



**Ausherman**  
Family Foundation

# 2018 Annual Report

## Mission

The Ausherman Family Foundation (AFF) empowers the passion for change in Frederick County, Maryland.

## Vision

The Ausherman Family Foundation's vision is that Frederick County is a thriving community of vibrant spaces and places, with a superior quality of life, and strong and collaborative nonprofit organizations.

To realize their vision, the AFF Trustees support the following activities:

- Lead others to give
- Catalyze major projects and partnering with others
- Fill gaps in service
- Sustain effective cooperation with other nonprofit organizations (NPOs)
- Collaborate and partner with other grant-making organizations
- Support leadership development through charitable giving
- Offer grants for NPOs for capacity building, operations, programs, projects, and focus initiatives

## Values

AFF values organizations and entrepreneurs who possess a range of character attributes which we believe are important to achieving our mission. These attributes include:

- *Aesthetic Sensitivity: Bringing beauty and harmony to people, places, and events, and making the commonplace more attractive.*
- *Caring: Having an active expression of concern for and empathy with others.*
- *Community Service: Giving time and talent, with no expectation of reward, to projects that benefit individuals or communities.*
- *Competence: Being resourceful, skilled, and having the capacity to complete commitments.*
- *Dedication: Being selflessly devoted to the cause at hand.*
- *Dependability: Following through on commitments.*
- *Enthusiasm: Bringing an infectious zest for life to everything.*
- *Fun: Appreciating activities that are enjoyable or amusing.*

- Integrity: *Being honest and doing the right thing, even when it is costly, and no one is looking.*
- Passion: *Having boundless enthusiasm for a cause, ideal, or goal – and sustaining perseverance in furthering or achieving it.*
- Planning and Organizing: *Working toward short- and long-term goals with clearly stated directions, associated policies, and procedures.*
- Respect: *Honoring others' differences.*
- Results-Oriented: *Achieving tangible, measurable results in a cost-effective way, i.e., social return on investment.*
- Self-Reliance: *Working hard and doing everything possible to bring about desired goals.*
- Strategic Risk-Taking: *Initiating opportunities and taking commensurate calculated risks.*
- Theoretical Strength: *Developing a conceptual framework based on knowledge and information.*

## Governance

### AFF Strategic Planning

In 2017, Trustees of the Ausherman Foundation contracted with The Philanthropic Initiative (TPI) to embark on a new strategic plan for the Foundation. In 2018, one of the major components of that plan was undertaken resulting in all AFF's Board Committee Charters, Policies and Procedures, and the organizations by-laws being reviewed and updated.

