

# Maine Ties

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Photo courtesy of Gretta Wark

*Gretta Wark, age 4, with three of her siblings, Georgia, age 3 (middle), Gary, age 6 (right) and Gerard, 6 months, on the steps of their home in Woodland in Aroostook County.*

## Gretta Wark's Gift to Aroostook

*"I saw poverty, but I also saw charity, community-based charity."*

**G**retta Wark was raised in Aroostook County, one of ten children of a poor Woodland family. Wark has spent much of her life working for nonprofits, serving as director of development for the San Francisco Food Bank for nine years before deciding to move back to Maine. She now directs the development office at the Natural Resources Council of Maine.

Unmarried, with no kids of her own, it wasn't

until Wark purchased her first home last year that she even thought about estate planning. She then realized she needed to do some serious thinking. "I'm like a lot of other people when it comes to charitable giving," Wark notes. "When I receive a letter in the mail asking for money, I respond." She contributes to a lot of organizations, and her choices, she admits, aren't as consistent or disciplined as they should be.

When Wark sat down to plan her estate, she had to dig

*"I have a strong sense of the integrity that the [Aroostook County] Committee brings to the process of determining where the funds will go."*

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## Maine Community Foundation

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deep and figure out what mattered most to her. After deciding on bequests to her family, she made a list of charities. And then another list. Then she took one more look, just to be sure. Each time, the same three organizations appeared on the list as beneficiaries of her 401(K).

One is her workplace, the Natural Resources Council of Maine, in appreciation for its efforts to clean up the state. Another portion of her estate will go to her alma mater, Bowdoin College, in gratitude for her education.

*“When people think of the foundation, they should think of the impact it’s having across so many communities. I could never have the same kind of impact on my own. There’s tremendous power in giving to a community foundation.”*

The third, the Maine Community Foundation, was a new one. Wark had never given to the foundation, yet MCF’s Aroostook County Fund kept turning up on her list. While she treasures her childhood home, she also sees great need in the County. “Rural Maine is a beautiful place to grow up in, there is the sweetest smell in the air there,” she says, “but rural Maine is not an easy place for kids.” She and her siblings knew real



Photo by Tom Gatto

*Gretta Wark outside the offices of the Natural Resources Council of Maine.*

poverty. This was before the Johnson era and the implementation of the social service programs that provided a safety net for many people. “I saw poverty, but I also saw charity, community-based charity,” she says.

Wark wants to leave a legacy to those community-based charities, without issuing any further directives. “I have a strong sense of the integrity that the [Aroostook County] Committee brings to the process of determining where the funds will go,” she says. She believes in aligning yourself with an organization with a mission that is important to you, and giving that organization the choice to deal with the problems and social issues that will come up.

“People think of the Maine Community Foundation as a giving mechanism for people with a lot of resources,” Wark notes. “I think that the opposite is true: When people think of the foundation, they should think of the impact it’s having across so many communities. I could never have the same kind of impact on my own. There’s tremendous power in giving to a community foundation.”

# Morgan's Fund for Violence Prevention

In memory of Morgan McDuffee, this fund will help children resolve conflicts peacefully.

**E**stablished in 2002, Morgan's Fund for Violence Prevention provides grants to programs that demonstrate a dedication to breaking the cycle of violence in our culture. The fund places special emphasis on helping children from violent homes break the cycle of resorting to violence in later years. Morgan's Fund is dedicated to helping parents raise community-oriented children and to helping children resolve conflicts peacefully.

The fund was created in memory of Morgan McDuffee, Bates College economics student and lacrosse team captain. He was murdered while rescuing two teammates on March 3, 2002. Bates awarded McDuffee a posthumous bachelor's degree, the first in the history of the college.

McDuffee attended Lexington (Mass.) High School and Killington Mountain Ski School where he was a junior Olympic ski racer. He is remembered for his vitality, leadership and courage. "[Morgan] struck me as one of the most mature, directed and kind young people I have ever met," Bates lacrosse coach Peter Lasagna told the *Lewiston Sun-Journal* a few days after McDuffee died. In an article in the April 2004 issue of

*Lacrosse Magazine*, Aaron Sells, a teammate and roommate of McDuffee's at Bates, states that Morgan was "the guy you wanted to be your brother...a guy that would give you the shirt off his back."

Suzanna Andrew of Portland, McDuffee's fiancée, founded Morgan's Fund. The fund has benefited efforts such as the Center for the Prevention of Hate Violence peer leadership programs. The center, based at the University of Southern Maine, works with schools throughout the state to address problems of bullying, teasing and the use of degrading language and slurs.

