

WhatGives?

WhatGives is dedicated to the healing and restoration of the Pinellas community.



Safety First for Pinellas Community Foundation

Pinellas Community Foundation continues to be in full operation during the COVID-19 pandemic. With forethought to the potential threat to employees, our CEO offered staff the option of working from home in early March. Within days, computers were moved and additional technology was set up for staff to work remotely. When the stay-at-home order became a dictate, rather than an option, PCF was already concentrating on community needs.

The safety of PCF staff and board, donors, and community partners continues to be our highest priority. Meetings with donors, community partners, and staff members are now successfully held online. ***Should you wish to meet with a PCF staff or board member, please don't hesitate to call 727-531-0058.***

Should an in-person visit be required, we ask you to wear your mask. We are.



Stepping Up During a Natural Crisis

“The arrival of COVID-19 validated our community’s pressing need to create and grow reserves in a cooperative way,” said Duggan Cooley, CEO of Pinellas Community Foundation. “We need a new fund flexible enough to serve whatever needs might arise from an unexpected disaster.”

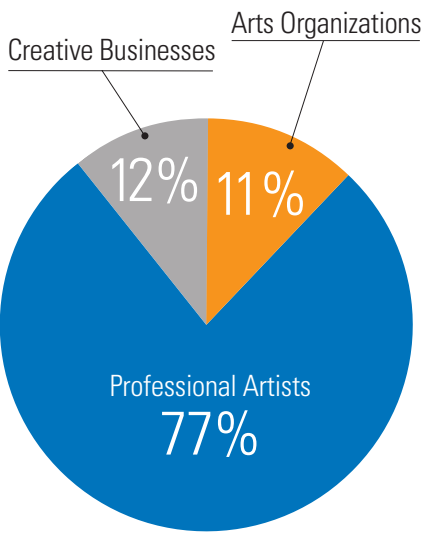
With this in mind, and as part of the PCF Disaster Response plan, Pinellas Community Foundation launched a strategic collaboration with Allegany Franciscan Ministries, Foundation for a Healthy St. Petersburg, and United Way Suncoast. The fund, called the Tampa Bay Resiliency Fund, helps charities and the individuals they serve to withstand a crisis like COVID-19, and it helps you and the rest of our community emerge stronger on the other side.

PCF combined its contribution with community partners and your charitable contributions to create one central granting entity that ensures donations have maximum reach and effectiveness throughout Tampa Bay.

The Pinellas Arts Community Relief Fund

When events, performances, and conferences were canceled due to the global pandemic, Pinellas County artists, arts organizations, and small creative businesses faced severe career disruption and loss. To address their needs, PCF helped launch the Pinellas Arts Community Relief Fund in collaboration with St. Petersburg Arts Alliance, Creative Pinellas, and community donors.

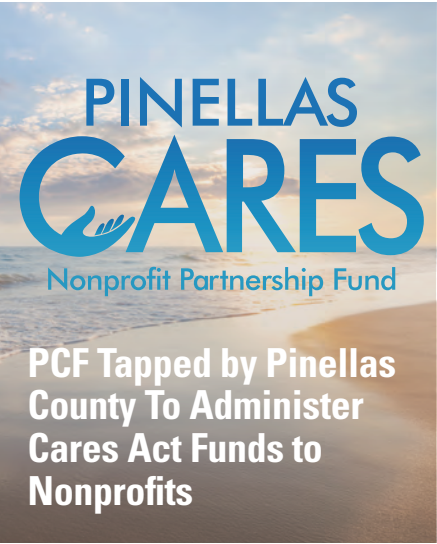
The Arts Fund was established with nearly \$140,000 to award immediate financial relief to those in the arts community who were adversely impacted by COVID-19.



Stories of Community Valor

That Could Only Happen With Your Continued Generosity

The rate of evictions is soaring, food banks are struggling to stock shelves, and individuals and families need mental health services due to the uncertainties of COVID-19. Nonprofits serving these needs welcomed the news that Pinellas County selected Pinellas Community Foundation to distribute \$29.7 million in grants from CARES Act Funds.



