

SUMMER 2021



*A Catalyst for Change*



PHOTO (L to R): Board Chair Kathleen Fenlon, Founder Barbara Shineman, Author Jeff Rea

## THE SHINEMAN LEGACY: THE FOUNDER SPEAKS

Released on Barbara Shineman's 93rd birthday, "The Shineman Legacy: The Founder Speaks" explores the lives of two SUNY Oswego professors who met in middle age, lived humbly and productively - and gave a fortune to create a foundation that today serves a key role in making Oswego and Central New York a better place to live.

The book is available now at the river's end bookstore, 19 West First Street in Oswego, and via its website, [riversendbookstore.com](http://riversendbookstore.com). It is also available at the College Store at SUNY Oswego.

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SHINEMANFOUNDATION.ORG



**RICHARD S. SHINEMAN**  
FOUNDATION

*A Catalyst for Change*

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**BOARD OF DIRECTORS**

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- Karen S. Goetz**, Executive Director
- Penny Halstead**, Office Administrator

**UPCOMING EVENTS & DEADLINES**

**Events**

**NET SERIES WORKSHOP  
DONOR RETENTION  
SEPTEMBER 22, 2021**

**NET SERIES WORKSHOP  
STRENGTHENING & RETAINING  
YOUR BOARD  
NOVEMBER 17, 2021**

**Round 3 Grant Deadlines**

**LETTER OF INQUIRY  
SEPTEMBER 3, 2021**

**GRANT APPLICATION  
OCTOBER 4, 2021**

**BOARD MEETING/GRANT  
DECISIONS  
NOVEMBER 10, 2021**



**KATHLEEN FENLON**  
CHAIR, BOARD OF DIRECTORS

**REFLECTIONS**

Eight years ago, the newly formed Shineman Foundation, whose mission was to be a "catalyst for change," awarded its first grants. Since that time, over \$9,531,000 has been granted to 293 different programs. This has allowed the Shineman Foundation to develop strong working relationships with local not-for-profit, school, and government agencies.

A year ago, as we were preparing to consider grants for 2020, the world was turned upside down with COVID-19. We immediately realized that our non profit agencies were unprepared for this and were facing expenses that were totally unplanned. The Shineman Foundation partnered with the Oswego County Community Foundation and the United Way of Oswego County to establish a COVID-19 Emergency Fund. The Shineman Foundation started the fund with \$150,000 and added \$50,000 a few months later. The CNY Community Foundation partnered with us to administer these funds. The needs of nonprofits were diverse and the funding provided to them included things such as food, hygiene, medical, and cleaning supplies, emergency childcare support, and COVID-19 test units. During this time, it became obvious that the nonprofits could benefit from frequent communication among themselves. Karen Goetz and Penny Halstead from the Shineman Foundation initiated frequent collaborative Zoom meetings with the nonprofit partners and others. I was amazed at the cooperation that came out of these meetings. For example, one agency did not have food containers to deliver prepared meals, another needed diapers for childcare, and another needed masks for staff and clients. In each case, someone else on the Zoom call spoke up and was able to provide those needed items. These meetings were so helpful that they continue today, although on a less frequent basis. COVID-19 strengthened the collaboration between our nonprofits and I am in awe at the ways they found to address community needs in a time of crisis. While all of this was initially a response to crisis, the experience strengthened the working relationships with the nonprofit, school, and government agencies, furthering the mission of being a "catalyst for change."

While the COVID-19 crisis was going on, the Shineman Foundation still oversaw three funding rounds, which provided \$1,079,183 to 30 different programs. We are entering a phase of a "new normal." I look forward to the Shineman Foundation being an integral part of the rebuilding and growth in our community.

**OUR MISSION:** To enhance the quality of life in Oswego County by engaging in charitable activities with integrity, honesty and compassion, and to pursue excellence through the highest professional grantmaking standards. The Foundation will use its resources to stimulate economic vitality, to encourage strong bonds that strengthen the community, and to build the capacity of its not-for-profit partners.

**OUR VISION:** As a leading philanthropic organization, the Richard S. Shineman Foundation will be a transformative "Catalyst for Change" to create a vibrant community life for the Oswego County region.

# SHINEMAN FOUNDATION RECEIVES ALLY AWARD

Operation Oswego County awarded the Richard S. Shineman Foundation its Ally Award at its annual meeting on July 14, 2021. The Shineman Foundation was recognized for its significant, outstanding contributions to the economic development process in Oswego County.

Between 2013 and April 2021, the Shineman Foundation awarded 78 economic development grants totaling \$4.4 million to 37 organizations. Grants for playground projects and community parks, new educational programs, facility renovations, neighborhood revitalization, workforce development, capacity building, child care expansion programs, and more.