Contributions to the fund, which is nearing the \$100,000 mark, have come from hundreds of different people in Maine and across the country. Nearly 650 people took part in the second annual Morgan's Run, a 5-kilometer road race and a 1-mile walk, held in Lewiston last March. Proceeds from the event totaled around \$10,000.

The Maine Community Foundation manages Morgan's Fund. For information about donating to the fund, please call 1-877-700-6800.

*Suzanna Andrew, center, Lisa Freeman, right, and Andrew's niece Amelia Moore listen to a song performed for those gathered before the start of the 5-k run/1-mile walk in memory of Morgan McDuffee at Bates College, May 6, 2004. McDuffee was Andrew's boyfriend and Freeman's son.*



Photo courtesy Suzanna Andrew

*Morgan McDuffee (1979-2002) was a scholar-athlete at Bates College.*



Photo: Amber Waterman/Sun-Journal

## Honoring Vision in Education

Peter Cox is recognized for establishing the Maine Policy Scholars program.

**A**t the annual Maine Policy Scholars graduation ceremony in May, Maine State Senator John Martin from Aroostook County presented a surprise tribute to Peter Cox. The decree, from the Maine Senate and House of Representatives, recognizes Cox “for his leadership and stewardship in establishing the

Maine Public Policy Scholars program through the Maine Community Foundation.” Cox set up the fund in 1985 after selling the *Maine Times*. One student from each University of Maine campus is selected annually to pursue a rigorous program of study and applied research on a topic related to public policy.



Photo: Anna-Maria Easley

*Left to right: Maine Senator John Martin (left) and former Maine Governor Angus King (right) were on hand at the University of Maine at Orono to present Peter Cox with a special declaration from the Maine Senate and House of Representatives.*

## 2004 Noyce Award for Nonprofit Excellence

KENNEBEC VALLEY  
COMMUNITY COLLEGE FOUNDATION  
HONORED

The launching of the Maine Compact for Higher Education inspired this year’s award.

**T**he Kennebec Valley Community College Foundation (KVCCF) is the recipient of the Maine Community Foundation’s 2004 Elizabeth Noyce Award for Nonprofit Excellence. The award includes a \$10,000 unrestricted grant.

Inspired by the launching of the Maine Compact for Higher Education, the 2004 Noyce Award honors an organization that exemplifies excellence in delivering innovative programs that assist adult-age students to prepare for and enroll in postsecondary education.

The 2004 award recognizes the Kennebec Valley Community College Foundation for its leadership in establishing the Health Career Options Project and First Steps, two successful collaborative programs serving adult-aged learners in Kennebec and Somerset counties.

The Health Career Options Project provides an affordable and supportive pathway for Somerset County residents to enter allied health degree programs at Kennebec Valley Community College in Fairfield. Collaborating partners in designing and implementing this program include Somerset CareerCenter, the Skowhegan Adult Education program and Redington-Fairview General Hospital.

First Steps is an eight-week program helping adults overcome the initial barriers to college attendance. Collaborating partners, including Fairfield Adult Education and the Maine Educational Opportunity Center, provide the academic advising, remedial skills training, and career counseling and coaching necessary to help adult-age students to prepare and enroll in higher education.

The Noyce Award is named for Elizabeth Noyce. After moving to Maine in 1974, Noyce gave generously of her time and wealth to support the health and development of nonprofit organizations. In 1990, she established a fund at the Maine Community Foundation to recognize outstanding Maine nonprofits.

Past winners of the Noyce Award include Round Top Center for the Arts, Maine Lung Association, H.O.M.E., Maine Adaptive Sports, LA Arts, CyberSeniors, Wolfe’s Neck Farm, Nezinscot Guild, Androscoggin Home Care and Hospice, North Atlantic Marine Alliance and Unity Barn Raisers.

# A Tale of Two Philanthropists

Elizabeth Noyce and Eleanor Huston Smith sought to preserve Maine's past and make an impact on Maine's future.

All of us are interested in how giving and philanthropy can more effectively help communities in Maine. It is that challenge that led me to reflect on the work of two Maine philanthropists whom I knew quite well, Elizabeth Noyce and Eleanor Huston Smith. These women wrestled with how to make a difference with their giving.

Noyce and Smith were two of Maine's greatest philanthropists. They contributed many millions of dollars to the state they both adopted and loved. Further, they shared many views and values regarding what real philanthropy, a term they both despised, should and could mean, and what it might accomplish in Maine.

*These women wrestled with how to make a difference with their giving.*

who knew Eleanor Smith would know that she, too, saw giving as totally bound up in trusting people she believed had integrity. She and her husband, for example, were among the original backers of John Cole and Peter Cox in the launching of *Maine Times*.

