

## Michigan Masonic Charitable Foundation

### Report to the 2008 Annual Communication of the Grand Lodge F.& A.M. of Michigan

*The mission of the Michigan Masonic Charitable Foundation (MMCF) is to provide quality programs and services for Masons and their families while making communities a better place to live.*

Dear Brothers,

The Board of Trustees of the Michigan Masonic Charitable Foundation (MMCF) has taken historic steps in the past year to develop a forward looking mission and action plan for the Foundation. We are pleased to provide this report to the delegates and brethren attending the 2008 Annual Communication of the Grand Lodge F.& A.M. of Michigan, and we offer a heartfelt thanks to our Fraternity members for their support and guidance.

#### **Strategic Planning, Organization & Progress**

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MMCF was born out of the merger of the Masonic Foundation of Michigan and the Michigan Masonic Home Charitable Foundation. The merger resulted in a single Foundation with an expanded mission that includes support for senior Masons and spouses at Pathways or otherwise in need as well as youth, education and child safety initiatives. The MMCF began operation under its present name on April 1, 2007. Shortly thereafter, the IRS formally approved the merger that created the MMCF.

#### **Strategic Plan**

After the merger, priority one was the development of a strategic plan to guide the MMCF into the future. The Foundation's new Executive Director, Brother Lawrence Wallach, was charged by the MMCF Board with leading the process by which a mission, priorities and a plan for the future, along with specific action steps, were created. Brother Wallach hit the ground running. After a careful search, Brother Wallach recommended, and the Board approved, Linda Shinn of the *Consensus Management Group* as facilitator. Working with Brother Wallach, Linda Shinn reviewed all important Foundation documents and spoke with key past and present Fraternity leaders as well as Board members. The goal was to develop a clear understanding of what the Fraternity wanted and needed from the Foundation and how the Foundation was perceived by Fraternity members. This feedback was presented to the Board by Brother Wallach and Ms. Shinn, both in person and in a written report.

In the fall of 2007, the full Foundation Board met in two full-day retreats—one in September and one in October—to develop the Foundation's mission statement and set key priorities to guide Foundation activities. The result was embodied in the first strategic plan, which was adopted by the Board in November 2007.

The key priorities identified by the board in the strategic plan are:

### ***1. Programs & Services***

- MMCF will provide support to Masonic residents of Pathways in need, widows and orphans
- MMCF will preserve the history of Masonry in Michigan by seeking grants and other resources to support conservation of and increased public accessibility to the Masonic library and archives
- MMCF will grow the Michigan Child ID Program by strengthening relationships with public safety officials and others committed to the safety and well-being of children
- MMCF will provide student assistance training and match student scholarships provided by lodges
- MMCF will match grants provided by lodges for selected community charities

### ***2. Image and Identity***

MMCF will strengthen the image of Masonry in Michigan by:

- Continuing to provide funds for indigent Masons at Pathways
- Continuing to provide lodges with matching funds for scholarships and community projects
- Improving and enhancing the MMCF web site
- Using our Masonic Magazine to showcase projects supported by MMCF
- Expanding outreach to widows
- Expanding outreach to lodges
- Enhancing the role of the speakers' bureau as a source of information and resources

### ***3. Expanding Donor Base***

MMCF will expand its donor base by increasing the number of contacts and relationship building with Masons and increasing the Board's commitment to philanthropy.

#### **4. Structure & Governance**

The MMCF will be governed to achieve maximum efficiency and effectiveness.

##### **Work Plan**

With the strategic plan as a guide, Brother Wallach, working with Foundation staff, developed the first comprehensive work plan that sets out specific action steps, responsibilities and timelines, along with a staff structure to meet the objectives set out in the strategic plan. The Board approved the work plan in January 2008.