## COMMUNITY OUTREACH

Facilitated by the Shineman Foundation, organizations and nonprofits got together at the height of the pandemic to form a COVID-19 group. Weekly meetings were held via Zoom to network and find new ways to work together and support each other.

Twenty-one organizations came together, creating new partnerships, adapting services and launching programs to meet emergent needs in Oswego County.

A Facebook page was created, the Oswego County Community Message Board, for residents, businesses, and non-profit organizations. It is a place to connect resources to the needs of the community and work together.



# OSWEGO COUNTY NONPROFIT WORKSHOPS

Shineman

**Nonprofit  
Education &  
Training**

Series

The Shineman Foundation is in its second year of providing workshops for nonprofit organizations in Oswego County.

Four workshops were provided virtually in 2020 during the middle of the pandemic. Two virtual workshops have been held in 2021, and two additional workshops will take place in person later this year.

Topics have ranged from Board & Fund Development, Fundraising, Storytelling, Donor Retention and Strengthening Your Board.



Catholic Charities staff, Susan & Nikki, helped distribute food during the pandemic.



# A TALE OF TWO CITIES



The Oswego Renaissance Association, now in its eighth year, did not let the challenges of the COVID-19 pandemic prevent them from having a highly successful season.

In 2020, 15 blocks were awarded the Block Challenge Grant. Over 140 participating properties/owners completed projects. An additional 14 smaller Neighborhood Pride Projects were awarded to various neighborhood groups, streets and parks, as well as 21 Paint Oswego Grants.

The Shineman Foundation awarded Oswego Renaissance Association a matching \$150,000 grant for the 2021 Block Challenge Program. The ORA was able to make awards to more than 25 blocks for 2021. The Shineman Foundation continues to drive Oswego's momentum forward. The ORA has proven to be the most prominent grant recipient in catalyzing positive change in the community.

ORA is collaborating with the Oswego County Land Bank to acquire properties in Target Zones. In collaboration with the city of Oswego Mayor's Office, nearly a dozen neighbors are sponsoring an ash tree pesticide treatment to preserve trees in their neighborhood. ORA Director Paul Stewart was appointed to the Reforming the Police Committee for the city to advocate for strengthening community policing. The sixth Oswego Porchfest will take place September 19th.

Early in the spring of 2020, it looked as if the entire Fulton Blocks Builders program would not happen or be scaled down in such a way that there would be little to no positive impact for the city. In March, Fulton Block Builders suspended proactive fundraising when businesses and individuals were hit hard by the pandemic on multiple fronts. FBB did not want to complicate or negatively add to that in any way. Yet the donations continued to come in.

FBB once again broke records and goals with another amazing year! FBB brought in almost \$200,000, which was distributed to 204 property owners in 21 distinct blocks as part of the 2020 awards.

The Shineman Foundation awarded Fulton Block Builders a matching \$150,000 grant for the 2021 Block Challenge Program. As a result, FBB was able to make awards to 29 blocks for 2021. The Shineman Foundation's board members are very encouraged by the increasing and unprecedented collaborations they see happening among groups like the Fulton Block Builders in our community.

FBB is collaborating with the city of Fulton on an AARP Community Challenge grant. If awarded, FBB and Fulton plan to install an ADA-compliant bathroom at Bullhead Point Park. Fulton's first Porchfest will take place on July 11th, and the second annual Chalk the Walk/Strava Street Art event will take place later this summer.



*Oswego residents invested \$3.00 for every \$1.00 ORA awarded in Block Challenge Grants. Residents have invested \$3.68 million in their properties over the past seven years. In its longest running Target Zone, market values of homes have increased more than 25%.*

*Fulton residents invested \$3.50 for every \$1.00 FBB awarded in Block Challenge Grants. Residents have invested \$2 million in their properties over the past five years, and families are once again choosing Fulton as a place to live, work, and play.*

# NONPROFIT PARTNERS

## 2020 GRANT AWARDS

More than 30 mini and strategic grants were awarded to nonprofit organizations in 2020 during the height of the pandemic.

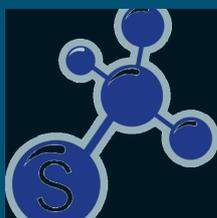
### 2020 MINI GRANTS

<b>BLESSINGS IN A BACKPACK-FULTON CHAPTER</b>	<b>\$5,000</b>
Provide weekend food to elementary children in the Fulton City School District.	
<b>CNY COMMUNITY ARTS CENTER</b>	<b>\$5,000</b>
COVID-19 operating funds.	
<b>OSWEGO COUNTY CHILDREN'S FUND</b>	<b>\$5,000</b>
2020 Christmas fund.	
<b>SAFE HAVEN MUSEUM</b>	<b>\$4,280</b>
Audio app to help visitors navigate the new exhibits.	
<b>SYMPHORIA</b>	<b>\$5,000</b>
Offer several virtual Christmas concerts in the county during December.	

