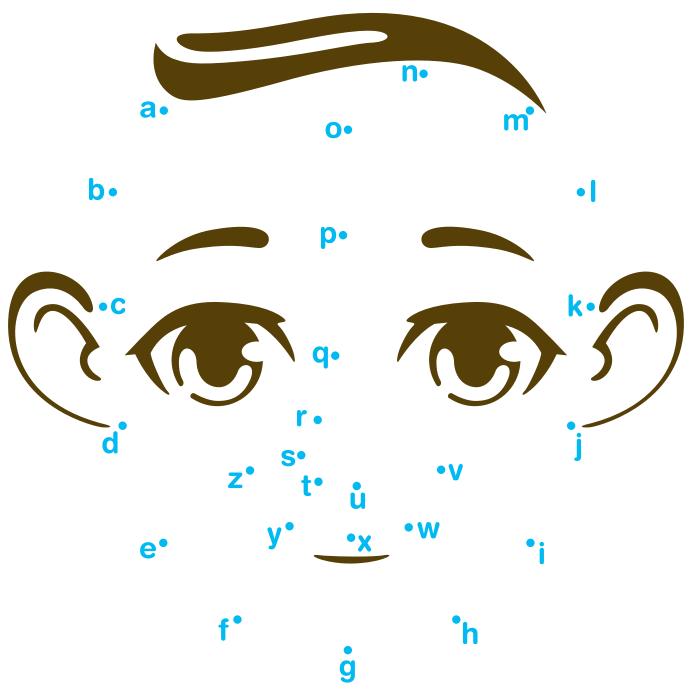
agklctnkpiqsxeakugp pneiglaeounszcvbehl gcxczj**n**okghcgynozaf k b p o d i **n** w v c b n e z e d x y u gahjetuarqszxeake2p steel case foundation egxlytlnpickeupel1s ahviudnconsjgueisop dguxnedmrbhgcvdyeos bokjkcxstgtyikopcvd n b c v p s zmp q s z x e a k p u s oqntevpxvbghufiopel pgzlancvgdyheuoplkh

**Steelcase Foundation 2010 Annual Report** 



## To the community partners and friends of the Steelcase Foundation:

What does success in a community mean? A broader spectrum of people having access to healthy food, women recovering from alcoholism in a nurturing environment, kids from a low-performing school district earning a high-school diploma?

Yes.

And no.

These accomplishments are undeniably positive. Yet there's a need to do more than offer support. We need to educate people, strengthen them and empower them.

If we teach a person to read, can we also teach them to help their own child learn? If we develop programs that engage kids enough to keep them in school, can we teach them to build other skills that will help them continue that success beyond the classroom?

The Steelcase Foundation aligns itself with organizations that understand that success is not about achieving something good, but about reaching for something better. We invest our dollars in programs and ideas – like the ones you'll read about here – that connect the dots between the individual and the bigger picture, proving that when you empower one person, you empower a family, a neighborhood and an entire community.

Kate Pew Wolters Board Chair

Susan Broman President





## A fresh approach to food

On Saturday mornings it can be a challenge to make your way through the shoppers at the Fulton Street Farmers Market. Located in an urban neighborhood, the market – open several days a week during the main season – features fresh, local food options and draws people from all over Grand Rapids.

So when the **Midtown Neighborhood Association** (MNA), which runs the market, began work on a neighborhood revitalization plan, it seemed like the ideal place to start.

"The market is such an asset to the community," says Christine Helms-Maletic, president of the MNA, who notes that the layout and facilities haven't really changed since it opened back in 1922.

The MNA brought in consultants to observe how people were using the market and to make recommendations for improvements. Plans (developed with funding assistance from the Foundation) were unveiled in late summer 2010, and include a permanent covering for the stalls, wheelchair accessibility, additional restrooms and infrastructure upgrades.

"With these changes, we'll be able to make fresh food available in the inner city year-round," says Christine.

Because the market can now accept the Michigan Bridge Card (a convenient version of food stamps), low-income residents will have better access to healthier food. "Many of them have the misperception that the market is more expensive than the grocery store," explains Christine. "But not only is it affordable, the market also helps build relationships between growers and eaters. Farmers share the advantages of locally grown food so shoppers can make more nutritious choices."

## www.fultonstreetmarket.org



## **Reshaping the future of education**

**Grand Valley State University** is doing a lot of things right. The student population has increased by more than 50% over the past ten years, the curriculum is strong and diversified and the academic profile for the freshman class is only second in the state of Michigan.

Yet with the changing workplace and the higher level of skills expected of graduates, the university needs to keep innovating to serve its students. "Employers have told us what they're looking for," says Grand Valley President Thomas J. Haas. "We need to help our students understand the world they're going into."

