

SPRING 2022



A Catalyst for Change



WE ARE EXCITED TO CELEBRATE OUR 10TH ANNIVERSARY YEAR!

Thanks to the vision and generosity of Dick and Barbara Shineman, the Richard S. Shineman Foundation was founded in early 2012, and the foundation held its first Board meeting in January 2013. It began awarding grants to CNY nonprofits in April 2013.

Today's Richard S. Shineman Foundation focuses on improving the quality of life in the communities we serve. We fulfill this mission in three ways:

Grantmaking three times per year to qualified nonprofits whose goals, programming, or mission we support. Since inception, our foundation has provided \$15,694,157 in endowment awards and grants to 190 educational institutions and nonprofit organizations across Oswego and Onondaga counties.

Collaboration with like-minded nonprofits, economic development agencies, educational institutions, local governments and other community partners to advance our mutual goals of improving the quality of life in our region.

Nonprofit Education & Training (NET) Series - Workshops and seminars for nonprofit staff and board members that provide a variety of tools for professional and organizational development.

We are thrilled with the progress that has been made in Oswego County over the past nine years, and we are excited to continue collaborating with our partners this year and the next decade and for many years to come. Working together will ensure our future progress.

INSIDE

- Reflections from the Board Chair
- New board members
- New website launch
- Shineman NET Series
- 2021 grant awards



SHINEMANFOUNDATION.ORG



RICHARD S. SHINEMAN
FOUNDATION

A Catalyst for Change

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Oswego, NY 13126**

**315-216-6644
info@shinemanfoundation.org**

BOARD OF DIRECTORS

- Kathleen Fenlon**, Chair
- Casey Raymond**, Vice Chair
- Margaret Barclay**, Secretary
- Tara FitzGibbons**, Treasurer
- Ed Alberts**
- Kathy Barker**
- Pam Caraccioli**
- Floris Palmer**
- Neel Shah**

STAFF

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

UPCOMING EVENTS & DEADLINES

Events

- NET SERIES WORKSHOP**
LEADING PRACTICES IN NON-PROFIT ORGANIZATIONS
MARCH 30, 2022
- NET SERIES WORKSHOP**
GROWING YOUR STORYTELLING PRACTICE
MAY 24, 2022
- NET SERIES WORKSHOP**
DONOR RETENTION
SEPTEMBER 21, 2022

Round 2 Grant Deadlines

- LETTER OF INQUIRY**
JUNE 10, 2022
- GRANT APPLICATION**
JUNE 20, 2022

- BOARD MEETING/GRANT DECISIONS**
JULY 27, 2022



KATHLEEN FENLON
CHAIR, BOARD OF DIRECTORS

REFLECTIONS

As we enter the tenth year of the Shineman Foundation, we are seeing the first turnover in board members. Three original board members have completed three full terms, which is the limit per the by-laws. As we welcome three new board members -- Pam Caraccioli, Ed Alberts, and Neelesh Shah, I want to recognize the individuals who have left the board.

Dr. Barbara Palmer Shineman is a wonderful, sincere woman who has a long history in Oswego as a non-traditional student, education professor, volunteer, and philanthropist. Upon her husband's death in 2010, Barbara honored his request to form a foundation that would enhance the quality of life in Central New York, particularly in Oswego County. Barbara was the original Chair of the Shineman Board of Directors. She is passionate about making sure the Shineman Foundation moves in the direction that her husband envisioned. In our work, I have heard Barbara make comments like "what would Dick want or what would Dick think?", showing her on-going commitment to the vision that he had.

Thomas Schneider, President and CEO of Pathfinder Bank, served as Treasurer of the foundation for eight of the past nine years. His expertise was invaluable in guiding the growth of the endowment. Under Tom's leadership, Pathfinder Bank has shown active involvement and commitment to the Oswego community and has been a partner with the Shineman Foundation in supporting community projects such as the Children's Museum and the Oswego Renaissance Association.

Gary Shanley, owner of Glider Oil Company, served as Vice Chair for eight of the past nine years. Gary grew up in Oswego and I have found his knowledge of the community valuable and entertaining. Gary remembers who lived where, the streets he walked to get to school and other activities, who he walked with, where the school buildings were, etc. His deep familiarity and understanding of Oswego and its rich history provided great insights as the board worked to fulfill the mission of the Shineman Foundation.