The Pinellas CARES Nonprofit Partnership Fund initiative is the first time the county’s CARES Act dollars are being offered expressly to nonprofits, and the first time the county has partnered with a foundation to administer a nonprofit support program of this magnitude.

PCF CEO Duggan Cooley said, “The partnership with the county requires a high degree of accountability and integrity, which are both at the core of our values.”

Visit www.pinellascf.org/CARES for eligibility and application details.

Well for Life

“We don’t tell anyone our business, even if we really need couch time,” explained an African American therapist from New Visions of the Well.

Therapeutic counseling is an intimate experience, and when facing a counselor, it helps to have someone that gets you —



gets your culture; understands why you are wearing a burka; does not question the validity of being unsure of his, her, or their sexual identity; and knows why, as a person of color, there’s a risk of being stopped by police just because you are driving by yourself at night.

Dr. LaDonna Butler, founder of The Well for Life and New Visions of the Well, understands therapy is most effective when the counselor knows and lives your cultural background. Prioritizing mental health services to and by people of color, she believes that representation in therapy matters.

Located in South St. Petersburg’s African American community, the fast-growing mental health practice fosters the well-being of people of color; people particularly at risk for behavioral health issues due to systemic, historical, or race-based trauma.



“The challenge,” said Butler, “is finding enough resources to meet the rising need.” To create a safe space, free of anti-black violence and racism, Butler (believing planning in threes is most effective) set out to do the following:

- 1. Train and develop clinicians of color to practice wherever diversity is a problem.
- 2. Offer direct clinical services.
- 3. Advocate for mental health services in communities of color.

The Well contracts 15 counselors in St. Petersburg and collaborates with providers of color in five other states. Able to bring the shared African American history forward, the counselors provide culturally appropriate therapy to the community.

Recently, Well for Life received a \$30,000 grant from the Tampa Bay Resiliency Fund. The grant came when most needed to help while stress is high, and the community grieves for those lost during the COVID-19 pandemic.

The Well, has recently launched a mental health campaign, “Healing While Black.” Dr. Butler calls the work “The Well Cares.”



Survival Requires Reinvention

Not knowing when the stage lights would turn on again due to COVID-19, American Stage used technology to create online performances and virtually replicate theatre programs.

Creating live performances and videos for in-home viewing, American Stage produced a Shakespeare Lite festival, New Short Plays festival, and Living Room Plays. For radio and podcast listeners, they produced “Spotlight: The American Stage Podcast” along with “Creative Conversations.”

They also created the Virtual Academy, with free virtual classes and an onsite education option for all ages. The summer attendance in 2020 grew from about 90 to more than 500.



For over 10 years, American Stage has received grants from Pinellas Community Foundation for school-based programs. This year, the staff developed a web-based study guide for teachers and tutorials for the students of Pinellas schools. Future plans are to teach scriptwriting virtually for the PCF supported WriteOn! program.



Family-Man Bruce McManus INSPIRES

2020 INSPIRE Award Winner Bruce McManus’ career as a petroleum engineer changed when he started a family. After law school, he joined his father, a Belleair Bluffs attorney. The new career impacted his life and Largo.

“I recognized that our civic leaders and business people wanted to make Largo a great place to live and work,” said Bruce.

Inspired by Bob Cotter, creator of an award-winning children’s band, Bruce saw how Bob influenced kids beyond music. As Bruce met clients about estate planning, he realized the difference one question makes: “Have you thought about leaving something to charity?”

Bruce’s inquiry helped create popular Largo attractions:

- Performing Arts Center in Largo’s Central Park was enabled by the Marion Tonne Fund at PCF.
- Florida Botanical Garden was funded from the Bushnell charitable bequest to the UF Charitable Foundation.
- Belleair Bluffs City Hall was built with incentive funds from the Dorothy Howard estate.