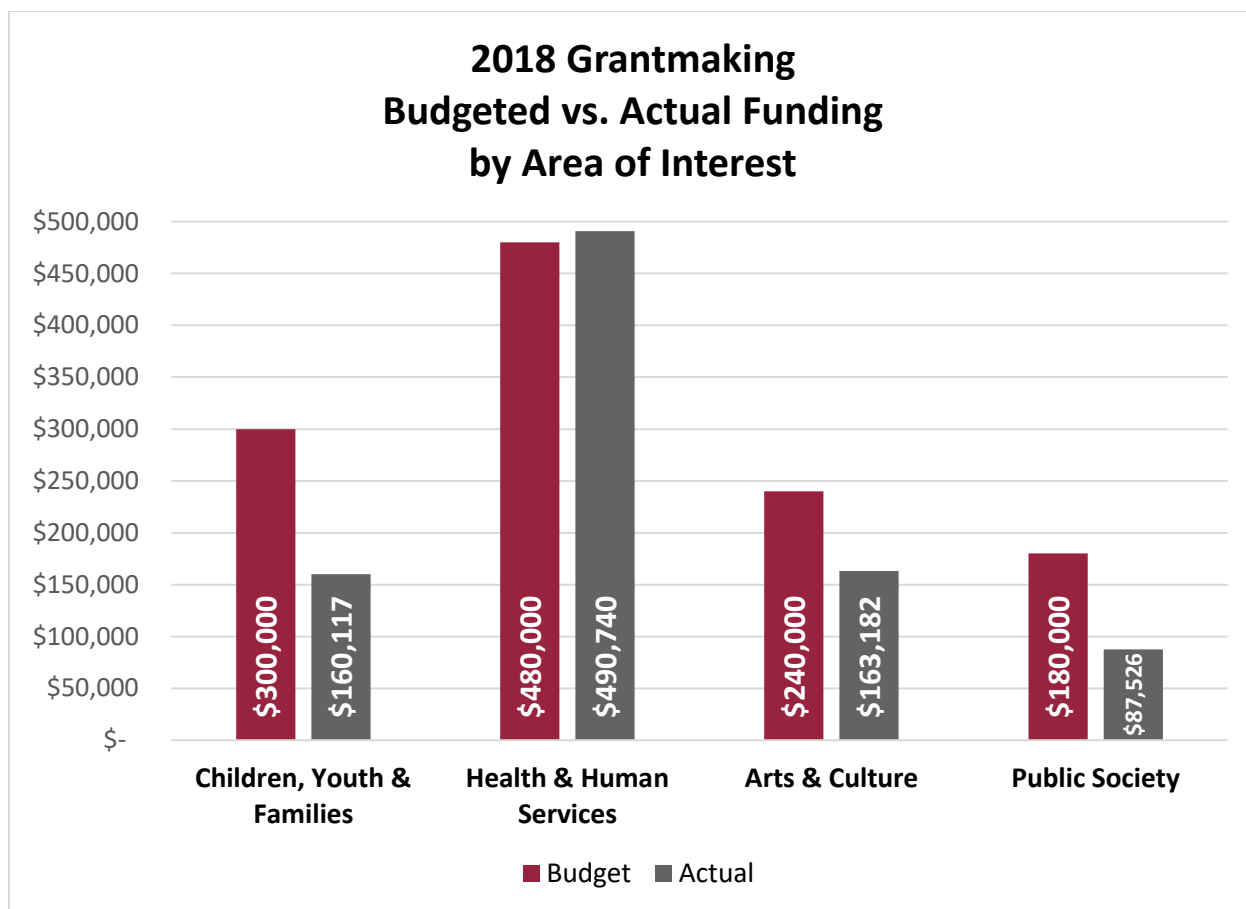
## Community Investment

In 2018, Trustees invested **\$4,791,399** into the Frederick community. Of this amount, \$757,430 was disbursed in grant funding and \$4,033,969 in major projects, which included funding to catalyze New Spire Arts. Samples of the awards granted, and projects undertaken, are outlined in this 2018 Annual Report.

The chart below shows the funding by areas of interest: Arts & Culture, Children, Youth, & Families, Health & Human Services, and Public/Society Benefit.

- **#1: EMPOWERING CHILDREN, YOUTH, AND FAMILIES** through programs such as scouting, mentorships, youth leadership, youth community service clubs and job training, parent engagement, college access, academic enrichment, and arts activities. - **\$160,117**
- **#2: PERFORMING HUMAN SERVICES AND ENHANCING HEALTH** to prevent, alleviate, or help people cope with crisis through crime prevention, legal services, employment, food, housing, shelter and healthcare such as mental health treatment, crisis intervention, diseases, disorders, and dental care. - **\$490,740**
- **#3: PROMOTING THE ARTS AND CULTURE** through visual and performing arts studios, centers, programs, and schools, services for artists, performers, entertainers, and writers, media organizations, historical societies, and museums. - **\$163,182**
- **#4: CONTRIBUTING TO SOCIETY AND THE PUBLIC GOOD** through the beautification of public spaces, civic organizations and institutions, community and neighborhood development and improvement, and philanthropic, grant-making, and volunteer foundations. - **\$87,526\***

*\*This number and the totals in the summary above do not reflect credits received from past commitments that were closed without payment.*



## Grant Programs

AFF grant programs are place-based, benefiting nonprofit organizations in Frederick County, Maryland. Programs include Capacity Building, General, Focus, and Challenge Matching grants. Matching grants accounted for 21% of all approved 2018 grants, potentially leveraging a total of \$279,600 in giving from the Frederick community.

### 2018 Grants Processing

Grants Processed by AFF	172
Grants Reviewed by AFF Trustees	89
Grants Approved by AFF Trustees	56
Grants Denied by AFF Trustees	33
Trustee Directed Grants	54
Employee Matching Grants	29
Number of Organizations Funded	92
Total Grant Funding	\$757,430

In 2017, a Grants Committee was created and is co-led by Justin Ausherman and Renee Lopez. This committee continues to meet monthly to review grant requests and make recommendations to the full board of Trustees. Over the past year, the efficiencies of this committee and the grant review process have improved.

## General Grants

General Grants are awarded to fund costs associated with operating an organization, and/or developing, implementing, and/or maintaining a project or program. Operating costs include the fixed and variable expenses of the organization. Program costs include expenses associated with the services related to the organization's mission. Project costs include expenses associated with a specific activity that moves the organization's mission forward.

Below is a sampling of successful 2018 General Grants:

### PROMOTING THE ARTS AND CULTURE

- \$49,500 – Delaplaine Visual Arts, Community Outreach
- \$3,500 – Frederick Catoctones, 50<sup>th</sup> Anniversary Show
- \$5,000 – Frederick Arts Council, Art Exhibit
- \$10,000 – Chords of Courage, STEP UP! Student Songwriting Contest
- \$10,000 – Frederick Children's Chorus, General Operating Costs



### EMPOWERING CHILDREN, YOUTH, AND FAMILIES

- \$10,000 – Blessings in a Backpack, Weekend Backpacks of Food for Low Income Students
- \$25,000 – Boys & Girls Club of Frederick Co., Burke Street Operating Funding
- \$30,000 – Spanish Speaking Community of MD, Critical Needs Services to Low-income International Residents
- \$40,000 – Advocates for Homeless Families, Transitional Housing Program Operating Support
- \$6,000 – Frederick Reads, Radio Frederick

### CONTRIBUTING TO SOCIETY AND THE PUBLIC GOOD

- \$3,456 – The Federated Charities Corp. of Frederick, Community Conference Room
- \$5,000 – Frederick Co. Fire & Rescue Museum, William Cochran Glass Etching
- \$2,268 – The Community Foundation of Frederick Co., Demonstrating Program Success

