

# WhatGives?

What**Gives** is dedicated to the healing and restoration of the Pinellas community.

## Leading From the Heart: 2020 Annual Report

Leading from the heart has been at the core of PCF's values since its inception in 1969. Why? The reason is simple: PCF connects people in need with people who care. Our community has a tremendous amount of heart; we care for others, whether we know them or not.



Last year went into the record books as one of the most challenging years in our community's history. Yet, based on our experiences, we are filled with hope for the future. We are beyond grateful for the hard work, care, and support from all members of the Pinellas County community.

We invite you to learn more about the cross-agency collaborations, public-private partnerships, inter-governmental programs, and the generosity of donors and volunteers that drive a resurgence of spirit and success in our annual report.

**Read the report:**  
**[PinellasCF.org/AnnualReport2020](https://PinellasCF.org/AnnualReport2020)**



## Grant Distribution Update:

Navigating the COVID-19 pandemic and finding a new normal has been hard for all of us.

Our community needs will change as the pandemic brings new challenges and developments. Through trusted relationships with more than 150 charitable agencies across the county, Pinellas Community Foundation learns about the most pressing issues from those working every day to alleviate problems.

Our partners identified feeding the hungry and mitigating evictions as two of the greatest areas of concern as we advance through the healing process.

The solutions start with the PCF Needed Now Fund, created to raise awareness of these immediate issues. With your contributions and a donation from the Pinellas CARES Nonprofit Partnership Fund, PCF has distributed \$20,000 to local charities.

### The following organizations received \$2,500 toward programs and services that feed the hungry and food-insecure:

- The **Hispanic Outreach Center** offers food pantries, health and family services, and legal services that target intercultural advocacy for the Spanish-speaking community in Pinellas.
- The **Tampa Bay Network to End Hunger** is a coalition of over 350 members dedicated to ending hunger in Pinellas, Pasco, and Hillsborough counties with a shared focus on boosting awareness, breaking down barriers, and increasing the accessibility of nutritious food to everyone.

- The **Gathering of Women** is a cross-cultural women's alliance committed to stabilizing economic security and opportunities for all community members. It provides food access to the homeless, seniors, working poor, and disabled by offering food pantries in economically challenged areas of Pinellas County.
- The **Kind Mouse Productions** works with Pinellas County Schools to help children struggling with chronic hunger, homelessness, new hunger, or risk of homelessness to get nutritious food.

### The following organizations received \$5,000 to help mitigate evictions by adding funds into a court registry for eviction hearings:

- The **Community Law Program** offers free legal services to eligible residents and nonprofits. It helps to ensure equal access to justice through legal assistance and education to thousands of poor and disadvantaged families, individuals, and social service organizations.
- **Gulfcoast Legal Services** offers free legal services and assistance to low-income individuals and vulnerable populations, such as the homeless, elderly veterans, crime victims, and people with disabilities. Their services focus on civil legal matters, such as foreclosure, fair housing, consumer credit, immigration, domestic violence, and more.

### This is just the beginning.

The PCF Needed Now Fund will change its focus annually as the community recovers.

**To learn more, visit [PinellasCF.org/NeededNow](https://PinellasCF.org/NeededNow).**



## Have a Seat. Let's Talk. Let's Eat.

Nothing says "community" like a sit-down meal with a stranger. Meal-sharing is what distinguishes Harbor Dish. The Safety Harbor-based nonprofit serves cafe-style nutritional meals to the food-insecure throughout Pinellas County. Unlike a food pantry, Harbor Dish connects neighbor to neighbor in a dignified setting, serving one meal at a time.

Chris Sauger knows the value of mealtime conversations. She founded Harbor Dish in 2012 in the kitchen of her Safety Harbor home, where she and other volunteers started cooking for the homeless. Today, professional chefs volunteer to cook in a licensed kitchen with provisions donated by local food purveyors.

An affiliate of One World Everybody Eats (OWEE), Harbor Dish is part of a nationwide network of 60 affiliate cafes that grew from an initiative by singer-songwriter Jon Bon Jovi. While Harbor Dish is the only OWEE affiliate in Florida, Chris would like to see other organizations join.

The OWEE model provides buffet-style seated meals to food-deprived individuals who dine together with other community residents. Harbor Dish's Taste of Community meals are served each Friday in downtown Safety Harbor and at the city's Third Friday Music Series. It also delivers meals to nonprofits in upper Pinellas County and sets up at events throughout the county by invitation. While some diners leave cash, no one is expected to pay.

"Through food, we start a conversation," said Chris, who divides her volunteer time with her career in real estate. "Our concept is that a meal, cup of coffee, or soup is a great way to start a conversation," she said. "We are about relationships — not just about fulfilling the needs of the hungry, but fulfilling the needs of community."