Helping advance his legacy, Bruce’s daughters and granddaughter joined McManus & McManus.

Modeling Parents, He Sets Example for Others

John Taylor’s 80 years read like a novel. The retired sales and marketing executive was a recreational pilot, city councilman, civic leader, philanthropist, consultant, and world traveler.

His life, however, is defined more by the communities he has served. Philanthropy is a lesson from his big-hearted parents. He has volunteered, advised, raised funds, and helped civic and nonprofit organizations in Tampa Bay, his grandmother’s native Montgomery County, Indiana, and points beyond.

Now, charitable advocacy is his story. “I want to be a role model to show others they can be charitable in their lifetime rather than after they die,” said John.

He refers to the endowment fund he created through the Pinellas Community Foundation to benefit Oldsmar Cares. The nonprofit, all-volunteer organization provides food, clothing, and stop-gap rent and utility assistance to the needy. According to John, anyone who seeks help gets it.

John’s generosity extends to other local causes, including the Salvation Army,



Metropolitan Ministries, and Tampa Theatre. He endowed the Montgomery County Community Foundation and contributed to his alma mater, Purdue University. “I choose charities where the most money goes to the people they serve,” he said.

His \$100,000 endowment is named the Oldsmar Cares John T. Taylor Endowment Fund. The accrued interest, managed by Pinellas Community Foundation, supports Oldsmar Cares’ mission.

INSPIRE

Honoring Professional Advisors Who INSPIRE

Since the inception of PCF, professional advisors (PA) have made a significant difference in the lives of others. These are the lawyers, financial planners, and accountants who help you navigate your personal and business domains, and they are vital to community philanthropy.



Many PAs raise the topic of planned giving when creating your estate plan. They help facilitate your legacy gift to your community, your alma mater, the hospice that cared for your loved one, or another nonprofit organization you wish to support.

To recognize and honor the PA’s role in bettering the community, Pinellas Community Foundation established the INSPIRE award.

RMD

Required Minimum Distributions for 2020

Due to the market decline resulting from COVID-19, the IRS is allowing taxpayers to forego their required minimum distributions for 2020. We bring this to your attention since many generous donors redirect their RMD funds to Pinellas Community Foundation.

You can, however, still realize tax benefits for using your IRA for philanthropy. Your kindness and generosity are what is needed to get back to a safe, sound community.

QCD

Qualified Charitable Distribution From IRA

When a qualified charitable distribution is made directly to charity from your IRA, the funds are excluded from your yearly income. That means you can reduce the taxable IRA dollars by up to \$100,000 for both 2019 and 2020.

Learn more about your other tax-saving options for your 2020 donations by contacting Suzanne Ruley, PCF Director of Development. Simply call 727-531-0058.

Creativity Sustains My Sistah's Place and Golden Generations

Walk away or rework? Golden Generations and My Sistah's Place faced this question when the COVID-19 stay-at-home order was issued. Golden Generations President Juanita Suber chose the latter.

Foreseeing challenges, Juanita rallied charity partners, found new ones, and breathed renewed life into the programs she helped create. The programs pair 18-to-23-year-old women aging out of foster care with mature women who mentor their transition to adulthood.

Golden Generations, the mentoring program, and My Sistah's Place, its companion housing facility, are symbiotic. My Sistah's Place is a safe place for young women to live while learning skills to become productive adults.

With backing from her board of directors, charities, and volunteers, Juanita reworked these intergenerational support programs using her experience in child welfare and mental health.

Already receiving operational funding from Pinellas Community Foundation, Juanita was able to extend her work, remodel the programs, and pay for repairs to My Sistah's Place with grants from the Tampa Bay Resiliency Fund and the Senior Citizens Services Fund.

Now, the program pairs young women with older women who are isolated and income-challenged. "Seniors need food and socialization, so our new model funds grocery shopping and wellness checks, and continues the intergenerational connection," Juanita explained.