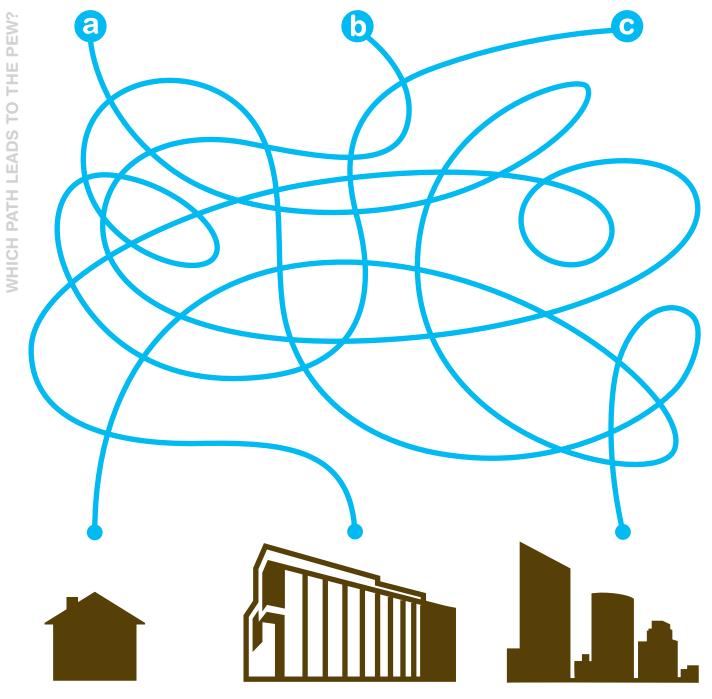
That world includes collaborative, team-based work, command of current technologies, as well as solid communication and critical-thinking skills. The Mary Idema Pew Library Learning and Information Commons, scheduled to begin construction in May 2011, is designed to give Grand Valley students the tools to compete.

"The Pew Library will be an epicenter for learning," says Dr. Haas. "We want it to be a portal to the world."

The planned 150,000-square-foot building will extend classroom learning in a vibrant, inspiring environment and will feature group study rooms, flexible instructional areas, multipurpose spaces, an automated storage and retrieval system, hands-on technical and knowledge support, peer coaching, 24/7 wireless network connectivity and the capacity to house one million books.

"This project will help Grand Valley create a national model for 21st-century learning," says Dr. Haas. "The Pew Library will have far-reaching impact for generations."

### www.gvsu.edu



d : '9wenA



## Finding healing through hope

Funding and support are a lot harder to come by in the non-profit sector these days. For many charitable organizations, that has meant taking a fresh look at the business model and identifying creative ways to continue serving those in need and meet the growing changes within the community.

**Our Hope Association,** an organization that's been treating women with alcohol and drug dependencies for four decades, recently faced that challenge. "Economic challenges have impacted us dramatically," says Christine Walkons, executive director of the organization. "Through thoughtful and strategic planning we have designed an expanded model of treatment services to help women build resources for a life in recovery."

Offering both residential and outpatient services in a nurturing, home-like environment, Our Hope has a highly skilled all-female staff, including master-level certified addiction therapists. The women live as a community and are actively involved in individual and group therapy as they learn vital coping skills and build tools for recovery.

"With our new direction, we'll be able to better meet the unique needs of each woman," says Christine. "Our goal is to provide comprehensive treatment for every step of recovery." Changes include tailored assessments, shorter stays, expanded outpatient offerings, innovative programming, and introduction to community-wide resources to assist clients as they re-enter their home environments.

Our Hope has also implemented new marketing and development plans to build broader community awareness. "We've been a quiet little giant in the community for 39 years," says Christine. "It's time to be more visible and promote the benefits of treatment at Our Hope, which is rooted in honesty, healing and most of all hope."

### www.ourhopeassociation.org

healing honesty **SUCCESS** recovery 1.epho 2.vreyrcoe 3.Ignhaie 4.mtetnaert 5.pyaerht 6.syhotne **7.esusccs** 8.nucmtiymo

SCRAMBL

NORD

Vinummoo.8 , 2.recovery, 2.healing, 4.treatment, 5.therapy, 6.honesty, 2.seccess, 8.community

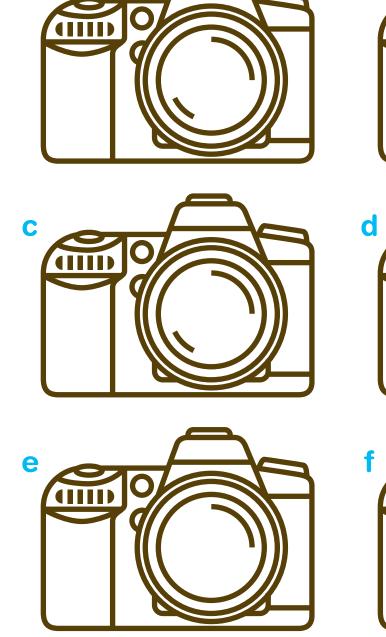
therapy

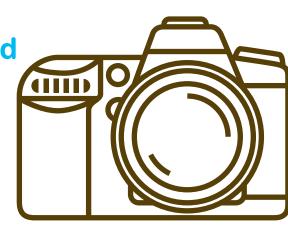
hope

community

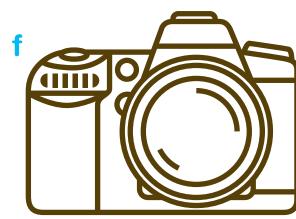
treatment

a





h



# From good to incredible

It's pretty exciting when an organization achieves its goals. "In four short years, we already saw kids graduating from high school," says Luisa Schumacher, executive director of the **West Michigan Center for Arts & Technology** (WMCAT). The programs offered through the center were designed to keep at-risk kids engaged in school – and graduation was definitely a sign of success.