Both women had egos that were sublimated to the causes, people and purposes they believed in. When, as Chancellor of the University of Maine

System, I called Betty to inform her that the Board of Trustees wanted to award her an honorary degree at their next commencement, she said, "Oh, Bob, no one should get an honorary degree for giving money. Call me another time after I publish a novel or a book of poetry."

These two women seemed to be particularly drawn to preserving the best of the Maine past as well as making an impact on the future. It strikes

me that their commitment to historic preservation was, in their minds, linked to the idea of philanthropy as a fundamental commitment to posterity.

Noyce and Smith were also givers who thought carefully about how their resources could make a difference in serving their values. Eleanor, who had a passionate commitment to the

environment that was well ahead of her time, wanted to save open land on Maine's southern coast. A childhood love of flowers, birds and nature turned into a commitment to organic farming at Wolfe's Neck Farm and the preservation of the Maine environment.

In a speech Betty gave 15 years ago, she said, "No amount of money that I can give will have a global, or even a national impact. I just hope to make a little difference in my own community." Over time she changed her philanthropic objectives from the usual list of charities to the ones that could stimulate economic and social change.

Betty Noyce and Eleanor Smith gave generously and acted boldly to make Maine and its communities stronger. So can each of us separately and all of us together. Realizing shared dreams, the joys of working with others on worthy endeavors, the active sense of linking a venerable past to a vibrant future—all of this makes this giving enterprise engaging, worthwhile and even fun.



Photo: Carl Little

*Robert Woodbury is vice-chair of the Maine Community foundation's Board of Directors. This text is an excerpt from a talk he gave at the Maine Maritime Museum in Bath last spring.*

## Professional Advisor

*Ellen Pope is Vice President for Donor Relations at the Maine Community Foundation.*



# Partnering with Professional Advisors

Attorneys, accountants and financial advisors influence clients' charitable giving.

PROFESSIONAL ADVISORS REFERRED 25% OF NEW FUND DONORS TO THE MAINE COMMUNITY FOUNDATION IN 2003.

**K**nowing that professional advisors are a critical source of new fund and planned gift referrals, the Maine Community Foundation sent an electronic survey to the field to hear first-hand how we are doing.

The results of our first electronic survey are in. You ranked our top three services as:

1. Running gift illustrations for you or your clients without a fee
2. Providing individualized client services
3. Hosting the Planned Giving Design Center website.

The survey listed a number of potential new offerings for professional advisors. The activities that ranked highest included:

- A guide for your clients to help clarify their philanthropic goals
- A handbook on charitable giving that describes charitable giving options
- Seminars that feature Continuing Legal Education Credits (CLE)

We are discussing these results with Maine Community Foundation board and staff members in anticipation of prioritizing our current activities and potential new services. If you have ideas or suggestions, please be in touch. In the meantime, we extend heartfelt appreciation to the many advisors who believe MCF is the best partner for their philanthropic clients.

“THE PGDC IS A VALUABLE RESOURCE FOR OUR ESTATE PLANNING LAWYERS. WE APPRECIATE HAVING EASY ACCESS TO UP-TO-DATE AND RELIABLE INFORMATION ON A WIDE RANGE OF TOPICS.”

—EDITH RICHARDSON, ESQ.  
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- Review case studies on Net Income With Make-Up Charitable Remainder Unitrust (NIMCRUT)
- See a recent release by the National Committee on Planned Giving on valuation standards for charitable planned gifts

...Then visit [www.mainecef.org](http://www.mainecef.org) and register for the Planned Giving Design Center. (PGDC recently updated its website. If you had been receiving their e-mails and aren't anymore, please visit our website to renew your subscription.)

## Mainebiz

# Mission: Efficiency

Hank Schmelzer brings his corporate experience to the nonprofit world.

By Taylor Smith

Though his career took a roundabout route, Hank Schmelzer, 61, knew from a young age that he wanted to end up in the world of public service. He got his wish in 2000 when he was offered the job of president of the Ellsworth-based Maine Community Foundation, a charitable resource for donors that has delivered more than \$50 million in grants and scholarships since its inception in 1983.

...This year, MCF is on track to award more than \$10 million in grants and already has raised nearly \$20 million—including the largest single gift in the foundation’s 21-year history, a recent bequest from an anonymous donor. *Mainebiz* recently sat down with Schmelzer to discuss his shift from making money to giving it away, MCF’s role as a charitable resource and the benefits of economies of scale.

**Mainebiz:** The Maine Community Foundation is a pretty high-profile organization in the state, but I’m not sure people are familiar with the concept of a community foundation. What exactly is MCF’s role as a charitable resource for donors?