### 2020 STRATEGIC GRANTS

<b>AMERICAN RED CROSS</b>	<b>\$5,000</b>
To assist with providing COVID-19 antibody testing on blood taken during blood drives in Oswego County.	
<b>CLEAR PATH FOR VETERANS</b>	<b>\$35,000</b>
Hiring a Peer Mentor to cover Oswego County.	
<b>CNY ARTS, INC.</b>	<b>\$20,000</b>
Provide funding to arts & culture organizations that experienced a decline in revenue due to COVID-19.	
<b>CNY COMMUNITY ARTS CENTER</b>	<b>\$24,000</b>
Purchase a movie-projection system.	
<b>DAVID C. WEBB MEMORIAL PARK AT TAFT BAY</b>	<b>\$30,000</b>
Pay for construction of a large, previously donated municipal-quality playground system.	
<b>DAVID'S REFUGE</b>	<b>\$8,000</b>
Provide respite/caregiver support to Oswego County parents and guardians of children with special needs.	
<b>EVERSON MUSEUM OF ART</b>	<b>\$45,000</b>
Expand its digital programming into Oswego County schools, senior centers and libraries.	
<b>FITZHUGH PARK SCHOOL</b>	<b>\$22,006</b>
Year 5 of its very successful "The Leader in Me" program.	
<b>FULTON BLOCK BUILDERS</b>	<b>\$126,000</b>
For its very successful Healthy Neighborhood revitalization program.	
<b>GRACE &amp; GLORY MINISTRIES</b>	<b>\$56,668</b>
Expansion of its Foundations EDU program.	

<b>HERITAGE FOUNDATION OF OSWEGO COUNTY</b>	<b>\$10,455</b>
Collaborate with the newly formed Oswego History Records Center for its historical archives digitization project.	
<b>KRISTINA'S HOUSE OF HOPE</b>	<b>\$40,481</b>
Start-up funding to open an emergency shelter for women dealing with substance abuse.	
<b>LANDMARK THEATRE</b>	<b>\$25,000</b>
Auditorium seat replacement initiative.	
<b>MUSEUM OF SCIENCE &amp; TECHNOLOGY</b>	<b>\$30,000</b>
"Oswego County Science on the Go" classroom-based science demonstration to all Oswego County sixth-grade classes.	
<b>ONTARIO CENTER FOR PERFORMING ARTS</b>	<b>\$33,236</b>
Purchase essential technical equipment upgrades.	
<b>OPERATION OSWEGO COUNTY</b>	<b>\$40,000</b>
Matching grant for its 2021 Next Great Idea Business Plan Competition.	
<b>OSWEGO COUNTY WORKFORCE DEVELOPMENT</b>	<b>\$54,968</b>
Install digital signage and purchase new technology to establish a portable computer lab.	
<b>OSWEGO PLAYERS</b>	<b>\$160,000</b>
Programming expansion and major structural improvements.	
<b>OSWEGO RENAISSANCE ASSOCIATION</b>	<b>\$150,000</b>
Seventh year of growing the momentum of reinvestment and vibrancy in the city of Oswego's neighborhoods.	
<b>SALMON RIVER FINE ARTS CENTER</b>	<b>\$17,000</b>
Create two functioning studios in unused space to serve youth in the community.	
<b>SCHROEPEL HISTORICAL SOCIETY</b>	<b>\$25,000</b>
Mission-critical building repair project.	
<b>THE NATURE CONSERVANCY</b>	<b>\$15,000</b>
"Greening" of its Pulaski office.	
<b>THE REV (MERRY-GO-ROUND PLAYHOUSE)</b>	<b>\$15,000</b>
Virtual touring of its "Sequential Dramatics Program."	
<b>UNITED WAY OF OSWEGO COUNTY</b>	<b>\$9,373</b>
Purchase new technology for its office.	
<b>VICTORY TRANSFORMATION</b>	<b>\$60,000</b>
Renovations of its new home at the former Vale Haven.	
<b>VILLAGE OF PHOENIX</b>	<b>\$30,000</b>
Installation of basketball and volleyball courts.	
<b>VOLUNTEER TRANSPORTATION CENTER</b>	<b>\$70,000</b>
Refurbish space in Fulton for a dispatch office.	



*182 nonprofit organizations have received grant awards totaling \$9,800,599 since the Foundation formed in 2012.*

The Richard S. Shineman Foundation partnered with United Way of Greater Oswego County and the Oswego County Community Foundation to support organizations serving Oswego County residents.