"Many students stay connected with WMCAT after they leave," says Luisa, "and we learned that some were struggling." There were graduates who were only reading at the fourth-grade level and some who went to the local community college but dropped out after a semester.

So Luisa and her staff went back to the drawing board. "We had to revamp the program – it wasn't what our students needed. We had to find a way to take the program from good to incredible."

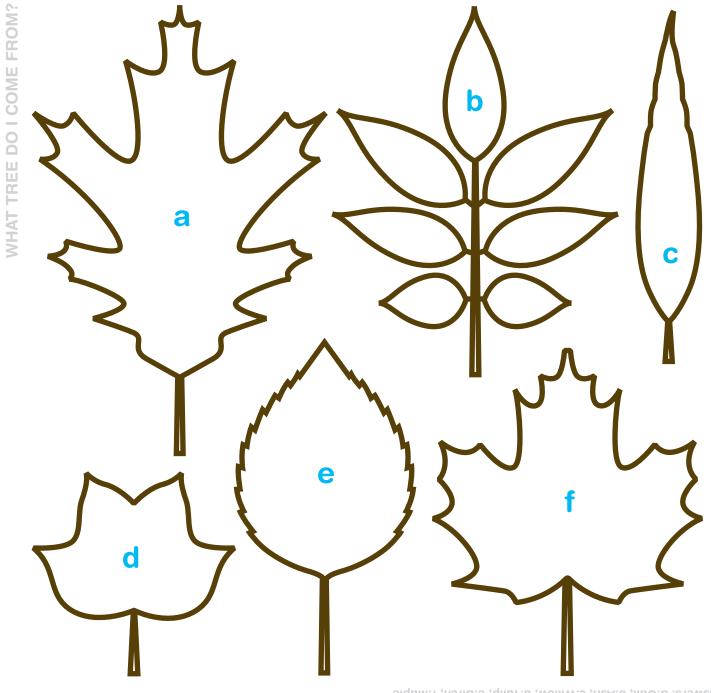
WMCAT engaged with the National Institute on Out-of-School Time through Wellesley College to help develop a curriculum that integrated skills into the class offerings. "We began monitoring and asking questions so we could develop project-based learning as opposed to good, oldfashioned art classes," explains Luisa.

One class of kids, for example, is working with a local business to design, create and install the world's largest beanbag chair. Another group has plans to participate in a photography project with the Grand Rapids Police Department that will create a permanent art installation showing the community in a positive light.

As WMCAT beefed up its own programs, the center also connected the students with other community resources. "We want them to feel confident," says Luisa. "We want to give these kids the skills they need to take them into the next phase of life."

### www.wmcat.org

Answers: a,b,c,t



# Bringing a community back to nature

On a warm late-winter day, kids run along a slushy path at **Blandford Nature Center** to get to the sugarhouse where maple syrup is made. Farther down the same path, there's an open field where the gardens slumber for the season. When the weather warms, though, these gardens will be filled with plants – and with people.

Blandford is trying to stabilize after several years of transition. And as the organization pursues its vision for the future, an important component will be a stronger connection with the community.

One way to achieve that is through a community garden that will put students and families from the city in closer touch with nature and the growing process. Another is through selling CSA (Community Supported Agriculture) shares. "We had a consultant evaluate the farm and our capabilities," says executive director Annoesjka Steinman. "We're going to add acreage to grow food for the CSA. Not to make money, but to get people involved in community agriculture. We're moving forward slowly and deliberately to build a sustainable process."

Part of the Steelcase Foundation grant is also helping Blandford expand its outreach efforts to members, donors and the public. "We've developed newsletters for our members and we're using social media like Facebook to communicate about our activities," says Annoesjka.

Those outreach efforts extend to volunteers, too. "Our volunteers logged 8,300 hours of labor last year," says Annoesjka. "They're a very important asset." To better connect with the more than 150 people in the volunteer database, Blandford has created a volunteer coordinator position to organize the group and groom them to be involved with the center longer term.