### PERFORMING HUMAN SERVICES AND ENHANCING HEALTH

- \$20,000 – Literacy Council of Frederick County, Sustaining Literacy Program Growth
- \$25,000 – Mental Health Association of Frederick County, Matching Grant for Crisis Services
- \$15,000 – EveryMind, Inc., Serving Together: Commitment to Veterans, Service Members & Their Families in Frederick Co., MD
- \$15,000 – Mission of Mercy, Free Medical and Dental Care for Frederick Co. Residents in Need
- \$15,000 – United Way of Frederick Co., Unity Campaign Incentive Funds
- \$20,000 – Second Chances, General Operating Costs to Enhance SCG's Operation
- \$10,000 – Maryland Food Bank, Frederick County Senior Pantry Program
- \$40,000 – The Religious Coalition for Emergency Human Needs, General Operating Support



Spanish Speaking Community  
of **Maryland Inc.**



**Governor Boyd Rutherford presents Governor's Citation to Spanish Speaking Community of Maryland, Inc. for their work in empowering low-income families and immigrants from diverse backgrounds. AFF Trustee, Elizabeth Cromwell and Executive Director, Leigh Adams pictured.**

## Looking Back, Updates from Past General Grants Successes

### **Frederick Community Action Agency / Friends for Neighborhood Progress (FCAA)**

In 2011, Ausherman Family Foundation provided a catalyzing grant to help establish a youth health program providing health care to city elementary school students, their younger siblings and all homeless children in the city through a partnership with Frederick County Public Schools. AFF's funding helped to unlock matching grants and other funding sources from the U.S. Department of Health and Human Services, the Maryland State Department of Education, and the Community Foundation of Frederick County. The program is headquartered at Hillcrest Elementary School and serves children who attend Waverley, Lincoln and Monocacy Elementary as well.

In 2018, The Board of Aldermen voted unanimously to extend the Frederick Community Action Agency's School-Based Health Center for three more years and to open it to more schools. The expansion will add Butterfly Ridge and North Frederick elementary schools to the list.

## Matching Grants

Challenge Matching Grants expand upon the Trustees' desire to "Lead Others to Give." The grant program awards grants that require the recipient nonprofit organization to receive in donations as much, if not more, than the grant amount awarded. The Trustees encourage nonprofit organizations to raise matching funds by increasing contributions from present donors and expanding the organization's base of support with new contributors.

The people of Frederick County have always been generous in support of nonprofit organizations. The challenge grants give the community an opportunity to provide dollar for dollar matching funds for organizations in which they hold an interest and brings amazing dividends for nonprofits. New contributors are identified, and charitable individuals increase their giving.

In 2018, AFF awarded 12 matching grants, eight of which were fully matching and four of which were partially matching. These grants represent a potential leveraging of \$279,600 in giving from the Frederick community. Below is a sampling of successful matching grants, some of which were gifted in 2017 while others were able to raise their match in less than a year.

- **\$20,00 Matching Grant – Interfaith Housing Alliance, Housing Matters Community Service Program**

In 2017, Interfaith Housing Alliance was awarded a \$20,000 matching grant. Of that amount, \$6,000 needed to be given by new donors. They successfully met the stipulation for new donors, and far exceeded the overall total needed, raising \$195,518.29!

Of the 434 Housing Matters participants, 104 received one-on-one individual credit and home ownership counseling. During the year, 10 of those participants became homeowners. IHA partners with many organizations to deliver these services, including United Way of Frederick County, The Frederick Housing Authority, YMCA of Frederick County, FCPS and several local banks. Below is one story of positive impact created by their counseling program to support housing retention and stability.



*"IHA met Eric and his family when they moved into a 3-bedroom apartment at Natelli Manor which is located just a few blocks away from his work. IHA was able to offer him an apartment at less than \$1,000 a month. When he applied for the apartment, he learned about our home ownership program and he promptly applied for that as well and Eric's dream of home ownership came true! He purchased a 4 bedroom, 2.5 bath home in nearby Walkersville, and is paying less than \$1,000 a month – and that includes his property taxes and homeowner's insurance! He had a fairly long list of repairs to work on, but thanks to the help from some volunteers Eric gained \$40,000 equity after fixing up the property. In Eric's words "A big thanks to IHA and their Repair Program for helping me to achieve the American dream."*



- **\$25,000 – Mental Health Association, Matching Grant for Crisis Services**



In early 2018, the Mental Health Association was approved for a \$25,000 matching grant to support MHA's Call Center, Counseling Services, and Walk-In Behavioral Health. The Trustees required that 25% of the matching donations be from new donors. MHA understands the power of matching gifts and wanted to leverage the "Anniversary Gift" at their 20th Annual Catoclin Affair Gala to maximize donations made during that evening's Live Appeal. They successfully raised a record breaking \$200K at the event.



## Looking Back, Updates from Past Matching Grants Successes



### **\$100,000 Frederick Rescue Mission – Bread of Life Community Kitchen**

A few years ago, Ausherman Family Trust awarded the Frederick Rescue Mission a \$100,000 multi-year grant with a matching component to support the renovation of their Bread of Life Community Kitchen. Their kitchen is the largest provider of hot meals for the hungry and homeless in the County. AFF Staff and Trustees were honored to join them at the official ribbon cutting ceremony to celebrate the momentous occasion.

**Pictured: AFF Staff and Trustee with Arnold Farlow and his granddaughter at the Rescue Mission's Bread of Life Kitchen Ribbon Cutting.**

## Capacity Building Grants

Capacity Building Grants are important in assisting nonprofit organizations to employ consultants so that the organization can move to a new level of effectiveness and efficiency.



