her life, Jane bought stock, including Maybelline, and invested wisely. But despite her success, Jane always regretted not being able to go to college, so she made provisions in her will to establish the Jane Allen Newman Scholarship Fund with a gift of $570,000.

In a testament to the power of endowments and BGCF’s good stewardship, since Jane’s passing in 1996 the Jane Allen Newman Scholarship has awarded more than $520,000 to 102 Kentucky students.

The Jane Allen Newman Scholarship is for graduating seniors with significant financial need from Fayette, Harrison or Union counties. Preference is given to first-generation college students. The scholarship is renewable for up to four years of undergraduate study.

Applications are available at bgcf.org/learn/scholarships
The BGCF Scholarship Committee honors the lives of deserving students in our region. We review scholarship applications based on each donor’s specific wishes to ensure that the selected candidates are most deserving of the award. For those BGCF scholarships over which we have influence and discretion, we are especially inspired and committed to awarding need-based scholarships to first-generation college students. It is truly rewarding to serve, knowing that BGCF scholarships have such a powerful effect on young lives.”

— Dan Prater, BGCF Scholarship Committee Chair
GRANTS
$10,160,964
GRANTS AWARDED IN FY 2019
$96.1 MILLION
TOTAL GRANTS SINCE 1967

CONTRIBUTIONS
$18,257,867
CONTRIBUTIONS IN FY 2019
$193.2 MILLION
TOTAL CONTRIBUTIONS SINCE 1967

GOODGIVING CHALLENGE
$1.5 MILLION
RAISED FOR LOCAL NONPROFITS
$10 MILLION
SINCE 2011

CHARITABLE ASSETS
652 FUNDS
$137 MILLION
TOTAL ASSETS
AS OF JUNE 30, 2019

$85.8 MILLION
LEGACY GIFTS
FUTURE ESTATE GIFTS

$84.7 MILLION
PERMANENTLY ENDOWED

ENDOW KENTUCKY
$6.6 MILLION
IN KY TAX CREDIT GIFTS
CONTRIBUTED TO ENDOWMENTS SINCE 2011

GRANTS BY LOCATION
85% of grants were awarded in Kentucky.

85% of grants were
awarded in Kentucky.

GRANTS BY COUNTY

HARRISON COUNTY
$89,701/
21 GRANTS

SCOTT COUNTY
$47,170/
22 GRANTS

FRANKLIN COUNTY
$158,650/
60 GRANTS

FAYETTE COUNTY
$4,622,069/
1129 GRANTS

ANDERSON COUNTY
$600/
2 GRANTS

WOODFORD COUNTY
$176,29 /
69 GRANTS

BOYLE COUNTY
$240,407/
49 GRANTS

JESSAMINE COUNTY
$124,704/
40 GRANTS

BOURBON COUNTY
$65,923/
28 GRANTS

MONTGOMERY COUNTY
$29,088/
11 GRANTS

BATH COUNTY
$161,932/
18 GRANTS

ROWAN COUNTY
$130,847/
28 GRANTS

MORGAN COUNTY
$27,240/
2 GRANTS

MAGOFFIN COUNTY
$34,610/
18 GRANTS

CLARK COUNTY
$855,361/
69 GRANTS

MADISON COUNTY
$130,600/
69 GRANTS

CORE SERVICE AREA
$6,895,191

KENTUCKY
(OUTSIDE CORE SERVICE AREA)
$1,822,678

OUTSIDE KENTUCKY
$1,339,564

 Counties with Community Funds
WELCOME TO THE FAMILY!

These new charitable funds were established between January 1 and September 30, 2019. Please join us in welcoming them to our BGCF community of givers.

If you would like to create your own charitable giving fund, contact Scott Fitzpatrick, Vice President, Advancement at 859.225.3343 or sfitzpatrick@bgcf.org.

Looking for that perfect gift this holiday season?

BGCF HAS THE SOLUTION: GIVING CARDS!

Giving Cards are much like retail gift cards, except the person who receives the Giving Card can redeem it for the benefit of any public charity in the United States, including schools and places of worship. We have dozens of fun, colorful cards to choose from, or create your own! We can customize Giving Cards for your own personal special occasions or brand them with your business’s logo. And they’re a wonderful way to introduce kids to the idea of giving back – they make great stocking-stuffers or Hanukkah gifts.

Browse our full selection of Giving Cards at bgcfgivingcards.org. To purchase a Giving Card or create a custom design, contact Kristen Tidwell, Director of Grants and Scholarships at 859.225.3343 or kristen@bgcf.org.
For Your Calendar

GoodGiving Challenge!
The GoodGiving Challenge launches Tuesday, December 3 at 9 a.m. and runs until 11:59 p.m., Monday, December 9. Visit and bookmark BGgives.org to familiarize yourself with the 131 participating nonprofits and plan your giving strategy. Together, let’s make the 2019 GoodGiving Challenge the most successful yet!

On the Table 2020
Save the date for March 25, 2020, when CivicLex will host On the Table, powered by Blue Grass Community Foundation.
More details to come!

Join BGCF365
Emerging civic leaders in their 20s, 30s and 40s in Fayette, Franklin or Rowan counties interested in getting directly involved in philanthropy should make plans now to join 365 for 2020. For just $1 a day ($365 annually), members pool their charitable contributions and decide which causes their collective dollars support through competitive grant programs. Membership also includes a variety of networking and educational opportunities, making it a great way to become more engaged in the community.

To learn more, visit bgcf.org/365 or contact Halee Cunningham, Gift Planning Officer/Deputy Counsel, at 859.225.3343 or halee@bgcf.org.

WRAP UP 2019 WITH YEAR-END GIVING

Do You Need To:

■ Take an immediate tax deduction, but don’t want timing pressure to dictate your giving?
■ Avoid capital gains tax on appreciated stock?
■ Avoid income tax on distributions from qualified retirement plans?
■ Reduce the hassle of collecting numerous charitable receipts for itemization?
■ Plan your charitable legacy?
■ Donate complex or unusual assets to charity?
■ Invest your current charitable dollars to maximize future giving?
■ Find a source for reliable, current, objective information to guide your charitable giving?
■ Simply make your charitable giving more efficient?

BGCF CAN HELP!

Contact a member of our Advancement Team at 859.225.3343.