### www.blandfordnaturecenter.org



# A healthier state of mind

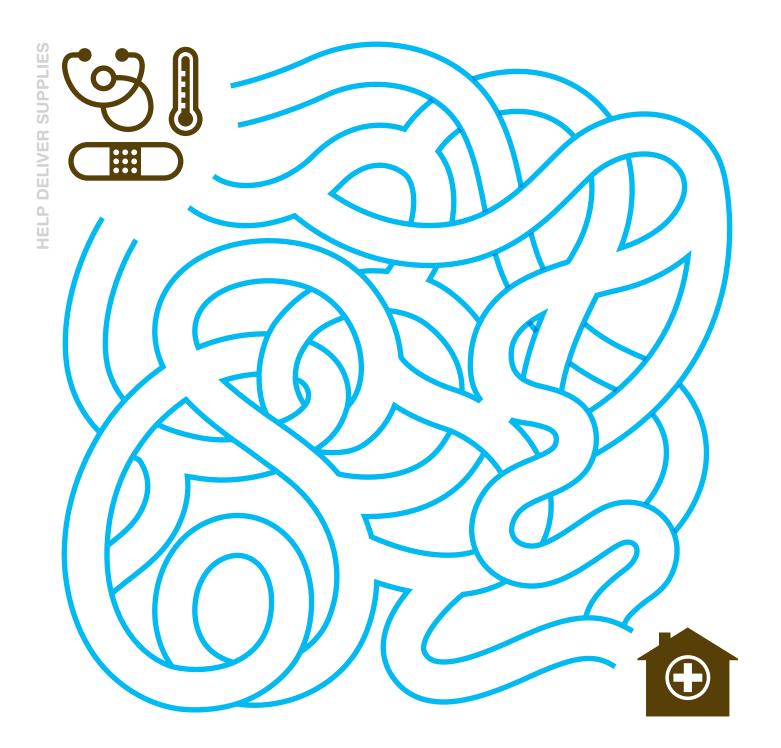
Determination can accomplish a lot. The staff and volunteers at **Catherine's Health Center,** crammed together in a small office with two exam rooms, provided free family-medical care to more than 400 uninsured or underinsured people in the Creston neighborhood each month.

There came a point, though, when determination wasn't enough. "We were turning people away," says Karen Kaashoek, the center's executive director. "We didn't have the capacity to treat them." They were turning away much-needed volunteers for the same reason. And so, Catherine's Health Center launched the \$1.275 million Opening Doors Campaign.

Thanks to donated space in the former St. Alphonsus School and over 300 contributors, including a grant from the Foundation, the center is now housed in a bright, vibrant, LEED-certified building with eight exam rooms, a spacious office area, a nurse's station and medical and storage areas. The new reception area features colorful walls and a piece of artwork donated by an appreciative patient. "The quality of the space now matches the quality of care," says Karen.

When the center is fully up and running, Catherine's will be able to accommodate nearly 1,200 patients each month and 300 volunteers – which means more health options for the community the center serves. "The people who come here are now able to receive more benefits," says Karen. "They're learning how to eat better, how to stop smoking and how to make better overall health choices."

## www.catherineshc.org



## **Inspiring a community to take action**

Although environmental awareness is certainly on the rise, there's still plenty of work to be done. The **West Michigan Environmental Action Council** (WMEAC) plays a big role in keeping the community informed on environmental issues – and inspiring people to take action.

"We have distinct, key audiences we need to connect: environmentally concerned citizens and elected officials and business leaders," says Rachel Hood, WMEAC's executive director. With assistance from the Steelcase Foundation, the organization was able to add two positions to its staff to better facilitate those connections.

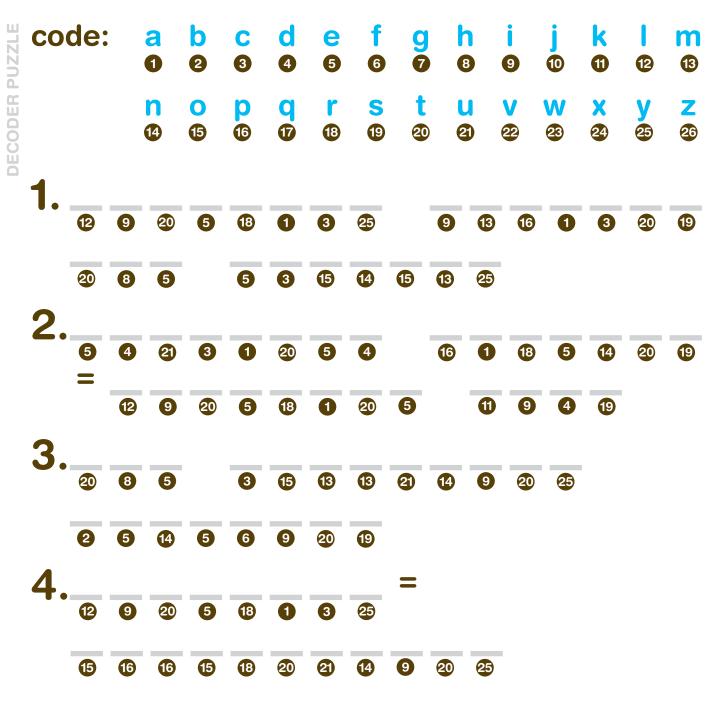
The Communications and Member Services role involves "shaping and delivering our messages, engaging volunteers and helping them achieve meaningful outcomes," explains Rachel. "With this role, the quality of our materials has increased and the level of dialogue and community investment have changed in a meaningful way as well."

WMEAC also hired someone in the role of Policy and Community Activism. "Now is an important time – we have a very young legislature that needs a lot of support to make the right decisions for the environment," says Rachel. "The policy messages we prioritize are critical for Michigan's future."

As a result of these positions, WMEAC's capacity has tripled, enabling them to create real momentum in the community. "There is so much excitement, so many ideas, so much passion for environmental protection issues in West Michigan, especially among young people," says Rachel. "We now have the resources to give those people something to do and guide the action so it creates positive change."

### www.wmeac.org





Virunity percents: 1. literacy impacts the economy, 2. educated parents=literate kids, 3. the community benefits, 4. literacy=opportunity

## **Reading between the lines**

The **Literacy Center of West Michigan** has focused its mission on adult literacy for 25 years. As the community need has grown, the Literacy Center found that its space in the Grand Rapids Public Library wasn't allowing it to meet the demand.