**Pictured: AFF Trustee Renee Lopez presenting Hospice of Frederick County Executive Director and Staff with a check for \$25,000 for Electronic Medical Records Upgrade.**

Below are the highlights of Capacity Building Grants awarded in 2018:

- \$25,000 – **Hospice of Frederick County** – *Electronic Medical Records Upgrade*
- \$6,500 – **Heartly House** - *Awareness/ Informational Video/ Marketing and Public Relations Program*
- \$20,000 – **Boys & Girls Club** - *Collaboration: BGCFC & PAL*
- \$10,000 – **Children of Incarcerated Parents Partnership (COIPP)** - *Strategic Planning*
- \$4,750 – **Downtown Frederick Partnership** - *Keynote and Technical Assistance Support*
- \$9,000 – **Empowering Community Leader's Network (ECLN)** - *Board Capacity Training*
- \$15,800 – **Interfaith Housing Alliance** - *Strategic Planning*
- \$10,000 – **Literacy Council of Frederick County** - *Human Resources Planning and Management*
- \$5,000 – **Maryland Ensemble Theatre** - *Marketing & PR Plan*
- \$22,350 – **Spanish Speaking Community of MD** - *SSCM Development Capacity Building*
- \$20,000 – **The Religious Coalition for Emergency Human Needs** - *Leadership Development for Staff*



## Looking Back, Updates from Capacity Building Grants Successes

2017 - \$25,000 – **National Museum of Civil War Medicine** - *Strategic Planning*



*Foundation allowed us to hire a professional consultant to guide us through the intensive process. This grant truly built our capacity to achieve what less than 3% of all museums have obtained, Accreditation from the AAM." - David Price, Executive Director.*

In 2017, AFF awarded the National Museum of Civil War Medicine a \$25,000 Capacity Building grant to hire a Strategic Planning Consultant to guide the Board and staff through the process of developing and authoring a strategic plan. In June of 2018, they achieved re-accreditation from the American Alliance of Museums for the maximum time, 10 years.

*"Without the Capacity Building Grant, we could not have obtained re-accreditation with the American Alliance of Museums. The funds from the Ausherman Family*

## Focus Grants

The Focus Grant Initiative was launched in 2014 by the Ausherman Family Foundation Trustees. The Trustees developed this grant award program to support organizations that would initiate and implement programs or services that were grander than any other activity of the organization (e.g. a giant leap forward).

In 2017, following the Strategic Planning Retreat, a Focus Grant Committee was created and is now co-led by Renee Lopez and Kari Browning. The Committee is also starting to think about how to expand the program to support community issues.

## Ongoing Focus Grants

**United Way Prosperity Center** – This Focus Grant provided funding to establish a fully-functioning Prosperity Center that guides lower-income, working families along a path to financial stability. Participants move through a three-step process (increase income, build savings, gain and sustain assets) of bundled and sequenced services such as workforce services, credit repair, savings campaigns, etc. which are tracked and measured over multiple years.

## Current Focus Grants



**Mission of Mercy** – This grant marked the first Focus Grant given since the original grants in 2014. As part of a \$1,000,000, three-year initiative, Mission of Mercy was granted \$50,000 per year to purchase, equip, and staff a mobile dental clinic. The clinic will follow the same model as their medical unit, serving Frederick City and County as part of a five county/two-state service area. The mobile dental clinic will allow for an increase in the number of dental patients served in a day, which will meet an urgent need for dental care in both Frederick City and County.

Staffing, including a Dental Director, is now onboard. The van has been fitted out and is being used in Taneytown. Beginning in the Spring of 2019, the dental van will be utilized in Frederick.

**Discovery Phase** - The Focus Grants Committee has started the process of investigating opportunities for additional Focus Grants by meeting with select nonprofits to learn about potential new projects that would strengthen their impact.

## Trustee Directed Grants

Each year, AFF Trustees are allotted \$12,000 to designate to any 501(c)(3) organization(s) of their choosing. In 2018, a total of \$134,890 was contributed to 43 organizations.

### Housing Authority/Young Men Rising

In 2018, AFF Trustees Kari Browning and Nicholas Branich generously supported the Young Men Rising Program with their Trustee Directed Grants which connected participants with computer access, transportation, and other vital supports.

Young Men Rising is a program under the Housing Authority of the City of Frederick led by coordinator Branden McCallister. AFF helped to catalyze the program by providing funding for the first two years through a matching general grant.



**Pictured: Branden McCallister, Program Coordinator  
with AFF Trustee, Kari Ausherman.**

The program targets young men ages 14-24 who are at risk for joining gangs and not living up to their true potential. These young men believe they are strong, but years of trauma, with few positive role models and assuming their failure to succeed as a foregone conclusion have created the armor of survival, with anger and street honor as their weapons. The hope for the program is that a staff person with experience and "street cred" can disable those weapons, recognizing personal strengths, teaching coping skills, opening doors to employment and training, positive parenting, and education.

Young Men Rising currently works with 20 youth. Five of the older participants take part in the Year Up program, a one-year initiative for urban and disadvantaged young adults designed to close the "opportunity gap" and give them the skill set and opportunity to earn a livable wage. Participants in Year Up, ages 18 to 24, choose an area of study – ranging from cyber security and IT to business fundamentals and business construction – and attend Baltimore City Community College for 6 months where they can earn 26 credit hours of college credit by the completion of the program. Participants are paired with a corporate partner and then complete a six-month paid internship at a company that matches their area of focus. The average salary upon graduation and employment is \$36,000.