With \$56,000 from the Pinellas CARES Nonprofit Partnership Fund at PCF, Harbor Dish weathered the COVID-19 storm. The PCF grant bought equipment to activate mobile services and start a delivery program for seniors.

**Read the full story: [PinellasCF.org/HarborDish](https://PinellasCF.org/HarborDish)**

## Giving From Retirement Asset Benefits Donor and Recipient

Jim and Sue Petru don't recall when they first met PCF CEO Duggan Cooley, yet the encounter stayed with them, as did a later discussion with their financial advisor.

Crossing paths with PCF was inevitable. The Petrus spent decades getting to know and supporting local charities, especially those helping the homeless, hungry, abused, and medically underserved. Their long history of philanthropy taught them the value of supporting high-impact organizations.

Sue, a retired health care system chief financial officer, and Jim, a retired university business school dean and professor of finance, are accustomed to giving wisely. "Having been in business, Jim and I know that giving is about relationships and trust," said Sue, who believes in doing business and giving locally. They prefer to see the impact of their contributions firsthand in their community.

Therefore, partnering with PCF was predictable, as was — and still is — the Petrus' desire to make their charitable contributions count. A change in the tax law that raised the amount taxpayers can claim as a standard deduction opened an opportunity they and their financial advisor found helpful.

"We had known about making contributions through our required IRA distribution for some time," said Sue, noting how a 2019 tax law gave them the incentive to include donations from their IRA distribution as another way to support their favorite charities and reduce their taxable income.

Using this retirement asset is the approach they chose for contributions to PCF. "Not everyone is in a position to do this, depending on their tax bracket and sources of retirement funds," said Sue. "If they are, it can be a worthwhile option."

PCF supports some of the same charities the Petrus support, so they are comfortable with the giving choices the foundation makes. "This is where confidence comes in," explained Sue. The Petrus trust PCF to direct the money where the need is the greatest. "That's a lot of trust, but that is how we feel about every organization we support."

***How can PCF help you Give Humanity a Hand?  
Visit [PinellasCF.org](https://PinellasCF.org) for the keys to charitable giving.***



## Giving to Humanity: PCF Membership Program Is Philanthropy Without Barriers

As a Giving to Humanity member, your gift is combined with other members' gifts to help Pinellas County charities better care for those they serve. PCF memberships fund the annual Capital Improvement and Equipment grants made to qualified nonprofit organizations. PCF also matches your donations dollar for dollar, and 100% of member gifts go to grant recipients in the donation year. It's easy, and gifts of any size make a difference. To become a PCF Giving to Humanity member and support the missions of local nonprofits, please visit **[PinellasCF.org/Membership](https://PinellasCF.org/Membership) or contact us at 727-531-0058. Join us today!**



# Bridging the Gap: The Shirley Proctor Puller Foundation

Give a kid a book, and you open up a world of opportunity — that was the belief of Shirley Proctor Puller, a beloved educator at Northeast High School. It's an important truth for young minds in the South St. Pete community, an area with five of the most challenged schools in Pinellas. These schools need help, and that's exactly what the Shirley Proctor Puller Foundation does. SPPF, with the support of donors such as PCF, is working to bridge this education gap, bringing opportunity directly to children via the M.A.S.T.R. Kids summer camp and after-school program.

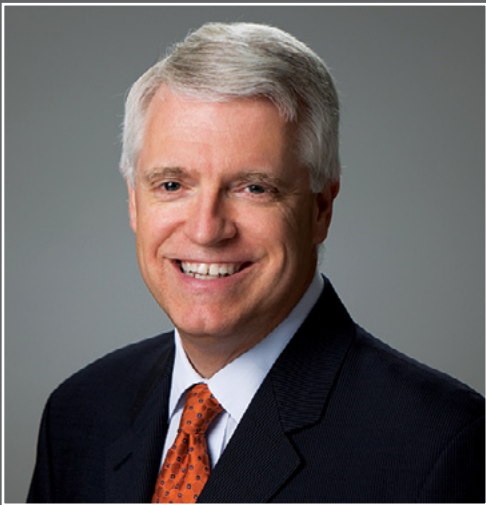


After Shirley's passing, her daughter, Bridgette Heller, founded SPPF with the help of her father, William Puller, and Shirley's closest friends. The foundation began in 2014 with the goal of increasing literacy rates. After the first year, the program saw promising results: 80% of summer camp attendees avoided the summer slide, and over half of the students returned the following year. Now, they help students reach grade-level expectations in essential subjects and offer a variety of activities, including coding, to get them excited about STEM careers.

