

# A CATALYST FOR CHANGE

## CHAIRMAN'S LETTER



**Barbara P. Shineman**  
Founder

It is astonishing to me that our foundation is celebrating its fifth year as an organization. During that time, in addition to a \$4 million endowment provided to SUNY Oswego, our foundation has provided 153 grants to 82 organizations of approximately \$1 million per year. Those grants have been made to a large cross section of organizations either in Oswego County or to those organizations whose programs benefit the county. We are inspired by these organizations doing the heavy lifting.

Our vision of using our funding resources to act as a "catalyst for change" to enhance the quality of life in Oswego County is becoming a reality. We are very encouraged by the increasing and unprecedented collaborations we see happening among groups in our community. Now is the time for all of us, together, to act decisively to build the Oswego County that we envision.

At this juncture in my life, I have decided to pass the "Chairman's baton" to board member Kathleen Fenlon. Having already served on our board for three years, and with 40 years of nonprofit leadership experience, including 25 years as executive director of the Oswego City-County Youth Bureau, Kathy is a well-known and highly respected leader in our community. I am confident that she will do a wonderful job as Chair of our Board. I also want to extend my heartfelt thanks to our dedicated board members, Executive Director Karen Goetz and assistant Penny Halstead for their diligent efforts in making the foundation what it is today.



**Kathleen Fenlon**  
Chairman

In five short years, the Shineman Foundation has become a household word in many circles in Oswego County. The many organizations the Shineman Foundation partners with reach out to individuals, families, neighborhoods, and entire communities throughout Oswego County. And this is just the beginning!

Our founder, Barbara Shineman, has led the Board with integrity, great insight, and thoughtfulness. It has been a privilege to serve on the Shineman Board, and I am honored to take on the role of Board Chair. I look forward to working closely with Barbara Shineman, our seven other dedicated Board members, and Executive Director Karen Goetz and Senior Administrative Assistant Penny Halstead to continue our important work of enhancing the quality of life in Oswego County.

## BOARD OF DIRECTORS

**Barbara P. Shineman**  
Founder

**Kathleen Fenlon**  
Chair

**Gary Shanley**  
Vice-Chair

**Casey Raymond**  
Secretary

**Thomas W. Schneider**  
Treasurer

**Margaret Barday**  
Director

**Kathy Barker**  
Director

**Tara FitzGibbons**  
Director

**Floris Palmer**  
Director

**Karen S. Goetz**  
Executive Director

**Penny Halstead**  
Sr. Administrative Assistant

## A TALE OF TWO CITIES

### Oswego Renaissance Association



In April 2014, the Neighborhood Revitalization Plan for the City of Oswego was implemented by the Oswego Renaissance Association (ORA). Four Target Areas, each 15-25 blocks in size, participated in the Neighborhood Block Challenge that same year. These targeted neighborhoods were selected because of their market potential as healthy neighborhoods. As a result, 13 neighborhood clusters (blocks), representing 96 participating properties/owners completed the Renaissance Block Challenge matching grants program in fall 2014. In all, \$81,104 in matching grants yielded a total of \$315,798 in total home investments in the targeted neighborhoods.

As of the end of 2016, the Healthy Neighborhood approach has incentivized well over 300 households in Oswego to reinvest strongly in their homes and neighborhoods. Nearly \$1.5M in direct private capital has been leveraged in targeted Oswego neighborhoods. It is a time of rapid and positive change for the city of Oswego. Scores of formerly declining residential blocks are now on the rise, formerly disengaged residents are now invested and leading the way, families are buying former rentals and converting them to single-family homes, and the confidence is spreading. The steady, incremental success of the movement to revitalize Oswego is due in large part to the novel, market-based Neighborhood Revitalization Plan funded by the Shineman Foundation in 2013, with continued support in 2014-2017.

The growth of confidence in the community has spilled over beyond Oswego's borders to a second city, the city of Fulton, leading to the formation of a new grassroots organization modeled after the ORA's highly successful program in Oswego.

### Fulton Block Builders



In spring 2016, the Fulton Block Builders director noticed a positive change with many of the neighborhoods in the city of Oswego and later saw signs in those areas that marked them as an "Oswego Renaissance Block." The director Linda Eagan later met with Paul Stewart of the ORA to learn the valuable lessons, techniques and strategies that Paul had brought to Oswego.

Behind the scenes, a small group of community residents started moving forward and beginning grassroots interest in the program. The group of eight met in September and went right to work on learning how to rank properties. The grant application was submitted and approved by the Shineman Foundation in November 2016, committing \$100,000 in matching funds the FBB needed to make its project a reality. It received its first business donations before a fundraising campaign had even started!

