

SPRING 2021 VOL 3

WhatGives?

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

HELLO St. Petersburg

Pinellas Community Foundation is opening a satellite office at The Factory located in the St. Petersburg's Warehouse Arts District. The Factory is filled with artists, nonprofits, and small businesses who are connected to support and drive business to the intertwined tenants.

The new PCF office, scheduled to open in mid-April, will purposely reside with the SPC Institute for Strategic Policy Solutions (ISPS), an educational organization dedicated to advancing academic excellence.

Maintaining social distancing, we ask that you call or email us for an appointment. We'd love to share a cup of coffee and talk, and yes, we will wear masks and ask that you do also.

**Open: Monday and Wednesday,
9 a.m. to 5 p.m.**

**The Factory St. Pete
2622 Fairfield Ave. S.
St. Petersburg, FL 33712**

**Phone: 727-306-3888
Email: DBender@PinellasCF.org**

Show Your Heart

The first 25 individuals to make an appointment and visit the new office will receive a PCF mask adorned with the unique Giving Humanity a Hand heart.



When Our Community Works Together, Nothing Is Impossible



We are all trying to figure out how to move forward at this point in the pandemic. Still, we know that your neighbors, family, friends, and municipalities are anxious to get back to life as it was before COVID-19. To do that, we need good health, a safe environment, employment, and our kids at school learning with friends.

You Can Make That Happen

The answer starts with the Pinellas Community Foundation Needed Now Fund, created to address our community's changing needs as we advance through the healing process. The dollars you give help to grant funds to local charities that attend to the community's immediate needs:

1. **Feed the Hungry** throughout our community regardless of age.
2. **Provide Legal Help for Evictions** without landlords having to suffer the consequences.
3. **Revive Education** to get our students back in the classroom for a better learning experience.

Needs will change as the community heals. The PCF Needed Now Fund will refocus efforts to support what is vital to continue progress.

Donate today, visit PinellasCF.org/NeededNow.



Gladys Douglas PRESERVE



Wow! You Did It.

Coming together to improve the quality of life is what community is all about.

With the help of over 1,000 caring donors, starting with the City of Dunedin and Pinellas County, this community came together to save one of the most precious pieces of undeveloped acreage in Florida.

Thanks to your generosity and the contributions of many more caring individuals and organizations in the community, the \$4.5 million needed to purchase the Gladys Douglas Preserve was raised.

In the near future, you and your family will enjoy walking through 43.44 acres of green space, including the now-preserved, critically endangered scrub habitat.

This important effort would not be possible without the partnership of these local environmental organizations:

- Sierra Club (aka Sierra Club Florida Chapter Suncoast Group)
- Preserve the Douglas Hackworth Property Group (a grassroots community group)
- The Pinellas Chapter of the Florida Native Plant Society Inc.
- Blue-Green Connections Inc.
- WK Preservation Group Inc.

Thank you for helping Pinellas Community Foundation give humanity a hand.

The Gladys Douglas property still requires work to preserve its natural state. For more information about Pinellas Community Foundation and opportunities for giving back to the community, contact Duggan Cooley at 727-306-3124 or dcooley@PinellasCF.org.

"I Even Got Beef for Spaghetti"

On a Friday morning, cars line up at the Advantage Village Academy (AVA) food distribution program, where the staff provides boxes of fresh produce, eggs, and other proteins for the week. At the end of the day, Toriano Parker and his staff of four plan for next week's food distribution.

Food-pickup day at this South St. Petersburg pantry always buzzes with drive-thru and walk-up traffic. The day is filled with residents hit hardest by COVID-19. They are low- to moderate-income families (under \$16,000 for a family of four) whose basic needs routinely outstrip the services offered by the greater community.

AVA helped stave off hunger for many residents in this underserved area. In similar parts of Pinellas County, AVA delivered food boxes provided for distribution by six partner organizations, including Clearwater's Uncommon Touch Ministries, Largo's Shiloh Ministries, and groups at Burlington Towers and Arlington Arbors.

Ronnie Jones

As the pandemic raged, Ronnie Jones lost her housekeeping job at a local beach resort and scrambled to find another job. Then, wham! In December 2020, she caught COVID-19 and became too ill to work.

Ronnie and her grandchildren often faced an empty table when food stamps failed to provide enough meals to last the week. Then, she heard about the food program at AVA. "I had never heard of a place where you can get food like they offer," she said. "The food is amazing. I was used to canned food, not fresh produce like collard greens."

Ecstatic about the meat choices, Ronnie said, "I even got beef for spaghetti," adding that there was enough to last the entire week. With the help of the PCF staff, Toriano refined his grant-writing skills to advance his vision. He then applied for \$197,000 from the Pinellas CARES Nonprofit Partnership Fund. AVA's efficiency and service capacity were so effective that the organization received additional funding that totaled nearly \$600,000.