Key plans for the coming year include:

- Visits to lodges to talk with members about the Foundation
- Outreach to Widows
- Increased one-on-one relationship-building meetings with Fraternity members throughout the state
- Regional Lewis Cass Society events to attract new members

##### **Staffing**

With important tasks set out, the key staff positions necessary to carry out these tasks were identified. As a result, the candidate searches have begun following new staff positions:

- A programs and outreach assistant
- A communications manager
- A development/major gifts officer

Job descriptions were developed and ads placed in major state newspapers in late March 2008. Interviews are ongoing.

##### **Policies & Procedures**

Working with the MMCF Board, Brother Wallach has developed policies and procedures for payment of invoices and expenses. He is also preparing draft guidelines to assist the Board in approving and managing corporate sponsorships of selected Foundation programs.

##### **Foundation Office**

The MMCF Foundation offices, which had consisted of several disconnected rooms in the Pathways Administration wing, have been consolidated and moved to a larger space just above the main Pathways entrance, on the third floor. The improved work areas and increased storage space significantly enhance the Foundation's ability to carry out its mission.

## **Communications**

One simple fact is central to all that we do. If we—the Foundation and Fraternity—don't tell our story, no one else will.

It is vital that the Fraternity knows about the Foundation and the ways that it is a partner to Masons and their lodges. It is also important that the general public know about the Foundation and the many ways it helps Masons to support charitable and community projects throughout Michigan. Accordingly, Brother Wallach, working with **Johnson Rauhoff**, the Public Relations firm that helped to develop the “Share the Secret” campaign for Grand Lodge, is overseeing a major upgrade of the Foundations' ability to communicate with members, work with the media, assist lodges in publicizing their charitable works and insure that the Foundation's messages are in alignment with those of the Grand Lodge, Pathways and our Masonic Renewal efforts.

Fraternity members will be able to see the results of this enhanced communication capability on the MMCF's new website. The MMCF website will not only inform Fraternity members about the Foundation, its programs and giving opportunities, but also allow for on-line donations and the preparation and downloading of community charities matching-grant and scholarship applications. The website will be a place for both information and interaction between the Foundation and fraternity members.

The Foundation is in the process of interviewing candidates for the post of Communications Manager. This person will provide information about the Foundation and its programs to the Fraternity. They will also work to insure that Foundation matching grants for scholarships and community charities, and the work of the Michigan Child ID Program attain the visibility they need, among the Fraternity and the general public. This will include assisting lodges in getting publicity for the support they provide to charitable projects and scholarships and helping to gain local media coverage for Michigan Child ID events. The result will be greater Fraternity awareness of the Foundation and its role and a stronger, more public, profile for the Foundation and the Masons.

## **Outreach & Involvement with Michigan's Leading Philanthropic Organizations**

The MMCF, by the size of its endowment, ranks among Michigan's largest Foundations. As such, it is important that the Foundation is involved with the state's philanthropic world and those within it who have similar interests and needs.

To that end, the MMCF joined the Council of Michigan Foundations (CMF) this year. The CMF consists of over 400 Foundations, including almost all of the leading regional, state, national and international Foundations that are located in Michigan. The CMF provides Foundations with various forms of assistance including operating advice and guidance related to accounting, human resources and charitable giving. The CMF is also the major Michigan advocate for state and federal laws and policies to encourage charitable giving. The benefits of CMF membership include assistance with specific MMCF needs and the opportunity to develop relationships with major Foundation,

corporate and governmental leaders. In November 2007, CMF President Rob Collier, one of the most respected individuals in Michigan Philanthropy, attended the MMCF's Board Meeting, offering guidance on all aspects of strategic planning and fundraising. The CMF is continuing to provide assistance to the MMCF as we carry out our work plan.

In March 2008, Brother Lawrence Wallach joined other major state Foundation leaders on a trip to Washington, DC for a CMF-led "Foundations on the Hill" Day. The purpose of this event was to encourage Michigan's congressional delegation to support legislation, such as the IRA Charitable Rollover, that encourages and enhances charitable giving. As part of the CMF delegation, Mr. Wallach met with Sen. Carl Levin, Rep. Fred Upton, Rep. Dave Camp (whose district includes Masonic Pathways in Alma), and staff from Rep. John Dingell's office.