As a result of the Blueprint for Literacy Campaign, the Literacy Center, a leader in providing literacy services to the community, is now housed in a larger, more effective space and supported by additional staff. The focus now turns to increasing the number of people it serves through tutoring, employer-based training and family programs.

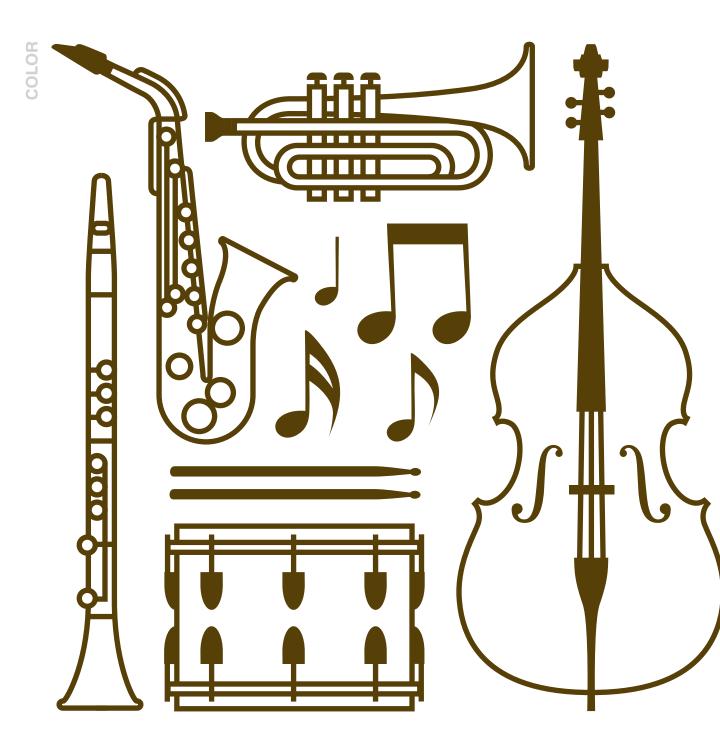
"We serve adults who are reading below the ninth grade level," says Susan Ledy, executive director of the Literacy Center, which today reaches more than 1,500 individuals each year. "Through expanded programming, we'll be able to help even more people improve their employment opportunities and set their goals toward a GED or post-secondary education."

An adult's education level is important to their family as well. Studies show that it's the number one indicator of a child's success in school. Programs like the Schools of Hope Family Literacy Program, through partnership with Grand Rapids Public Schools, help parents improve their own literacy as well as the language skills of their children.

A more literate population also benefits the community. "Literacy has a huge impact on the local economy," says Susan. "As a person moves up in education level, their earning potential increases. Their talent improves our workforce and increases our tax base."

With generous support from committed donors and over 300 volunteers, the Literacy Center will maintain its commitment to helping West Michigan residents reach their literacy potential, opening the door to a lifetime of opportunity.

### www.literacycenterwm.org



**2010 Grant Recipients** Project Description, Grant Payment Amount and Recipient's Website

## **Arts & Culture**

## **GRANT PAYMENT TOTALS:** \$565,000 / FUTURE: \$145,000

## **6 GRANTEES:**

**Arts Council of Greater Grand Rapids** Major Donor Campaign **\$0/Future: \$45,000** www.artsggr.org

**Greater Grand Rapids** 

**Grand Rapids Art Museum** 

**Arts Council of** 

What's Your Art

www.artsggr.org

Program Support \$150,000/Future: \$0

www.gramonline.org

\$5,000/Future: \$0

Underwriting Music Director's Chair \$170,000/Future: \$0 www.grsymphony.org

**Opera Grand Rapids** Program Support \$40,000/Future: \$0 www.operagr.com

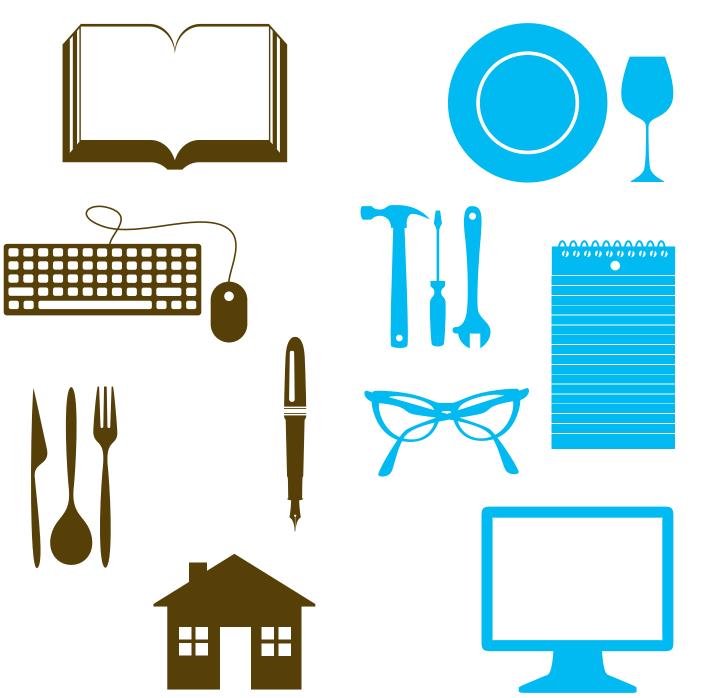
**Urban Institute for Contemporary Arts** 