*"I'm trying to break those barriers down and show them a different way,"*  
– Brandon McCallister



**Pictured: Branden McCallister, Program  
Coordinator, with Nicholas Branich, AFF Trustee.**

# Collaboration with Other Funders

## Philanthropist Roundtable

Across Maryland and the country, philanthropists are gathering together to discuss funding issues. On June 23, 2018 AFF was joined by representatives from 12 other Foundations for a discussion facilitated by Ruth Masterson of Masterson Consulting. This forum provided an opportunity for philanthropists in Frederick County to meet, learn about one another's visions, and consider how they can combine efforts and resources to address significant needs. There was also time for discussion regarding local issues. The group expressed an interest in continuing to meet and had a shared desire to evolve through common interests, shared leadership, and creative initiatives among the group.

## Frederick Foundant Group - Staff

The Frederick Foundant Group includes leaders and staff from several Frederick County funders – Helen J. Serini Foundation, whose Program Manager coordinates the meetings, AFF, the Delaplaine Foundation, Frederick County, United Way of Frederick County, and The Community Foundation. The group was originally drawn together by the common use of Foundant grants management software and a desire to help streamline grant seekers' application and reporting processes. The committee continues to strive toward this goal. However, its conversations have expanded to include best practices, creating partnerships, and analyzing the collective data to find overlaps and gaps in Frederick County NPO funding. Two collaborations took place in 2018 (noted in the next session, under Nonprofit Management Support). In 2018, the group also worked on a collective data program with Foundant.

## Leadership Development Grants Program

AFF partnered with The Helen J. Serini Foundation to co-fund the Leadership Development Grants Program. It was launched to provide leadership and/or professional development for key staff within organizations, including things like one-on-one trainings, conference registration fees, seminars, webinars, speaker series, coaching, and/or travel arrangements. The budget for this program was limited and distributed on a first-come, first-served basis to eligible organizations. Applicants could request up to \$1,500 per applicant, totaling no more than \$3,000 per organization. As of November 2018, the funds were exhausted.



In 2018, 6 awards were given to the following organizations:

- Advocates for Homeless Families – Professional Development for Family Advocate, to fund continuing education workshops that increase the family advocate's leadership skills and knowledge as she counsels homeless families.
- Children of Incarcerated Parents Partnership – Travel and registration expenses for the Executive Director to attend the bi-annual conference of the International Coalition for Children of Incarcerated Parents in August 2019.
- Interfaith Housing Alliance – Series of 5 internal team-building workshops led by Julie Gaver, to build the leadership and administrative team of IHA, rebuilding a culture of staff trust and accountability.
- Mental Health Association of Frederick County – Professional Development for the Family Services Division Director, to pay for her participation in the Infant and Early Childhood Mental Health Certificate Program.
- The Delaplaine Arts Center, Inc. – Hosting of an Implicit Bias Workshop for Delaplaine Arts Center staff as part of ongoing efforts to increase organizational cultural competency.
- The Delaplaine Arts Center, Inc. – Travel & registration costs for two staff members to attend the 2018 Conference for Community Arts Education, being held in Baltimore this year.

# Nonprofit Management Support

## 2018 Nonprofit Summit

One hundred and fourteen nonprofit attendees, including board members, executive leadership, and support staff were led by keynote speaker, Melanie Spring, and featured speakers, Gabe Cohen and Henry Berman who focused on the power of storytelling. These industry experts provided tips on how to craft nonprofit stories and tell their stories in meaningful ways using data and numbers to support their work.

This year, thanks to a partnership with the Helen J. Serini Foundation, eight scholarships were given out to organizations that didn't have the budget to send representatives.

Executive Directors	38
Staff Members	53
Board Members	19
Volunteers	5
Other	8
<b>Total Attendees</b>	<b>114</b>



## Grants Resource Center

AFF continued to support the Frederick County Library's Grant Seeker's Resource Center, contributing books related to nonprofit management such as *The Director's Manual: A Framework for Board Governance* by Peter Browning and *Generation Impact: How Next Gen Donors Are Revolutionizing Giving* by Sharna Goldseker and Michael Moody. In addition to adding to their collection, AFF once again funded the Foundation Center software to assist the county's grantseekers find potential funders.

## Workshop Series: "Demonstrating Program Success"

AFF and the Helen J. Serini Foundation co-sponsored an invitation only three-part workshop series presented by The Community Foundation of Frederick County in partnership with Delaplaine Foundation, Frederick County Government and United Way of Frederick County on October 16, October 30 and November 13. Invited nonprofits were able to apply for one of 12 slots and include at least two attendees from their organization.

Presented by Wendy Wolff of Maryland Nonprofits Consulting Group, this series reviewed the purposes and tools of data collection, the various levels of measurement and practical considerations such as budget, readiness to take action, capacity to plan, and ownership of the data. It taught nonprofit leaders not only how to gather information but how to do it in an efficient way that will help tell their story and show their impact. The goal was for nonprofits to have a logic model for at least one program that will demonstrate program success to board members, staff, funders, constituents, stakeholders, and others interested in their organizations.



## GuideStar Nonprofit Profile Training

In collaboration with the Frederick Funders Group, AFF co-hosted a GuideStar Nonprofit Profile Training for Frederick non-profits on May 14, 2018. The training was led by GuideStar professional Gabe Cohen, who also spoke at the Nonprofit Summit. GuideStar associates attended and personally walked organizations through every step in updating their GuideStar profile. These updates helped the organizations achieve their Seals of Transparency which increase their visibility and credibility.