## OSWEGO COUNTY COVID-19 FUND GRANTS

<b>ARISE, INC.</b>	<b>\$6,560</b>	<b>FULTON PUBLIC LIBRARY</b>	<b>\$500</b>
Purchase aluminum ramps to assist people transitioning out of nursing homes or other facilities.		Purchase PPE and cleaning supplies for employees and guests.	
<b>ARC OF OSWEGO</b>	<b>\$7,500</b>	<b>H. LEE WHITE MARITIME MUSEUM</b>	<b>\$1,900</b>
Purchase laptops or tablets that will be loaned to clients for participation in telehealth sessions.		Upgrade workstations and purchase new equipment for two additional workstations to allow staff to work remotely.	
<b>CAMP FOUNDATIONS</b>	<b>\$19,382</b>	<b>HANNIBAL RESOURCE CENTER</b>	<b>\$1,200</b>
Provide supplemental academic classes and childcare.		Purchase freezers to support increased food distribution to residents of the Hannibal community.	
<b>CATHOLIC CHARITIES</b>	<b>\$5,000</b>	<b>INTEGRATED COMMUNITY PLANNING</b>	<b>\$13,942</b>
Assemble bags with items such as games and art supplies for delivery to families throughout Oswego County.		Support to cover operating costs.	
<b>CHILD ADVOCACY CENTER OF OSWEGO COUNTY</b>	<b>\$30,000</b>	<b>KRISTINA'S HOUSE OF HOPE</b>	<b>\$5,000</b>
Provide enhanced mental health and support services.		Purchase emergency shelter supplies for women who are displaced or are struggling with drug and/or alcohol dependency in Oswego County.	
<b>CITI BOCES</b>	<b>\$2,600</b>	<b>MEXICO FOOD PANTRY</b>	<b>\$3,000</b>
Provide internet for migrant families.		Provide the community with needed food.	
<b>CHILDREN'S MUSEUM OF OSWEGO</b>	<b>\$5,000</b>	<b>OSWEGO COUNTY OPPORTUNITIES</b>	<b>\$15,000</b>
Additional support of its Museums for All program that offers admission for 50% less to families utilizing EBT benefits.		Additional services required due to COVID-19 and a one-month supply of emergency bags of food and hygiene products for distribution to those in need.	
<b>DONALD MCFEE MEMORIAL AMBULANCE SERVICE</b>	<b>\$2,000</b>	<b>OSWEGO HEALTH FOUNDATION</b>	<b>\$30,750</b>
Purchase equipment and medical supplies needed to treat patients.		Purchase rapid-result COVID-19 test units, provide individuals with mental health support, create a new workstation to enable in-house COVID-19 diagnostic testing and support of its Mobile Crisis Team.	
<b>FARNHAM FAMILY SERVICES</b>	<b>\$10,000</b>	<b>OSWEGO INDUSTRIES</b>	<b>\$3,000</b>
Implement a remote workforce including laptops, hotspots, licenses and cell phones.		Produce large amounts of cotton masks and gowns for local healthcare providers, including Menter Ambulance and Oswego Health.	
<b>FULTON CITY SCHOOL DISTRICT</b>	<b>\$2,500</b>	<b>OSWEGO YMCA</b>	<b>\$45,602</b>
Distribute basic household cleaning supplies and family activities to promote and sustain physical, social and emotional wellness.		Provide emergency childcare and meals for children of essential workers.	
<b>FULTON FAMILY YMCA</b>	<b>\$22,000</b>	<b>PHOENIX AREA FOOD PANTRY</b>	<b>\$2,500</b>
Provide affordable childcare and host a call center which allows YMCA staff to call and connect with members who are affected by the pandemic.		Distribute food items to community members.	
		<b>PUBLIC BROADCASTING COUNCIL OF CNY</b>	<b>\$17,000</b>
		Broadcast TV Classroom Network, which offers pre-K to 12th-grade instruction in key academic subjects by teachers who are helping children learn from home.	
		<b>THE SALVATION ARMY</b>	<b>\$12,800</b>
		Prepacked food boxes, grab and go lunches, and soup kitchen needs for Oswego County residents.	
		<b>VICTORY TRANSFORMATION</b>	<b>\$3,947</b>
		Provider shelter care, meals and masks for individuals who are living in homelessness or have addiction issues.	



OSWEGO INDUSTRIES

# Supporting Oswego County Nonprofits



**CNY COMMUNITY ARTS CENTER**



**SAFE HAVEN MUSEUM**



**KINGSFORD PARK ELEMENTARY SCHOOL**



**OSWEGO PLAYERS**



**FULTON WRESTLING CLUB**



**FULTON FAMILY YMCA**



**DAVID C. WEBB MEMORIAL PARK-TAFT BAY**



**FARNHAM FAMILY SERVICES @ HARBOR LIGHTS**



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# WE'VE MOVED!

*The Shineman Foundation relocated its offices to 317 West 1st Street, Suite 101, Oswego in September 2020 to better serve local nonprofits.*