"Where Art Happens" capital campaign \$200,000/Future: \$100,000 www.uica.org



## **Grand Rapids Symphony**





**2010 Grant Recipients** Project Description, Grant Payment Amount and Recipient's Website

## **Community & Economic Development**

**GRANT PAYMENT TOTALS:** \$302,500 / FUTURE: \$40,000

## **9 GRANTEES:**

**Caledonia Friends and Patrons of the Library** The Next Chapter campaign \$75,000/Future: \$0 www.newcaledonialibrary.org

**Genesis Non-Profit Housing Corporation** LEED Bonus

\$20,000/Future: \$0 www.genesisnphc.org

**Grand Action Foundation** Grand Rapids Urban Market \$75,000/Future: \$0 www.grandaction.org

**Grandville Avenue Arts** and Humanities, Inc. LEED Bonus \$7,500/Future: \$0 www.gaah.org

Habitat for Humanity, Athens/Limestone Co. (AL) Habitat for Humanity Restore \$0/Future: \$40,000 www.habitatalc.org

Lowell Area **Recreation Authority** Lowell Area Trailway \$50,000/Future: \$0 www.lowellareatrailway.org

Midtown Neighborhood Association

Fulton Street Farmers Market Design \$35,000/Future: \$0 www.midtowngr.com

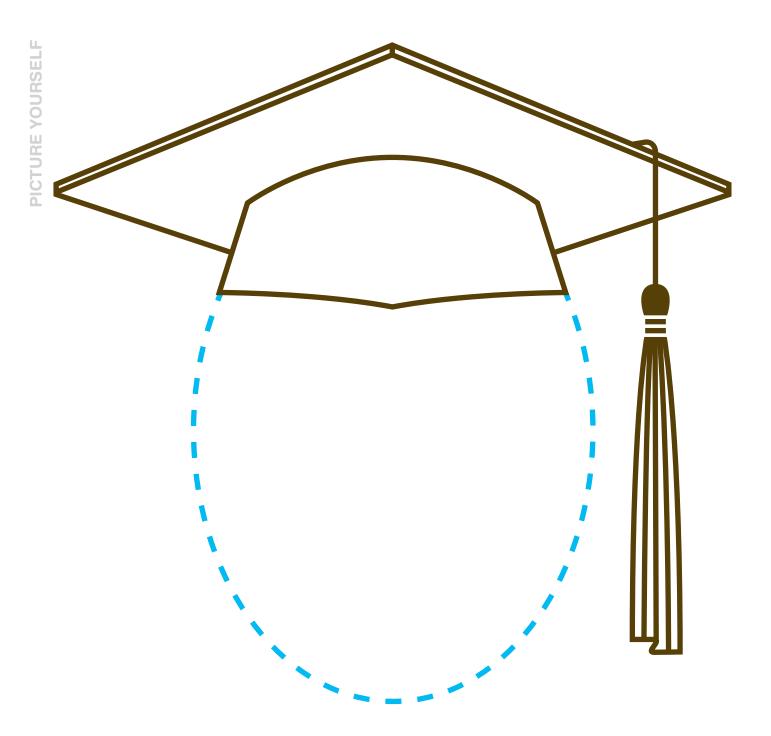


## **Neighborhood Ventures**

Operation Uptown & Southtown Forward \$25,000/Future: \$0 www.neighborhoodventures.org

## West Michigan **Strategic Alliance**

West Michigan Regional Indicators \$15,000/Future: \$0 www.wm-alliance.org



**2010 Grant Recipients** 

Project Description, Grant Payment Amount and Recipient's Website

## **Education**

## **GRANT PAYMENT TOTALS:** \$541,250 / FUTURE: \$1,600,000

## **6 GRANTEES:**

**Grand Rapids Community College Foundation** 

"GRCC Works...Ask Anyone" Capital Campaign \$150,000/Future: \$500,000 www.grcc.edu

Kent Intermediate **School District** Kent School Services Network

**Grand Valley State University** Mary Idema Pew Library Learning

and Information Commons \$100,000/Future: \$900,000 www.gvsu.edu

### Heart of West Michigan **United Way**

Start up of the Civic Action Group www.wedgwood.org \$10,000/Future: \$0

www.waybetterunitedway.org

\$75,000/Future: \$0 www.kentisd.org/kssn

Michigan State University MSU West Michigan Medical School \$200,000/Future: \$200,000 www.msu.edu