In the spring of 2009, Masonic Pathways in Alma will be the location of a major statewide conference of grant makers in aging. The conference, to be sponsored by CMF, will bring together, for the first time, many major Foundations and other funders of programs to improve the quality of life for seniors. We will have more information about the conference as plans develop, but we can take pride that Masonic Pathways will be the location of this historic conference.

### **Charitable Support by MMCF**

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During the past fiscal year (April 1, 2007—March 31, 2008) the Foundation has provided almost \$5.4 million to support Masons, their communities and the Masonic Fraternity. Below is a breakdown of types of programs supported in fiscal year 2008:

• Masonic Pathways	4,950,000
• Outside Relief	71,800
• Scholarships (Matching Lodge Grants)	120,000
• Community Charities (Matching Lodge Grants)	32,000
• Library and Museum	147,335
• Michigan Child ID Program	100,000
• Student Assistance Program	25,000

#### ***Masonic Pathways***

This past year MMCF support subsidized approximately 200 residents at Masonic Pathways. This assistance represents a combination of support for indigent Masons and for Masonic-affiliated residents at Pathways.

#### ***Outside Relief***

MMCF provided nearly \$72,000 to for home assistance to 17 elderly Masons in need.

### ***Student Assistance Program***

The MMCF supported two Student Assistance Programs in Flint and Dowagiac. More than 120 participants attended the programs at these sites.

### ***Community Charities & Scholarships***

In the past year, the MMCF provided 82 matching grants in response to requests from 51 lodges. Matching grants helped a wide range of community charities supported by lodges throughout Michigan. Below are some examples of some of the charitable activities that MMCF matching grants helped to support last year:

- Brighton Lodge, No. 247 requested and received partial matching funds toward the purchase of a search and recover dog for the Livingston/Howell Fire Department. The dog will service all fire and police departments in Livingston County.
- Menominee Lodge, No. 269, requested and received matching funds to help provide defibrillators for all Emergency vehicles in Menominee County.
- Potterville Lodge No. 367 requested and received matching funds for the purchase of food and materials to aid victims of a tornado in the area that destroyed and damaged a number of homes.
- Ithaca Lodge No. 123 requested and received matching funds to provide widows of their deceased lodge brothers a small Christmas gift.
- Perry Lodge No. 350 requested funds to send “relief packs and supplies” to the 144<sup>th</sup> Military Police Company (based in Owosso) and serving in Iraq.
- Saginaw Lodge No. 77 requested and received matching funds for the East Side Soup Kitchen and Community of Christ Church. These monies helped to supply the soup kitchen and provide Christmas food baskets to needy families.
- Harbor Springs Lodge No. 378 requested and received matching funds for the Boy Scout Camporee. The Camporee provides over 200 Boy Scouts the opportunity to learn gun safety and range rules and protocol.
- John Q. Look Lodge No. 404 requested and received matching funds to help construct a children’s playscape.

The MMCF also provided almost 270 matching scholarship grants to match scholarships awarded to deserving students selected by 117 local lodges. These scholarships assist students with the cost of college and help them attain the education that will be so important as they become the employees, citizens and community leaders of tomorrow.

MMCF’s matching grants help your lodge make a positive difference in lives of so many of all ages in communities across the state. They increase the impact of your charitable

gift. They are a great example of Masons making a difference and of how the MMCF is a partner for your and your lodge. This year and in future years, we hope to see a greater number of lodges take full advantage of the Community Charity and Scholarship matching grants.

### **Charitable Giving to MMCF**

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The MMCF and the Fraternity it serves must develop the financial resources to meet our new mission, now and well into the future. This is a major priority for the MMCF and for every member of our Fraternity, and it is a challenge that the Foundation will devote considerable time, energy and resources to in the months and years to come.