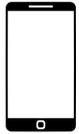
It has been my distinct pleasure to serve with these individuals. I have learned a great deal from each of them. Their work has helped to lay the groundwork for the years ahead as the Shineman Foundation continues to be a catalyst for change.

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.

WELCOME TO OUR NEW WEBSITE!

After more than 6 months of working on the design and layout of our new website, we are very excited to announce that the new website was launched in January -- www.shinemanfoundation.org



Mobile: We worked hard to ensure that the website can be easily browsed from any device type or size.



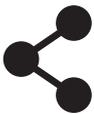
Information: Resources about workshops, professional development and grantmaking have been updated to reflect the latest developments.



History: Take a look back at the origins of the Richard S. Shineman Foundation as we celebrate our 10th year.



Email: Stay informed about grants, workshops and more by joining our email list.



Social: Are you connected with us on all of our platforms?



OSWEGO COUNTY NONPROFIT WORKSHOPS

Shineman



Series

The Shineman Foundation is in its fourth year of providing workshops for nonprofit organizations in Oswego County. The NET Series offers not just workshops, but also consulting and support to strengthen the foundation's nonprofit partners in fulfilling their missions.

For the first time in two years, the workshops will be held in person, instead of virtually, from 12-4pm at River Vista Event Center in Fulton. Register on our website at www.shinemanfoundation.org.

March 30: Leading Practices in Nonprofit Organizations: Building & Sustaining Your Capacity

In order for nonprofits to do their important work, they must be strong, capable and durable. The Nonprofit Lifecycles Capacity Building model provides a road map and practical guidance on all the capacity areas of your organization.

May 24: Growing Your Storytelling Practice

This workshop will review nonprofit storytelling best practices, and then take a deeper dive into the matter. The in-person setting will enable participants to practice a variety of storytelling techniques and learn how to share stories compellingly.

September 21: Donor Retention

This workshop will use each organization's Fundraising Fitness Test Results (a tool of the Fundraising Effectiveness Project) to prioritize and maximize strategies and activities that will build sustaining funding.

Those nonprofit organizations who attend the workshops are eligible to apply for customized, intensive consulting provided by CNY consultants.



A TALE OF TWO CITIES



2021 saw Oswego Renaissance Association (ORA) pass a significant milestone.

The ORA has leveraged over \$4.35M in direct investment in targeted neighborhoods in the last 8 seasons! As seen in past years, there was about a 3:1 yield in neighborhood investment.

The Shineman Foundation awarded Oswego Renaissance Association \$150,000 for the 2021 Block Challenge Program.

In 2021 the ORA awarded 10 Renaissance Downtown Challenge grants to downtown restaurants and cafes. The grants were used to incentivize small local eateries to experiment with novel outdoor seating environments to stimulate downtown street life.

20 Neighborhood Pride Projects were funded. Examples of Pride Projects included a "Light up the Night with Lights," a streetwide block party, neighborhood clean-up and beautification, repainting the Franklin Square Playground, coordinated garden plantings, and the 7th Annual Oswego Porchfest.

In 2021, the ORA successfully mobilized 20 resident block leaders, with each one leading 5-15 neighbors, mobilizing hundreds of residents to both plan and execute the revitalization strategies for their streets. Since 2014, over 1,200 households, representing well over 5,000 residents, have been involved.



2021 was another fantastic year for the Fulton Block Builder (FBB) program.

Nearly \$700 thousand was invested in Fulton's participating properties! For every dollar invested by Fulton Block Builders, property owners invested 4.1 times that amount. Thirty-two blocks were awarded Block Challenge Grants and Pride Grants.

The Shineman Foundation awarded Fulton Block Builders \$150,000 for the 2021 Block Challenge Program.

FBB approved 32 blocks and 236 properties for grants in 2021. Fifteen landlords participated, and 13 homeowners used the historical color palettes available through Paint Fulton Grants.

In the five short years FBB has been in existence, Fulton residents' confidence has grown so quickly that by 2021 residents have invested \$2.67 million in their properties, and families are once again choosing Fulton as a place to live, work, and play.

Pride Grants were introduced in 2019 and they have really taken off these past three years, introducing cultural and aesthetic improvements around the city. A Pride Grant was written to fund Fulton's first Porch Fest in 2021.