LEED Bonus



## Wedgwood Christian Services

### \$6,250/Future: \$0



1=yellow, 2=orange, 3=brown, 4=green, 5=blue

## **2010 Grant Recipients**

Project Description, Grant Payment Amount and Recipient's Website

## **Environment**

## **GRANT PAYMENT TOTALS:** \$395,125 / FUTURE: \$339,375

## **6 GRANTEES:**

## **Blandford Nature Center** New Directions at

Blandford Nature Center \$27,625/Future: \$44,375

www.blandfordnaturecenter.org

## \$50,000/Future: \$0 www.meijergardens.org

## Friends of **Grand Rapids Parks**

Successful Beginnings \$25,000/Future: \$0 www.friendsofgrparks.org

## John Ball Zoological Society

Phase I: Restore the Roar \$250,000/Future: \$250,000 www.johnballzoosociety.org

West Michigan **Environmental Action Council** Inspiring WMEACtion in West Michigan \$30,000/Future: \$45,000

www.wmeac.org

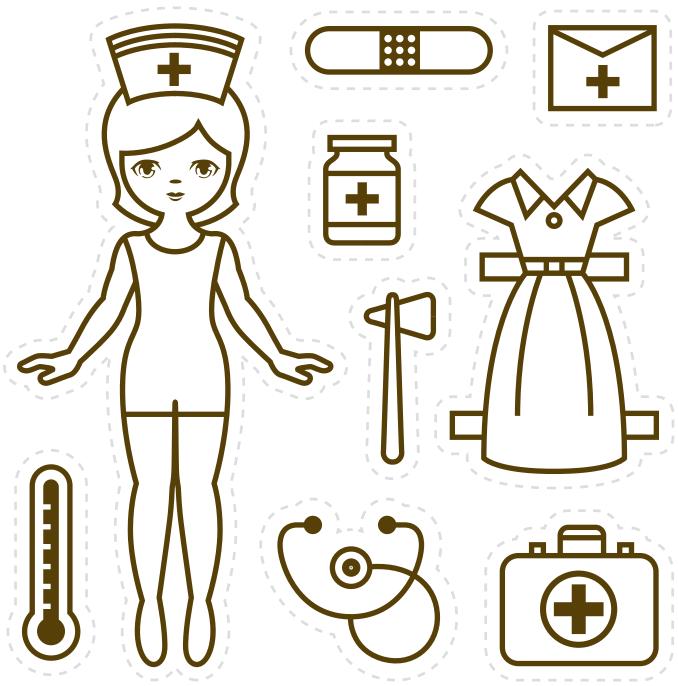
West Michigan Horticultural Society, Inc Maintaining the Masterpiece: A Campaign for the Second Decade

## West Michigan Horticultural Society, Inc. LEED Bonus \$12,500/Future: \$0

www.meijergardens.org







**2010 Grant Recipients** Project Description, Grant Payment Amount and Recipient's Website

## Health

## **GRANT PAYMENT TOTALS:** \$175,000 / FUTURE: \$135,000

## **3 GRANTEES:**

**Catherine's Health Center** "Opening Doors" Capital Campaign

\$25,000/Future: \$75,000 www.catherineshc.org

Palliative Care \$0/Future: \$60,000 www.hom.org

## **Cherry Street Health Services**

Heart of the City Health Center Capital Campaign

\$150,000/Future: \$0 www.cherryhealth.org



## Hospice of Michigan

MSU College of Human Medicine Fellowship in Hospice and

## **Human Service**

## **GRANT PAYMENT TOTALS:** \$1,414,575 / FUTURE: \$601,000



## 23 GRANTEES:

American Red Cross Haiti earthquake relief (employee matching gifts) \$37,200/Future: \$0 www.redcross.org

### **Arbor Circle Corporation**

Capacity building and annual fund expansion **\$20,000/Future: \$0** www.arborcircle.org

### **Camp Henry**

Camper scholarships \$8,500/Future: \$8,500 www.camphenry.org

First Steps Kent First Steps Initiative \$100,000/Future: \$200,000 www.firststepskent.org Flat River Outreach Ministries Inc. "The River of Hope" capital campaign \$60,000/Future: \$0 www.fromlowell.org

**Gilda's Club Grand Rapids** Childrens' Grief Program pilot project

**\$15,000/Future: \$0** www.gildasclubgr.org

### **Goodwill Industries of Greater Grand Rapids**

"Once and For All - Building a Self-Governed Life" \$75,000/Future: \$0

www.goodwillgr.org

### Grand Rapids Area Housing Continuum of Care

Coalition's Systems Change – Phase 3 **\$40,000/Future: \$35,000** www.roofstoroots.com Heart of West Michigan United Way 2010 Campaign \$550,000/Future: \$0 www.waybetterunitedway.org

Home Repair Services of Kent County

Increase "Front Door Friends" **\$10,000/Future: \$0** www.homerepairservices.org

### Literacy Center of West Michigan

Blueprint for Adult Literacy

**\$40,000/Future: \$50,000** www.literacycenterwm.org

### Michigan Migrant Legal Assistance Project

Legal assistance for migrant-worker victims of domestic abuse

**\$35,000/Future: \$15,000** www.mmlap.com MomsBloom

Flourishing Families **\$22,500/Future: \$22,500** www.momsbloom.org

**Our Hope Association** Sustainability of Our Hope Association

**\$50,000/Future: \$70,000** www.ourhopeassociation.org

### Pine Rest Christian Mental Health Services

Ottawa Hills High School -Pine Rest Partnership for Success

**\$20,000/Future: \$0** www.pinerest.org

Safe Haven Ministries, Inc.

