

SPRING 2022 VOL 4

What Gives?

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



2022-2023 Fund Focus

The PCF Needed Now Fund, launched in 2021, raises awareness and provides solutions for the immediate issues impacting the community's changing needs.

Last year, 10 local nonprofit organizations addressing feeding the hungry, mitigating evictions, and reviving education during the pandemic received grants from the fund.

Through conversations with nonprofit partner agencies throughout Pinellas County, PCF identified attainable housing, sustaining arts and culture, and environmental stewardship as the 2022-2023 Needed Now focus areas.

PCF communications will highlight the critical challenges, solutions, and successes within the community related to what is needed now.

LEARN MORE

PinellasCF.org/NeededNow

When our community works together toward a common goal, nothing is impossible.

-Duggan Cooley, CEO



2021 COMMUNITY IMPACT

During a year full of restructuring amid pandemic obstacles, Pinellas Community Foundation sustained its community impact through expanded partnerships, increased support, and renewed hope for our health, environment, and cultural institutions.

- PCF was honored to receive gifts from more than 1,100 individual and corporate donors to help save the Gladys Douglas Preserve. Combined with investments made by the city of Dunedin and Pinellas County, 44.5 acres in the heart of the county are now a permanent nature preserve.
- When the CARES Act designated funds for COVID-19 pandemic recovery, Pinellas Community Foundation took the lead in managing the nonprofit granting process. The fund distributed over \$18 million to nonprofits providing critical care for food, behavioral health, and legal aid for housing services for our most vulnerable residents.
- The Woodson African American Museum of Florida (The Woodson) chose PCF as its partner to help raise \$26.5 million to expand the museum. The new museum will be Florida's first purpose-built landmark museum dedicated to celebrating African American history, art, and culture. The Woodson is poised to become a world-class museum and a community anchor in South St. Petersburg.

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PinellasCF.org/2021impact

Giving to Humanity

PCF Membership Program Is Philanthropy Without Barriers

As a Giving to Humanity member, your gift will combine 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 life-changing nonprofit missions, please visit the PCF website or call 727-531-0058.

JOIN PCF

PinellasCF.org/Membership

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Florida Botanical Gardens: Preserving an Oasis

For 22 years, the Florida Botanical Gardens has been a hub for nature, education, and wonder, where all are welcome. The 100-acre park nestled in Largo offers more than just a beautiful oasis in the middle of Pinellas County. The gardens draw in worldwide visitors with a vast array of Florida native plants and exotic flora — offering safety, solace, and reconnection to nature.

The Florida Botanical Gardens Foundation ensured the success of the gardens. Organized in the early 1990s, the foundation has always been volunteer-led.

One of the biggest upcoming projects of the foundation is the Majeed Discovery Garden: A Place For Children. The children’s garden will add 2 acres and feature an outdoor classroom, a play area, and a music forest filled with instruments. For Executive Director Vernon Bryant, one of the key values is education and creating a place where people can learn about plants in an impactful way.

To continue the park’s success, the foundation relies on grants, membership fees, and donations, as admissions to the grounds are free. Vernon reports that the greatest challenge facing the foundation is philanthropy. “It’s about accessing people who can help and being able to communicate our needs.”

Vernon says the foundation has been “working over the last five years to secure grants — to help us do the many great things we really want to do — without a lot of success.” Receiving a grant from PCF has made all the difference. “Getting this PCF grant gives us renewed hope that we can tell our story well,” says Vernon. “Thanks to PCF for believing in us.”



Vernon Bryant, Executive Director of Florida Botanical Gardens

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Let’s Talk Arts and Culture



Arts advocates share their thoughts on support for the performing arts during the ‘We Convene’ meeting on March 24.

Though they go hand in hand, art and culture differ. Culture is a collection of social forms, traits, customary beliefs, and other human experiences that do not originate from the genetic inheritance of a religious, racial, or social group. Art, one aspect of culture, is the creative expression of one’s experiences, emotions, and other qualities.¹

Pinellas Community Foundation has a history of collaborating with the county’s arts agency, Creative Pinellas. In 2018, the pair hosted an arts advocacy summit. The following year marked PCF’s 50th anniversary, and Creative Pinellas hosted PCF’s arts-inspired celebration event, called “Festivale 50,” on its Largo campus.

The bond deepened again in 2020 with the Arts Community Relief Fund, a partnership that included the St. Petersburg Arts Alliance and Foundation for Healthy St. Petersburg. The ACR Fund awarded more than \$130,000 to artists, art organizations, and creative businesses affected by COVID-19.

“The relationship strengthened more in 2022 with a co-created forum engaging the community in a comprehensive conversation about arts and culture,” said Barbara St. Clair, CEO of Creative Pinellas. The forum, “We Convene,” is a series of gatherings, culminating on Sept. 30 with a public town hall meeting. Topics include Performing Arts, Accessibility and Equity, Arts and Tourism, and Economic and Wellbeing Needs for Artists.