From April 1, 2007 through March 31, 2008, MMCF received **3,752 gifts** for a total of **\$1,668,387**. Major gift categories include:

- Bequests 1,505,194
- Memorials 14,653
- Individual 88,242
- Corporate 3,500
- Grants 29, 226

In addition to the above gifts, the MMCF is the will be the recipient of nearly \$600,000 in bequests from estates that are in various stages of the probate process. The MMCF will receive these funds upon distribution of the estates.

### **Lewis Cass Society**

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The Lewis Cass Society continued to grow. The Eighth Annual Black-Tie Dinner was held on April 12, 2008. **At that time, the Lewis Cass Society had a total of 268 members. Since its inception in 2000, twenty devoted Brothers and Sisters in Masonry have given a total of over \$2.3 million either in outright gifts, charitable gift annuities, or in bequests.**

In joining the Lewis Cass Society, you indicate your intent to remember the MMCF in your estate plan. It can be as simple as putting the following in your will:

#### ***Form of Will***

*I give, devise and bequeath the (sum of \$ \_\_\_\_\_ dollars) (all the rest, residue and remainder of my estate), to the Michigan Masonic Charitable Foundation located in Alma, Michigan, to be deposited in its Endowment Fund.*

By including the Foundation in your estate plan, you help to guarantee that the MMCF will be there for Masons in need. It is easy to join the Lewis Cass Society. Just contact

the MMCF Office at 1-800-994-7400 and ask for Diana Bradley at extension 3803. She will be happy to mail you an application.

### **Generous Donors**

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The generosity of Masons and their spouses over the years has helped make our Fraternity and Foundation what they are today. The stories of the following donors provide poignant examples of that generosity. They also bring meaning to the saying “Masons Care.”

#### **Mildred Miller: A Salute to a Lewis Cass Society Member**

The story of Mildred Miller and her husband Dan is an inspiring tale of the “Greatest Generation”. Mildred was born in Detroit, Michigan on September 16, 1912 but grew up in Indiana where she went to live with her aunt and uncle. When her father remarried, she moved back to Michigan to live with him. She graduated from Hazel Park High School in 1937.

Mildred loved to dance and she would ride the streetcar to the old Greystone Ballroom in Detroit. Mildred and Dan met at one of these dances and this eventually led to their marriage in 1943. Mildred worked at the Ford Motor Company until her retirement in the late 1970’s. Dan served in World War II. After Dan was discharged from the Army and returned to the Detroit area, he worked as a salesman for the Difco Drug Company calling on doctors. Dan Miller was a member of \_\_\_\_\_ Lodge.

Past Grand Master Wayne E. Turton and his wife Mary knew Dan and Mildred Miller for many years. In fact, Wayne and Mary brought Mildred to the Annual Lewis Cass Black-Tie donor Appreciation Dinner on several occasions. Dan passed away on February 28, 1999 and Mildred on March 29, 2007.

***Mildred became a member of the Lewis Cass Society and has left funds in excess of \$170,000 to MMCF.***

#### **John Robison: A \$100 Gift was the Tip of a Great Iceberg**

Jack Robison was also a member of the “Greatest Generation”. Jack was born on March 31, 1926, in Clinton, Michigan. He served in the U.S. Air Force during World War II. He was raised as a Master Mason on July 9, 1948 in Clinton Lodge No. 175. He and his wife, Shirley, moved their family to Southern California in 1951 and founded Robison Electronics. He moved his business and 30 employees to San Luis Obispo in 1973 where he became a stable employer for as many as 300 employees.

As the business prospered, Jack and Shirley shared the profits with their employees. On a yearly basis, whether the business environment was good or not, his workers received pension and profit-sharing contributions together with year-end bonuses and “chocolates.” He and Shirley lived the American Dream. He also shared with the community. At Thanksgiving and Christmas, organizations such as Grass Roots received an annual bounty of food for distribution to the needy in the community. His garden produced fruit, vegetables and roses, which he constantly shared with his acquaintances

and employees. Jack enjoyed the company of his Irish setters that were never far from him. He was also a member of the Elks and the Eagles.