"Saving Lives, Building Hope" Campaign

**\$25,000/Future: \$0** www.safehavenministries.org

## for Innovation \$100,000/Future: \$200,000

www.wmcat.org

Expansion of

## Toronto Windfall Clothing Support Service (CD)

Fundraising Department **\$13,300/Future: \$0** 

www.windfallbasics.com

## United Way of Athens and Limestone County (AL)

2010 campaign \$37,895/Future: \$0 www.unitedwayofathenslimestone.org

### United Way of Greater High Point, Inc. (NC)

2010 campaign \$15,180/Future: \$0 www.unitedwayhp.org

West Michigan Center for Arts and Technology Youth Program Opportunity

## West Michigan Center for Arts and Technology

Jim Welch Advanced Technology Fund \$100,000.00/Future: \$0.00 www.wmcat.org

## Widowed Persons Service

Capacity Building \$20,000.00/Future: \$0.00 www.wpsgrandrapidsmi.com

## Young Men's Christian Association of Grand Rapids

Mid City Adventure Club, Summer camper scholarship program and Search Institute Asset Training

### \$20,000.00/Future: \$0.00

www.grymca.org

Project Description, Grant Payment Amount and Recipient's Website

## Other

## **GRANT PAYMENT TOTALS:** \$103,100 / FUTURE: \$30,000

## **4 GRANTEES:**

**Council of Michigan Foundations** 2009/2010 membership dues \$7,200.00/Future: \$0.00 www.michiganfoundations.org

### **Grand Rapids Community Foundation**

Nonprofit Technical Assistance Fund \$60,000.00/Future: \$0.00 www.nptafund.org

**Grantmakers for Education** 2010 membership dues \$900.00/Future: \$0.00 www.edfunders.org

Junior Achievement of the Michigan Great Lakes, Inc. Integrating Economic Education

and the Workplace \$35,000.00/Future: \$30,000.00

www.westmichigan.ja.org

## **Matching Gifts**

The Steelcase Foundation also partners with Steelcase employees, retirees and directors by matching their gifts to arts and culture, education and environmental and conservation programs. The maximum contribution is \$10,000 yearly.

The amount can be a combination of gifts to a number of different organizations. In 2010, the Foundation provided \$400,523.50 in matching funds that included \$328,080.50 for education; \$50,511.30 for arts and culture; and \$21,931.70 for environment and conservation programs. Matching gift application forms are available from the Foundation office. For a detailed list of matching gift recipients, please visit us online at steelcasefoundation.org.

## **2010 Grant Payment Totals:**

\$3,496,550 / FUTURE: \$2,890,375

## **Statements of Financial Position**

Year ended November 30	2010	2009
Assets		
Investments, at fair value (Notes 1, 2 and 5)	\$84,817,026	\$82,029,885
Federal excise tax refundable	\$7,000	\$40,000
Total Assets	\$84,824,026	\$82,069,885
Liabilities and Net Assets Liabilities Grants payable (Note 3) Deferred federal excise tax (Note 4)	\$2,890,375 \$0	\$1,856,042 \$468,924
Total Liabilities	\$2,890,375	\$2,324,966
Net Assets		
Unrestricted	\$81,933,651	\$79,744,919
Total Liabilities and Net Assets	\$84,824,026	\$82,069,885

## **Statements of Unrestricted Activities**

## Year ended November 30

## **Revenues**

In-kind contributions (Note 1) Investment income: Dividends Realized and unrealized gain on investmen Total Revenues

## **Expenses**

Grants and matching gifts (Note 3) Investment management and agency fees ( Provisions for federal excise tax (Note 4) Current Deferred General and administrative (Note 1) Total Expenses

Increase in Net Assets Net Assets, beginning of year Net Assets, end of year

A complete set of audited financial statements will be provided upon request.

	2010	2009	
	\$299,249	\$329,726	
	\$1,799,520	\$1,209,201	
nts	\$4,845,384	\$15,118,000	
	\$6,944,153	\$16,656,927	
	\$4,902,149	\$1,729,791	
(Note 1)	\$20,000	\$20,000	
	\$2,947	\$19,464	
	(\$468,924)	\$468,924	
	\$299,249	\$329,726	
	\$4,755,421	\$2,567,905	
	\$2,188,732	\$14,089,022	
•	\$79,744,919	\$65,655,897	
	\$81,933,651	\$79,744,919	

## **The Steelcase Foundation**

## **Trustees**

Kate Pew Wolters – Board Chair James P. Hackett Earl D. Holton Mary Anne Hunting Elizabeth Welch Lykins Mary Goodwillie Nelson Robert C. Pew III Brian Cloyd – Ex Officio Member

## **Foundation Staff**

Susan Broman Phyllis Gebben Christine Nelson, Ph.D. – Grants Consultant

## **Investment Committee**

Earl Holton Mary Anne Hunting Craig Niemann Shelly Padnos Kate Pew Wolters

Investment Committee Staff Susan Broman Gary Malburg

Steelcase Foundation P.O. Box 1967/GH-4E Grand Rapids, MI 49501-1967 P: 616.246.4695 F: 616.475.2200 steelcasefoundation.org

04/11 ©2011 Steelcase Inc. All rights reserved