“We think of Pinellas Community Foundation as allies in innovation, serving the same geographic area aimed at improving quality of life,” said Barbara. “The two are parallel, offering grants and workshops, bringing thought leaders together for a better community.”

[JOIN THE CONVENTION](#)

CreativePinellas.org/event/we-convene

¹ From “Difference between art and culture,” by Staff Writer. DifferenceBetween. (2020, March 25).

Bay Area Legal Services

The Law Working for Community

Our laws define our freedoms and restrictions. Yet, navigating the legal system evades many. Unfortunately, the law can negatively impact those who may be without legal guidance, including the poor, people of color, those with physical or mental health conditions, and veterans.

In 2021, Tampa Bay rents increased by 24%, the highest in the nation.¹ Those on fixed incomes, including seniors and veterans, are particularly affected. Unable to make payments and unaware of legal remedies, they may face homelessness.

“In eviction actions, the likelihood of better outcomes increases dramatically with legal representation,” said Lisa Brody, assistant deputy director and managing attorney for the St. Petersburg office of Bay Area Legal Services (BALS). The need for legal representation is profound, whether to address evictions, code violations, or other housing stability issues. “Housing instability is a big stressor,” she said, noting that reducing stressors leads to better health.

BALS, the largest nonprofit public interest law firm in Tampa Bay, has supplied free civil legal services to low-income residents since 1967. As a BALS funder, Pinellas Community Foundation understands that improving the community’s welfare means seeking solutions to social issues, such as access to free legal help.

¹ From “Tampa Bay’s rent increased by a record 24% in 2021, the highest in nation,” by Emily L. Mahoney. Tampa Bay Times. (2021, December 22).

Tenant-landlord disputes are just one potential hurdle. Caregivers may also face legal obstacles in making decisions for loved ones. “Grandparents, for instance, caring for minor children need legal documentation to make choices about schools, health treatment, and other caregiving matters,” said Lisa.

Grants from the PCF Senior Citizens Services Fund are helping BALS’ mission, including a grant for Veterans Support, Care/ Kinship Care, and operations. The operating grant allows BALS to collect data identifying racial inequities in Pinellas County’s COVID-related eviction process. The statistics will help create a racial justice strategic plan, exploring how BALS can better help more low-income residents affected by evictions.

READ MORE PinellasCF.org/BALS



Lisa Brody of the Bay Area Legal Services assists a client with legal paperwork.

PCF Social Justice Fund

Trust-Based Philanthropy

The Pinellas Community Foundation Social Justice Fund aims to increase Tampa Bay nonprofits’ capacity and hands-on impact through trust-based philanthropy. The SJF focuses on organizations working around issues of injustice and equity — racial, economic, educational, housing, and health.

Now, in its fourth year of giving, the SJF has awarded more than 35 nonprofits with capacity-building support services, training, and upwards of \$500,000 of monetary support. These nonprofits are working in communities and economies long-plagued by the inequitable distribution of resources, thereby ensuring that the SJF disburses grants where they’re needed most.

Formed by a generous donor, the fund was initially named and inspired by the concept of venture capital investment, which leverages private money to invest in for-profit business startups. The funder’s thought was to take this concept and direct it toward nonprofits to support their missions, investing in them

without ‘fear of risk,’ in other words, trust-based philanthropy. The framework for trust-based philanthropy includes multiyear unrestricted funding, long-term flexible funding, and simplified and streamlined paperwork.

Many generous donors support the Social Justice Fund. If you are interested in donating to help affect change in our community, please contact Leigh Davis, Director of Donor and Advisor Relations, at LDavis@PinellasCF.org.

If you are a Tampa Bay nonprofit with a social justice imperative as part of your mission, an annual budget of \$100,000 or less, and an interest in learning more about the Social Justice Fund, please visit the PCF website.

LEARN MORE PinellasCF.org/SJF





17755 US Highway 19 N Ste 150
Clearwater FL 33764



Donor-Advised Fund

A Simplified, Tax-Savvy Way To Invest in Your Community

A Donor-Advised Fund (DAF) is a dedicated account for charitable giving that allows you to advise which IRS-qualified charities receive the funds. You can contribute to your DAF individually or ask friends, family, or coworkers to donate to your fund. Stock, real estate, mutual funds, property, and land are great ways to add to your fund.

There are many advantages to creating a donor-advised fund through Pinellas Community Foundation, including tax savings, a quick setup in just a day versus several months, and low startup and management costs.

PCF manages and distributes charitable funds on behalf of donors, avoiding significant legal costs and paperwork compared to private or family foundations. And now, you can complete your DAF application online anytime and anywhere. There's no need for sensitive personal information on the form, so you can send it knowing your philanthropic wishes are one step closer to coming true!

START YOUR FUND TODAY

PinellasCF.org/DAF