On May 15, 1998, John “Jack” Robison wrote out a \$100 check and mailed it to what was then called the Grand Master’s Appeal. Little did the Michigan Masonic Charitable Foundation (MMCF) realize that this was just the beginning of a most generous series of gifts. Brother Jack passed away at his home on December 30, 2002. ***Soon after, MMCF began to realize the magnitude of this Brother’s generosity. Seven estate gifts have now been received for a total of \$1,760,490.61! If we count that first 1998 gift, the total from one Brother to the MMCF Endowment Fund is \$1,760,590.61.***

It is ironic that the last estate gift arrived on Jack’s birthday, March 31. It so happens that day is the last day in the MMCF fiscal year. Jack left a wonderful birthday gift that will help Masons, spouses and others in need.

Masons Care!

### **The Michigan Child ID Program**

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Last year, operation of the Michigan Child ID Program was placed under the Foundation. Since its inception, the Michigan Child ID program has provided identity kits to the parents of over 25,000 Michigan children. The identification process is one of the most complete of any child ID program. The kit parents receive includes DNA samples, dental imprints, pictures and speech and contains everything needed for the Amber Alert.

In the past year Brother Wallach has worked with ***Johnson Rauhoff*** to develop a new and improved Michigan Child ID program logo and to create a brochure that explains the Michigan Child ID program in clear, simple language.

Work is now underway on a comprehensive plan for operation and governance of this program. The plan will help us take the Michigan Child ID Program to the next level in terms of visibility and impact. This means enhanced lodge participation and the ability to efficiently and effectively serve a greater number of children and parents and to become part of larger child safety coalitions. With that in mind, we are also working to develop corporate partnerships that can provide both increased funding and greater visibility.

### **Masonic Library & Archives**

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The Masonic Library & Archives in Grand Rapids, so ably managed by Brother John Wallsteadt, P.M., is also a part of the MMCF. In the past year, Brother Wallsteadt consolidated storage space and categorized and properly stored almost all of holdings. The Library and Archives are a great source of Masonic History. They are also a valuable source of Michigan history, genealogical research and a place where the public can learn about Masonry. Accordingly, we are now developing plans to obtain a professional conservation assessment that will help us to determine conservation needs

and are looking at innovative ways to promote increased access to the library by the Fraternity and the general public.

### **Trustee Leadership**

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Two new Trustees joined the MMCF Board in the past year. They will serve three year terms expiring in May 2010. The new Board members are State Senator Ray Basham and Dan Kachadourian. They replace Robert N. Osbourne, PGM and Richard K. Rappleye, who concluded their service last year. In addition, R.W.G.T. Thomas Hamlin resigned due to ill health.

### **Staff Leadership**

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The MMCF staff is led by Executive Director, Brother Lawrence Wallach. Brother Wallach is deeply committed to the Foundation's mission, objectives and priorities and is firmly focused on insuring that the MMCF has the capability to meet the needs and expectations of our Fraternity and of individual Masons, now and in the future.

Brother Keith Bankwitz, MMCF Director of Philanthropy, has helped to expand the Foundation's resources and to increase charitable giving among Masons for over a decade. These efforts include the development and growth of the Lewis Cass Society. Diana Bradley, the Foundation's Administrative Assistant, brings great efficiency and commitment to all aspects of Foundation activity.

### **Closing Comments**

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The past year has been one of planning and progress for the Michigan Masonic Charitable Foundation. The new and expanded mission, the plans and priorities that have emerged, and the many activities supported by the MMCF, should be a real source of pride for every Mason. Yet, much remains to be done. The partnership that exists between the Foundation and Lodges can create a meaningful and lasting impact to the benefit of the Fraternity, our brothers and their communities across Michigan. The possibilities are virtually limitless. We are grateful for your support and encourage each of you to consider new opportunities to achieve our noble tenets by expanding Masonic philanthropy in Michigan.

Sincerely and Fraternaly,

### **Board of Trustees Michigan Masonic Charitable Foundation**

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