Thanks to a partnership with the Helen J. Serini Foundation, there was a raffle for two \$250 Unrestricted Grants. Winners included Leah Perry, Executive Director of Girls on the Run and Christina Forbes, Program Director of Daybreak Adult Day Services, Inc.

Attendees said, “It’s great that local funders supported this event. I think that whenever funders can provide support in nonprofit best practices, it’s helpful.” And “Very grateful for this opportunity to help get our small nonprofit up and going on GuideStar. This time with a GuideStar rep on hand to walk through it was invaluable.”

As a result of the training nonprofits received, several local organizations raised their Seals of Transparency. Mental Health Association, FITCI, Boys & Girls Club, Pinball EDU, Children of Incarcerated Parents, and Habitat for Humanity all achieved Platinum Seal at the training or immediately thereafter. In total, there are now 34 nonprofits based in Frederick with either Gold or Platinum Seals.



**GUIDESTAR**  
Nonprofit Profile Training

**Monday, May 14, 2018**  
**\$10 | 2 Sessions:**

8:30am – 10:30am  
OR  
4:00pm – 6:00pm

Win a **\$250** raffle!

Improve your **visibility** and **credibility** by getting your Seal of Transparency!

Seals of Transparency: Gold, Silver, Bronze, Platinum

Morning	31
Afternoon	18
<b>Total Attendees</b>	<b>49</b>
<b>Organizations Represented</b>	<b>34</b>



**Pictured: Kerry McHugh, Helen J. Serini Vice President with raffle winners Leah Perry and Christina Forbes.**

**Center: Presentation led by Gabe Cohen, GuideStar Professional.**



## Nonprofit Executive Director's Breakfasts



Back by popular demand, AFF once again sponsored the Executive Director Breakfast event, hosting three breakfasts with over 60 attendees in 2018. A survey was sent out at the beginning of the year to collect input on topics. That information provided the framework to help guide discussions.

### *February Theme: Tax Cuts and Job Act*

Our goal for the morning was to gain a deeper understanding of what the Tax Cuts and Job Act is and what it will mean to the Executive Directors. As leaders, they need to be educated to best lead their organizations. They explored questions like - What changes are needed right away? How will it impact our benefit and compensation programs? How will the Act affect our nonprofit and people we serve? Special guest, Steve Taylor, Senior Vice President and Counsel for Public Policy of United Way Worldwide, provided insight, practical guidance and led them in conversation around this essential topic in the nonprofit world.

### *June Theme: Sexual Harassment in the #MeToo Era*

A 2016 Equal Employment Opportunity Commission (“EEOC”) report found that sexual harassment remains a persistent problem in the office. Ripped from the headlines are stories of inappropriate workplace behavior. The nonprofit sector is not immune from this plague. This comes as no surprise as the #MeToo movement continues to reveal instances of sexual misconduct throughout the workplace.

Guest speakers Paul D. Rose and Kristy Eriksson of Miles & Stockbridge provided tips for employers to prevent sexual harassment and general guidance as to how to deal with allegations of sexual harassment when they arise.

### *October Theme: Social Media Opportunities for Nonprofits*

During our time together, guest speakers Anne Herbster and Mano Koilpillai of Dynamic Consulting and Accounting discussed social media marketing vs. traditional marketing. They also touched on social media strategies regarding fundraising, employees, policies, and pitfalls.

# Major Project Highlights

## New Spire Arts



The Ausherman Family Foundation gave a catalyzing grant to New Spire Arts, a performing arts education and presentation center for Frederick County. We kicked the year off with

a groundbreaking ceremony and anticipate closing our involvement with a grand opening in early 2019. During that time, AFF leadership was on loan to help with the day to day management, governance, fundraising, marketing, and education. We successfully helped to raise \$1,460,017 dollars from State of Maryland, community members, philanthropic organizations, and local businesses. The board grew to 13 talented community members committed to govern the organization into the future.



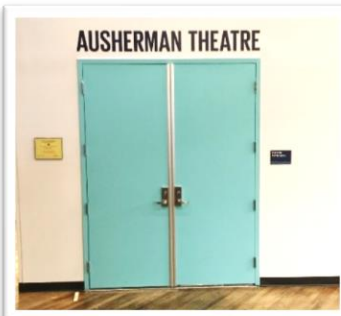
## Yumi Hogan Event at New Spire Arts



New Spire Arts was honored to welcome Mrs. Yumi Hogan, Maryland's first lady, and Secretary Kelly Schulz, Department of Labor, Licensing, and Regulation, to tour Spaces and Downtown Frederick on Friday, April 13. The Ausherman Family Foundation partnered with the Delaplaine Foundation, The Arts Council and a few other local organizations. New Spire Arts co-hosted an opening event for an April-June veteran spotlight art exhibition entitled "To Honor and To Serve: The Arts and the Military." Mrs. Hogan enjoyed two performances by local veteran artists Jacquelyn Bengfort and Michael Carrasquillo. Mrs. Hogan made a point to share how special this was to her as her daughter and son-in-law are both veterans.

## STAGES Grand Opening Celebration

Construction of Downtown Frederick's newest Theatre, STAGES is complete. The Grand Opening celebration is scheduled for Martin Luther King Jr. Weekend in 2019. AFF is humbled that STAGES named Frederick's first blackbox, flexible space "Ausherman Theatre."