January 1, the FBB's Facebook page and website went live. In only eight days it had reached over 6,000 people on Facebook. The website came up as the 3rd item on a Google search! FBB was in the local newspaper a lot and was even listed as a top story for 2016. In February the buzz about the project ramped up quickly. Donations were pouring in and by the beginning of March, FBB was at 92% of the match for the Shineman Foundation grant. On March 1st, it announced Target Areas and started accepting pre-applications with a goal of having at least 100 homeowners participate in the 2017 Block Challenge.

On April 3, the FBB announced it had reached and surpassed its fundraising goal. By the April 15th deadline, 214 homes and an amazing 25 blocks applied for the Healthy Neighborhood Initiative! This is a testament to the spirit of neighbors and the city of Fulton.

## RECENTLY AWARDED GRANTS

- Art Association of Oswego, Inc.**— This \$12,000 grant was used for revitalization of the ceramics studio and upgrading of 55-year-old equipment to make the studio more inviting and functional.
- CNY Arts Center**— A grant of \$15,000 will be used for a marketing initiative, "Fulton's Future Project," to develop a vibrant arts community in Fulton.
- Operation Oswego County Foundation**— A \$25,000 matching grant will be given to the winner of the upcoming 2017 Next Great Idea Business Plan Competition.
- National Math Foundation**— \$40,000 will be used toward establishment of a Math Corps II pilot program at Charles E. Riley and Minetto elementary schools in the 2017-18 school year to boost student achievement through movement-based learning.
- Onondaga Community College**— This \$30,000 grant will be used in support of its Early College Credits program, being launched in all the high schools in Oswego County during the 2017-18 school year.
- Peaceful Remedies**— \$12,000 in start-up funding for development of a marketing plan and holistic education programs: keynote speaker for 2017 Holistic Wellness Fair, a two-part series on healthy eating by a holistic nutritionist, new mindful meditation weekly series, and development of a lending library and new promotional materials.
- St. Luke Health Services**— A grant of \$30,000 will be used in support of establishing the first Adult Social Day Care program in Oswego County called "The Cornerstone Club."
- Oswego County Opportunities, Inc.**— A \$30,000 grant awarded in 2016 to OCO for its SAF Shelter and program, to be used for a new security system and fencing around the shelter to increase the level of security for residents and staff. In 2017, OCO was awarded \$50,000 in funding to keep its Runaway and Homeless Youth Shelter open.



## CAPITAL CAMPAIGN GRANTS

**Catholic Charities of Oswego County**— Catholic Charities offers many services to the people of Oswego County. With the increasing need in the county, Catholic Charities has grown; staff has more than doubled in size, and its current building is about 150 years old and is not handicap accessible.

The Falcone family donated a building in the city of Fulton that is about 80,000 square feet. The new building will give Catholic Charities room to expand some of its current services, a new community room will be accessible to other community organizations to use, and a gym, learning kitchen, and game room will be accessible to all youth and to all adults for their programs.

Catholic Charities recently kicked off its capital campaign to raise funds for renovations of the new building and plans to move in this summer.

**Child Advocacy Center of Oswego County**— Established in 2001, the Child Advocacy Center (CAC) provides a safe, child-friendly site for the investigation, prosecution and treatment of child abuse and offers a wide range of services to children who have been physically, sexually, or emotionally abused.

CAC has been looking for a new home for its main site since 2014. Over the past six years, the number of professionals needed to respond to cases has increased at the same rate as the number of child abuse victims, making it imperative that a new facility be secured. An appropriate building was located in Fulton with greater space that will allow CAC to co-locate all of the multidisciplinary team members in one facility.

With the launch of its capital campaign in April 2017, CAC's renovations will begin in June and plans are to move in by September 2017.

**Oswego YMCA**— In 2015, when the YMCA was forced to vacate its traditional building and move to the Armory, it lost access to its pool. The loss of access resulted in the Y not being able to provide a variety of aquatic programs, including swimming lessons for youth and exercise programs for the elderly and handicapped. In addition, more than 200 members canceled their memberships because their main exercise regime included swimming.

This capital campaign project will be completed in two phases. The first is a renovation project in the space between the Armory and the pool. This will reconnect the Armory to the pool via construction of a new waiting room/lounge, restrooms/changing rooms, and a handicap-accessible entrance to the pool. The second phase will be the renovation of its locker rooms in the Armory complex.

