

A CATALYST FOR CHANGE

CHAIRMAN'S LETTER



Barbara P. Shineman
Chairman

It is finally spring, and with that rebirth comes celebration. I am delighted that our Foundation's vision of being a "catalyst for change" to enhance the quality of life in Oswego County is becoming a reality. We are forging partnerships with government and educational institutions, along with not-for-profit organizations that have the highest likelihood of bringing about positive change in our county.

My husband, our benefactor, would be very pleased to see the impact our foundation is having in the community and region he loved so dearly. The past few decades have been difficult for Central New York, and Oswego County in particular. Turning that around is not for the faint of heart. It will take vision and hard work by people and organizations who join forces in a collaborative way never before done in order to turn our region into a thriving place to live and work.

The Shineman Foundation continually looks for and financially supports those organizations that are making a positive impact in our region. We strategically fund a broad spectrum of areas because we recognize that all sectors of the community must be lifted in order to enhance the quality of life for county residents.

Providing approximately \$1 million of grant funding each year is beginning to show the results that we envisioned, through the people and organizations who are doing the work. Our foundation is honored to partner with them.

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GRANTS IN THE COMMUNITY

Oswego Renaissance Association



Representing continuing commitment to assist the Oswego Renaissance Association in accelerating the city of Oswego's neighborhood revitalization initiative, the Richard S. Shineman Foundation announced its third \$150,000 grant award to the ORA in March. The ORA will continue its scheduled four-point Revitalization Plan, and grow the momentum of reinvestment and vibrancy in the city of Oswego's neighborhoods.

More than 200 households participated in the Neighborhood Challenge over the past two years, contributing to neighborhood confidence and reinvestment beyond expectations. This spread to nearby homes and neighborhoods, and even those not participating in the grant funds spruced up their houses and landscapes.

The sheer numbers of residents involved since 2014 (over 1,000 residents), plus the large turnout for Pride Projects (such as Kingsford Park signage and landscaping, and Franklin Square Playground beautification) is clear evidence of success in residents mobilizing their neighborhoods to action.

In 2015, new things started happening. The ORA catalyzed change in Oswego that far exceeded its original mission. New organizations such as Friends of Oswego, which puts Christmas Lights on the Bridge Street Bridge and hosts multiple city events each year were unheard of before ORA. Neighbors organized "Porchfest," which had acoustic bands on 20-plus neighborhood porches. Hands on Oswego, an annual neighborhood and downtown cleanup/beautification project, began last year. Downtown business leaders formed SOLO (Shop Oswego Live Oswego), with a focus on downtown beautification.

There are far more homes that require investment than philanthropic or city funds would ever be available for. The ORA acts as a catalyst to get the homeowners themselves to begin reinvesting, employing strength-based neighborhood interventions that center around triggering confidence in homeowners. In short, the ORA has catalyzed a fundamental change in the status quo. There is no doubt this has become a movement.

RECENTLY AWARDED GRANTS

- **County of Oswego Council on Alcohol & Addictions, Inc.** – The \$10,500 grant will be used for an Alcohol Awareness Campaign, which includes an agency license to provide Responsible Server Training to liquor-licensed facilities across the county.
- **Fitzhugh Park Elementary School** – With a \$36,000 grant from the Richard S. Shineman Foundation, Fitzhugh Park will become the Oswego City School District pilot school for the Leader in Me whole-school transformation program.
- **Friends of Fort Ontario** – \$10,000 will be used for professional photography for the artifacts in a new interactive visitors center exhibit at the fort. This project will be an important catalyst in spurring the movement to designate Fort Ontario as a national park.
- **Girl Scouts of NYPenn Pathways, Inc.** – \$5,000. Funds will be used for the one-day College Life program this spring at Fulton's Cayuga Community College campus, giving ninth and tenth grade girls in Oswego County the opportunity to expand their horizons and learn what it would be like to go to college.
- **Literacy Coalition of Oswego County** – Support from the Richard S. Shineman Foundation, with a grant of \$20,600, will enable the coalition to expand literacy outreach to families in the county through a partnership with the Oswego County Fair this summer.
- **The Research Foundation for SUNY - The Smart Neighbors Project** – \$9,550 will fund a collaborative two-year program between SUNY Oswego's Creativity Lab and locally owned businesses in the city of Oswego, which culminates in a complete promotional campaign for a selected business each year.



NON-PROFIT SPOTLIGHT

Friends of Fulton Parks



The Friends of Fulton Parks' mission is to revitalize the Fulton city parks, in collaboration with the city and the community, for the overall health of the community. Their objectives are to make physical improvements to the parks, encourage community events in the parks, and generate funds to accomplish the objectives.

In 2014 the Friends of Fulton Parks launched promotional campaigns and fundraisers to revitalize the parks and rejuvenate a sense of community through them. They enlisted members of the community across the spectrum, from the municipality to businesses to organizations to individuals. Over 75 members and over 100 volunteers offered their time and resources toward the goal of updated playgrounds in the parks.

In 2015, the momentum continued with support from the Richard S. Shineman Foundation. Businesses happily hosted fundraisers for Hulett Park. Volunteers returned, and more came forward. The city, non-profits, contractors, businesses, and individuals worked together at the community build. Children in the neighborhood came to help and vowed to be responsible stewards of the playground. Two of three phases have been completed for the installation of new play equipment – a Skyport Climber and three additional play components. Phase 3 fundraising is ongoing, and installation will be determined by funds received.

Rehabilitating Recreation Park (adjacent to Lake Neatahwanta) is a three-phase project with the first two phases completed in 2015. Phase 1 consisted of replacing an obsolete swingset with a fitness area for ages 13 and older. Phase 2 improvements included restoration of the picnic shelter (pavilion). Friends of Fulton Parks is raising \$295,000 (which will be matched by the State Office of Parks, Recreation, and Historic Preservation) to complete half of the Phase 3 restoration by autumn. A teen-focused play area unique to Central New York. Teens who have been involved in planning this project are waiting to see results. This project provides a unique and bold opportunity to bridge the gaps between generations. This is apparent in some of the teen statements such as "I can't believe people are listening to us!", "Is that the sidewalk we said we wanted?" and "Let me know if you need help with the ropes course."

Other projects that took place in 2015 included installation of new pony spring riders donated by the Sunrise Rotary and repainting of the pavilion at Foster Park, new safety landing material at Voorhees Park and Hulett Park playgrounds, new signage and flower boxes at several parks, and many Sparkle-a-Park cleanups by over 35 different groups of volunteers for cleanup/beautification projects across the different parks in Fulton.

2016 DEADLINES

JUNE 10

Grant application submission deadline for Round 2 grant awards

SEPT 23

Grant application submission deadline for Round 3 grant awards