Despite impressive success rates (over half of the 70+ summer campers show gains in at least one core subject), SPPF faces challenges. Bridgette explained that PCF has been "foundational in support" in keeping SPPF running during the global crisis. The pandemic increased the need for resources — masks, access to computers at home, and tutoring to combat the "COVID slide." In 2020, PCF donated over \$27,000 for resources to transition to virtual learning, but there is more to be done. Bridgette believes the greatest difficulties are adapting to constant changes in technology and learning tools and finding integrative learning approaches to get students passionate about STEM subjects and promote self-driven learning.

With donor support and partnerships, SPPF continues to grow. This year, they partnered with the St. Pete Innovation District and the St. Pete Catalyst to create "STEAM Dream TV," a video series showcasing local professionals in STEM and art careers. For Bridgette, working with educators and local organizations on valuable student experiences is the most rewarding part of the job. "I am helping to recreate the community that created me," Bridgette said, which is not only the legacy of Shirley Proctor Puller but "the legacy of the entire community."

**To learn more, visit: [PinellasCF.org/SPPF](https://PinellasCF.org/SPPF)**



## Byron Smith: 2021 INSPIRE Award Recipient

### SUPPORT YOUR PASSION

Most everyone has a passion for something, be it access to justice, affordable housing, scholarships, curbing childhood hunger, or another interest you connect with personally.

No one understands this better than the recipient of the 2021 INSPIRE Award. The Award, presented by Pinellas Community Foundation, recognizes the role of professional advisors — lawyers, financial planners, and accountants — in bettering the community.

This year, the recipient is Byron Smith, a former longtime PCF board member and a partner and owner of RSM US LLP St. Petersburg. RSM is the leading U.S. provider of audit, tax, and consulting services focused on the middle market.

Though Byron's credentials are long (CPA, ABV, PFS), and he's active in countless professional associations, his message to those wanting to give back to their community is short: think ahead, or it may be too late to give or derive the maximum benefit from your charitable gift.

"I always felt I wanted to serve the people in my community," said Byron, who gets professional and personal fulfillment from designing win-win strategies for his clients and nonprofit organizations.

While we get tangible benefits from items we purchase or payments we make for tangible things, "a charitable gift does not provide a tangible benefit," he said. "What you get is a sense of helping the community or organizations you are passionate about."

Byron's expertise is planning for wealth accumulation and preservation, taxation and accounting issues regarding estates and trusts, board governance, and tax consulting for nonprofit organizations. The USF accounting degree graduate is skilled at structuring complex charitable gifts to maximize the taxable and financial benefits to donors and receiving organizations.

Byron shared his philosophy of charitable giving in an interview: *The most important step is to find your passion and support it. How you structure the gift, how much, and when can be decided as you go forward in life.*

**For the complete interview, which includes how Byron learned so much about our community's needs and giving opportunities, visit: [PinellasCF.org/InspireAward2021](https://PinellasCF.org/InspireAward2021)**

## The Woodson — A First for Florida

For 15 years, the Dr. Carter G. Woodson Museum has celebrated African American history and culture in the former community center for Jordan Park — Florida's oldest public housing project. Located in The Deuces, the most historic and celebrated African American corridor in St. Petersburg, the museum brings together individuals from all walks of life, serving as a bridge for courageous and meaningful discussions regarding history, art, race, equity, and empowerment.

The Woodson's growth and programming popularity, including the acclaimed exhibit "REVERBERATIONS: Black Artists on Racism and Resilience," has exceeded the capacity of its current single-story 4,000-square-foot facility. The city of St. Petersburg's gift of 5.5 acres of land and \$1 million in seed funding sparked museum expansion plans. After a broad-based community discussion with renowned museum experts, the vision for a state-of-the-art facility with an expanded name was born. The Woodson African American Museum of Florida will be the first newly built museum in the state dedicated to celebrating the contributions of African Americans.

The Woodson and PCF have joined forces to raise \$27 million for the museum's construction. The Woodson sought PCF for a partnership because of the organization's deep community commitment, fundraising experience, and reputation for collaborating to address the county's greatest needs.



"The African American experience in St. Petersburg and our country has too often been ignored, an after-thought, relegated to a space that limits or narrowly defines its impact rather than celebrating its importance," said Duggan Cooley, CEO of PCF. "We are thrilled to partner with The Woodson on its expansion. This is a project of and for generations, rooted in history and culture, ensuring the needs of the future."

***To stay informed of The Woodson's growth, visit:  
[PinellasCF.org/TheWoodson](https://PinellasCF.org/TheWoodson)***