Visit PinellasCF.org/CARES for more information about Pinellas CARES impact.



Toriano Parker, right, and his son, Jeffrey, work at the AVA food distribution program in South St. Petersburg.



It's food-pickup day for the AVA food distribution program in South St. Petersburg, where participants drive-thru and get fresh foods.



Determined To Keep Doors Open

Originally opened in 1974 by the city of Clearwater, the Clearwater Martin Luther King Jr. Neighborhood Center (MLK Center) offered a place for neighborhood members of all ages to commune, connect, learn, play, and celebrate. It's located in the North Greenwood community at 1201 Douglas Ave.

In its height, the MLK Center provided homework rooms, table tennis, fashion shows, and teen dances where parents signed kids in and out. There were also weddings, showers, and other celebrations at the center.

"It was a place where community members could just come in and 'hang out' for a while," said Bryan Voliton, local marketing expert and motivational speaker. Bryan grew up in North Greenwood and remembered the MLK Center as a linchpin for the community.

Unfortunately, by 2010, the MLK Center was in desperate need of repairs and no longer considered necessary since the opening of the new North Greenwood Recreation and Aquatic Complex and the North Greenwood Library.

Yet, when the city suggested tearing down the MLK Center, community residents unwilling to let it go formed the Clearwater MLK Jr. Neighborhood Center Coalition (MLK Center Coalition).

The MLK Center stood barren for five years until enough money was raised to reopen its doors in 2015. Community members were determined to bring back what was considered the true "heart" of the community.

Dedicated to helping North Greenwood residents with creative solutions to problems, the center offered food drives through partnerships with community organizations.

Even before the pandemic, the MLK Center received support from the Venture Philanthropy Fund at PCF. Then in 2020, the MLK Center Coalition received a Tampa Bay Resiliency Fund award for food through Pinellas Community Foundation and its partners.

To learn more about the history of the Clearwater Martin Luther King Jr. Neighborhood Center, visit PinellasCF.org/MLKcenter.

Foresight in Venture Philanthropy

It is not profound to state that the community is in need. The 2020 experience demands immediate communication solutions to let the community know assistance is available. It requires creativity to figure out how to serve everyone in a crisis.

One generous donor, who chooses to remain anonymous, had the foresight to invest in helping nonprofits in underserved markets fulfill their missions.

Given that good intentions don't assure success, the Venture Philanthropy Fund at PCF offers eligible nonprofits the resources to connect with clients and donors. The fund employs a marketing expert to help charities work effectively and remain sustainable.

Eligible organizations, defined as 501(c)(3) nonprofits with annual budgets of \$100,000 or less in underserved markets, can receive up to 40 hours of monthly support with the nonprofit specialist at no cost. Support may include training in administration, marketing, grant writing, web development, social media, and community outreach.

During the past year of the pandemic, the work of Venture Philanthropy Fund charities proved priceless in serving the communities in need, particularly in South St. Petersburg.

To learn about the varied services and successes the fund supports, visit VenturePF.org.



On January 6, 2021, we lost our cherished colleague, Suzanne Ruley, to COVID-19. She was not just a number among thousands. Suzanne was generous and affable. We thank each of you for your calls, cards, and participation in her memorial service.

Suzanne's husband and children started Suzanne's Giving With a Heart Fund at Pinellas Community Foundation.

To make a donation, visit PinellasCF.org/GivingWithAHeartFund.

In honor of her memory, we will ring a bell for every donation made — because that's what Suzanne would do.

RING A BELL



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Giving to Humanity: Going Further, Together

Join the PCF Membership Program

From water heaters on a campus serving those in need of safe transitional housing to a pool lift providing aqua therapy for people with disabilities, members of the Giving to Humanity program change lives.

As the African proverb says, **“If you want to go quickly, go alone. If you want to go far, go together.”** As a Giving to Humanity program member, your gift will combine with other members’ gifts to help Pinellas County charities better care for those they serve.

Program member gifts fund the annual Giving to Humanity Grants (aka Capital Improvement and Equipment) made to qualified nonprofit organizations for facility improvements and equipment purchases. PCF also matches your donations dollar for dollar, and 100% of Giving to Humanity program member gifts go to grant recipients in the donation year. For a complete list of 2020 grant award recipients, visit [**PinellasCF.org/grants/recipients**](https://PinellasCF.org/grants/recipients).

“I want my gifts to make the most impact on my community,” said Roslyn Linnen, a Giving to Humanity program member. **“Through the PCF membership program and Giving to Humanity grants, I’m helping to put assistance directly into the hands of those making a difference and changing lives.”**

To become a PCF Giving to Humanity program member and support life-changing nonprofit missions, please visit [**PinellasCF.org/membership**](https://PinellasCF.org/membership) or contact us at 727-531-0058. **Joining is easy, and gifts of any size make a difference. Join us today!**