## Square Corner



In August 2017, a public meeting was held requesting approaches to improve the intersection of Patrick and Market Streets in Downtown Frederick. The Square Corner project aims to increase pedestrian safety and friendliness and improve the aesthetic appearance, resulting in a high-quality urban environment that respects the historic downtown character.

AFF is the lead partner in the effort, providing the funding necessary to hire a consultant team including architects Mahan Rykiel, and engineering firm RK&K, and they have partnered with Downtown Frederick Partnership. Community members including City of Frederick staff, adjacent businesses, and property owners are also providing guidance. When the vision is complete, they will seek funding to implement the identified improvements.

In 2018, the Committee met with the new mayor and aldermen at a public workshop to present concept plans which included public input. The City is currently reviewing the plan.

## Public Arts Master Plan



**Frederick Arts Council Town Hall at New Spire Arts Studios reviewing Public Arts Master Plan with over 100 attendees**

In 2017, AFF gave the Frederick Arts Council a grant to hire master arts planner Todd Bressi from Philadelphia to embark on developing a Public Arts Master Plan.

The master plan will provide Frederick with an opportunity to engage in a citywide conversation about the role of public art in community life, to understand the community's public art opportunities and challenges, to chart new directions, and to make sure it has the right tools to get there. The plan will also allow Frederick to continue deepening its sense of place through public art, develop a coherent set of procedures for placing public art throughout the city and county, and help create a set of sustainable funding streams for the construction and maintenance of the public art.

Frederick's public art plan will answer three basic questions: How can new public art projects help the community advance its visions and goals? What are the best opportunities for doing that, in terms of projects or locations? And what tools are necessary to support new public art projects?

Much of 2018 was spent creating this plan and getting community input. The project should be completed in the spring of 2019. Upon completion, AFF will most likely start to fund the creation of public art.

*"It's time to be purposeful and strategic about public art in Frederick. With the right procedures in place, we will be able to collaborate to use public art as a way to express our community's identity, making Frederick even more of a special and unique place." - Marvin Ausherman*



## 7<sup>th</sup> Street Fountain Park

In July of 2018, the Downtown Frederick Partnership applied for a grant to fund the renovation of the 7<sup>th</sup> Street Fountain Park. In addition to the renovation of the fountain itself, funding would cover park improvements resulting in more shade, better seating, more flexible open space for small events and a physical and visual barrier between the park and vehicle traffic. AFF decided to get involved by creating a Community Benefit Project in collaboration with the Downtown Frederick Partnership. AFF will fund the concept designs, approval/permit process and construction drawings up front.



The 7<sup>th</sup> Street Fountain Park Renovation Project will result in many intangible benefits including improved surroundings for adjacent businesses and the Bernard W Brown Community Center, a future placeholder for public art, a better space for community use, and will improve the visitor experience and attraction to the North Market Street neighborhood within Downtown Frederick

In December 2018, Jonathan Pembroke of Ausherman Properties received a proposal from Mahan Rykiel for the development of conceptual drawings for the refresh of the park. Marvin Ausherman, Kara Norman and Jonathan Pembroke finalized the scope of the Mahan Rykiel proposal to develop two concept plans for the park. The proposal was executed by Downtown Frederick Partnership. Fountain assessment and reconstruction/refurbishment as well as park renovations are scheduled to begin in 2019.

## City Street Maintenance



Ensuring that the roads leading into Frederick City are attractive and well-manicured, AFF has contracted with a local landscape company to improve and maintain the overall appeal of certain areas of the city by providing mowing and tree care maintenance to these neglected areas. AFF invested \$9,400 to provide maintenance services to the following places over the summer:

- SW & NW Corner of Yellow Springs Road/Rosemont Avenue (at Route 15)
- East Street (from South St. heading south to rotary/traffic circle before Monocacy Blvd.)
- Church Street & Patrick Street (from Bentz St. to Chapel Alley/ Carroll St.)
- Poole Jones Road (from Greenvale Dr. to Runnymede Dr.)

# Trustees and Employees Benefit the Community



## Frederick Speakers Series

AFF Staff serve on the planning committee. The series entered into its sixth year and has developed a strong reputation for bringing world-class innovators and leaders into the Frederick community. The 2018 lineup included: Dr. Temple Grandin, Ted Koppel, Mitch Albom, and Rita Moreno. For the second time ever, one of the speakers (Temple Grandin) sold out instantly and the committee decided to host a second night, which also sold out in a matter of days.

## Toastmasters

In 2018, AFF supported Empowering Community Leaders Network with a Capacity Building Grant. At the site visit, the Board mentioned that one of the group's focus areas is public speaking. As a member of Toastmasters International, Lori invited the girls to participate in one of her meetings. The group expressed their appreciation on Facebook stating, "Our students saw firsthand how adult professionals and leaders work continuously to hone their public speaking skills. Thank you, Lori, for this partnership."

Lori was recognized by Toastmasters in December as officially reaching the "competent communicator" status.

**Pictured: AFF Staff Member, Lori Perkins, with Phyllis York, Executive Director of Empowering Community Leaders Network, and students.**





## Leadership Frederick



LFC is an intensive nine-month program that empowers professionals from across industries and backgrounds with the additional knowledge, skills and relationships to advance and deepen their community impact. It engages participants in opportunities to address community issues through collaborative civic leadership while developing a broader and more diverse set of relationships among peers. Class members are selected through a highly competitive and selective application process.