**Schmelzer:** ...We’re a public foundation that’s been formed through the multiple contributions of individuals. As a public foundation, we become, in effect, a catalyst for philanthropy. For people that have a philanthropic intent and want to set up a fund with us, we can manage their fund like a small foundation under this public umbrella.

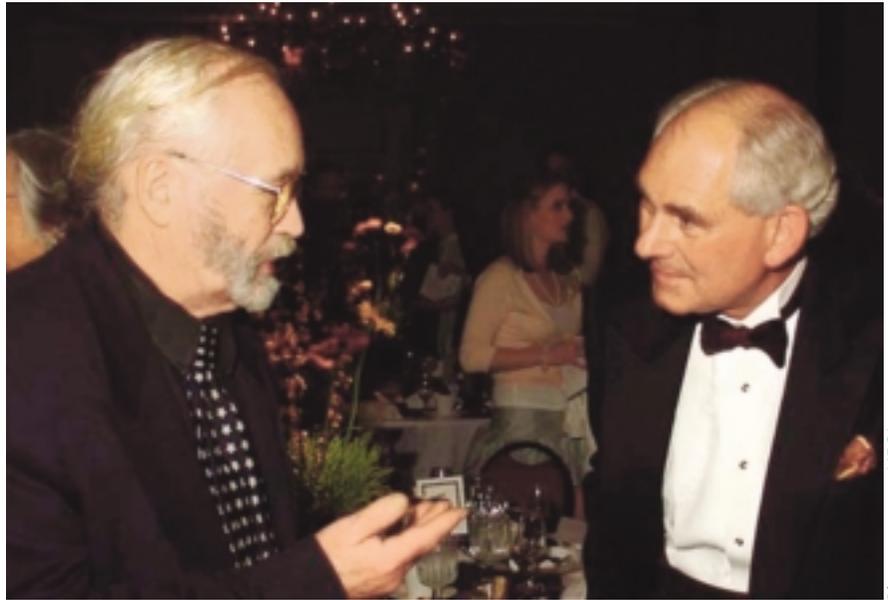


Photo courtesy MECA

**Mainebiz:** What role does the public play in a community foundation? Is there a higher level of accountability there than in a private foundation?

**Schmelzer:**...We’re very accountable to the community; we’re very transparent. We make a point that the board, which is up to 30 members, represents the state from Eastport to Bethel and York to Presque Isle.

**Mainebiz:** Coming from a corporate background, what were some of the things you learned from the nonprofit world?

**Schmelzer:** I learned a lot about how strongly people in the nonprofit sector feel about the work they’re doing. It’s important to respect that, but also to try to find a way to integrate the enthusiasm and knowledge that people have for charitable and philanthropic work with a well-organized institution. I learned an awful lot about how to have appreciation for that and how to be a facilitator—to bring those two things together.

*Maine Community Foundation President Henry Schmelzer (right) and artist Robert Indiana converse at the Maine College of Art’s gala awards dinner in May. MCF received MECA’s Leadership in Arts Philanthropy award. Indiana, from Vinalhaven, was presented with MECA’s lifetime achievement award.*

*“As a public foundation, we become, in effect, a catalyst for philanthropy.”*

The full interview with Henry Schmelzer appeared in the August 16, 2004, edition of *Mainebiz*. Copies are available through MCF: 1-877-700-6800

At [www.mainecef.org](http://www.mainecef.org)

## Beachcombers' Rest Nature Center at Pemaquid Beach

MCF website's "grant of the month" for October highlights environmental education.

Thanks to a \$4,100 grant from the Maine Community Foundation, the Pemaquid Watershed Association (PWA) was able to expand its educational services at its Beachcombers' Rest Nature Center at Pemaquid Beach. With the award, from MCF's Rural Grants Fund, the association hired a part-

time assistant to work at the center. Part of the funding helped to support educational programs and new exhibits.

"This grant allows us to reach more beach visitors with our message of stewardship for Pemaquid Beach and our local environment," said Jennifer Brockway, PWA executive director. "People need such wild places to balance their lives," writes Joan Lyford, who helped create the nature center, "yet our beach could be lost without thoughtful protection."

Beachcombers' Rest, open June-September, offers exhibits, hands-on activities and programs related to Pemaquid Beach. The Pemaquid Watershed Association is a member-supported land trust and environmental outreach nonprofit dedicated to preserving the natural and cultural resources of the Pemaquid Peninsula Region.

*Joan Lyford (left) and Diane Perry created the Beachcombers' Rest Nature Center at Pemaquid Beach in 2003.*



Photo: Lincoln County News

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