In 2018, Leigh graduated from the program as it celebrated its 30<sup>th</sup> year anniversary.

## Marvin Ausherman Recognized by Frederick Community Action Agency

In December of 2018, the Frederick Community Action Agency recognized Marvin and the Ausherman Family Foundation at their 50 Year Celebration. Mike Spurrier, FCAA Executive Director, and board members, Robert Mannis and Louise Lynch thanked community groups for their support of FCAA over many years.



## Employee Matching Gift Program

In August of 2018, AFF launched a new program for employees of Ausherman Properties, Ausherman Family Foundation and High Glen Gardens – “The A-Team”. Trustees of Ausherman Family Foundation recognize the A-Team’s dedication to making a difference in the community and generous contribution of their time, money, and skills to a wide range of societal issues. The new program provides a dollar-for-dollar match, up to \$2,500 per employee, per year, to organizations employees contribute to.

Number of Organizations Served: 19

Total Amount Donated: \$8,770

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## Behind the Scenes at AFF

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One of AFF's focuses in 2018 was the use of GuideStar. The importance of GuideStar was promoted at both the Nonprofit Summit and specifically the Nonprofit Profile Training. As AFF continued to push it as a priority, we also made it one for ourselves. On July 11, Lori increased AFF's Seal of Transparency to Gold and on November 14, it was increased to the highest level, Platinum.



Lori and Jen attended the Exponent Philanthropy National Conference in Philadelphia in September. The conference was a great learning opportunity and provided a chance to connect with other community and family foundations' staff, donors and trustees.

Jen and Lori also had the opportunity to participate on a guided tour of Philadelphia's public art scene. It was inspirational for them to see the art of other cities and the potential for future public art projects in Frederick.



AFF staff continue to focus on using Foundant as completely and efficiently as possible.

Foundant is growing rapidly, with over 1100 grantmakers using their software, and another 850 users of their newer applications for Community Foundations, Grantseekers, and Scholarship Providers.



AFF staff continued to utilize NetDocs in 2018 and are working as a team to use it most effectively. Documents from the current shared drive are being moved to NetDocs. We still have a learning curve to overcome but are confident that we will accomplish this transition.

## Video Project



In an effort to share some of the exciting catalyzing projects AFF has in the works and to communicate the mission and goals of the Foundation, the team kicked off a video project contracting with Kristin Kremers, a New York City based filmmaker originally from Frederick. The videos feature an overview of AFF, the areas of interest we fund and different types of grants. Each video highlights projects, organizations, goals, successes, grantees, AFF trustees and more. These videos have been incorporated into social media pages and email blasts and will also be featured on the new AFF website launching in 2019.

## Website Redesign in the Works



Ausherman Family Foundation recognized the need for a redesign of the website in order to improve efficiency for applicants, better highlight AFF's projects, enhance functionality and more. We started working with Graphcom on the creation of the new design and expect to officially roll out the new website in 2019. Stay tuned!

## Touching Lives in Frederick County Award

Our very own Lori Perkins received the Touching Lives in Frederick County Award presented by the Frederick County Chamber of Commerce's Nonprofit Alliance. Lori was recognized for her leadership in the grantmaking process, exceptional level of customer service and ability to streamline reporting processes. She continually makes the grant application process as efficient as possible for nonprofits and supports fellow funders by sharing new information in the nonprofit sector. In her free time, Lori gives back to the Frederick community by volunteering at various organizations.



## Woman of Nonprofits by SASS Magazine



Leigh was interviewed by SASS magazine for their [winter issue](#) featuring women in nonprofits. She provided the viewpoint from someone working in a Foundation and her experience in working with the women of Frederick who are serving at the front lines of our nonprofits.



## Board of Trustees

This year was bittersweet, three Trustees retired from their service with AFF to pursue incredible opportunities in other communities. Elizabeth Cromwell moved to take on the new role as President and CEO of the Charlottesville Regional Chamber of Commerce in Virginia. Nick Branich moved to Vienna, Virginia to start a new career as a crime analyst for the Washington Metropolitan Police department. Jim McGillivray celebrated over a decade of service with AFF, welcomed a new grandbaby and is focusing on local charitable projects in his adopted town in New Mexico. We are thankful for the lasting impact these individuals left on our community and we wish them the best of luck on their next chapter.

AFF also welcomed Josh Peterson, President & CEO of 211 Maryland, to the Board of Directors.

Kari Ausherman moved back to Maryland this year from Colorado and was married to Jay Browning.

## Staff



AFF welcomed Peter Couchman, Director of Community Benefit Projects, to the team. In the years ahead, AFF aims to increase catalyzing projects in Frederick and Peter will serve in the role of connecting with the community, nonprofits and managing projects.

On August 4<sup>th</sup>, Leigh and her family welcomed a new baby boy into this world. Wesley Jude Adams was born weighing 8lbs 4oz.

Board of Trustees	Staff
Marvin Ausherman, Founder & Chairman	Leigh Adams, Executive Director
Justin Ausherman, Co-Chair & Secretary	Jen Specht, Community Relations Coordinator
Kari Browning	Lori Perkins, Grants Coordinator
Joseph S. Welty	Peter Couchman, Director of Community Benefit Projects
Joshua Pedersen	
Renee Lopez, Treasurer	
Nicholas Branich	