FBB worked with the City of Fulton Parks and Recreation Department and the Special Events Committee to bring about two family friendly events - the Fulton Fall Festival and the City of Fulton Tree Lighting Ceremony.



In addition to resident-initiated housing rehabs, the ORA sees multiple "reverse conversions" of former rental properties converted back to owner occupancy. As of 2021, this number has reached 32!

In 2021, FBB increased the number of business and personal donations and raised \$72,675. THAT is during an active pandemic in a small upstate community that was ravaged by the loss of manufacturing. Amazing!!!

NONPROFIT PARTNERS

2021 GRANT AWARDS

31 mini and strategic grants were awarded to nonprofit organizations.

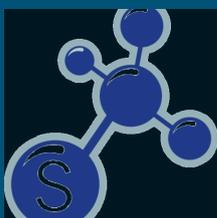
2021 MINI GRANTS

BLESSINGS IN A BACKPACK-FULTON CHAPTER	\$5,000
Provide weekend food to elementary children in the Fulton City School District.	
FRIENDS OF FORT ONTARIO	\$5,000
To organize and digitize its historical collections and files.	
FRIENDS OF OSWEGO COUNTY HOSPICE	\$4,000
Comfort bags for individuals under hospice care in their homes.	
FULTON CITY SCHOOLS	\$5,000
Expansion of a community-involved endeavor of sap collection and the creation of a finished maple syrup product.	
LONGHOUSE COUNCIL	\$5,000
To update its outdated technology and serve more youths across the county.	
SAFE HAVEN MUSEUM	\$5,000
To organize and digitize its historical collections and files.	
ST. LAWRENCE EDUCATIONAL TV COUNCIL	\$3,200
For the creation of seven Oswego County segments on WPBS Weekly shows.	

2021 STRATEGIC GRANTS

ARISE CHILD & FAMILY SERVICES	\$11,500
To purchase a storage container for ramps in its ramp program.	
CNY LAND TRUST	\$50,000
A 1:1 matching grant to acquire the 71-acre Gardenier Road Preserve a half-mile from the Oswego city line.	
CNY LYME AND TICK-BORNE DISEASE ALLIANCE	\$40,000
To educate Oswego County residents about the dangers of Lyme and other tick-borne diseases.	
CHILDREN'S MUSEUM OF OSWEGO	\$55,000
Provided funding for its capacity-building project.	
DAVID'S REFUGE	\$10,000
For provision of respite/caregiver support to Oswego County parents and guardians of children with special needs.	
FARNHAM FAMILY SERVICES	\$130,000
To enable the organization to take over the Harbor Lights Facility in northern Oswego County.	
FRIENDS OF CAMP HOLLIS	\$25,000
Received funds for its Playground Improvement Plan.	

FULTON FAMILY YMCA	\$70,000
For the opening of its new childcare program for children ages 6 months to 5 years.	
FULTON PUBLIC LIBRARY	\$28,000
For the renovation of its Children's Room.	
FULTON WRESTLING CLUB	\$75,000
For its new facility being built in Fulton.	
GIRL SCOUT TROOP 10871	\$45,969
To fund Phase 2 of its inclusive playground in 2022.	
GREATER OSWEGO-FULTON CHAMBER	\$19,712
Received funds to support its Small Business Campaign.	
KINGSFORD PARK SCHOOL	\$35,000
To complete its planned new playground.	
MUSEUM OF SCIENCE & TECHNOLOGY	\$50,000
Funding for its digital theater/planetarium upgrade and its "Oswego County Discovery Sessions" science program.	
ON POINT FOR COLLEGE	\$75,000
To expand its nationally recognized College Access & Success services for students throughout Oswego County.	
OSWEGO BOOKMOBILE	\$35,000
To provide the remaining funds needed to purchase a new bookmobile for use in the summer of 2022.	
OSWEGO COUNTY HABITAT FOR HUMANITY	\$87,500
A capacity-building grant to the revitalized chapter to expand its effectiveness.	
RESTORE CNY	\$21,000
To assist with completion of its Youth Center building in the town of Hastings at Van Lieu Park.	
SYMPHORIA	\$10,000
To fund its return to Oswego in July to present a free outdoor community concert at Fort Ontario.	
THE SALVATION ARMY OF OSWEGO COUNTY	\$15,000
Bridge funding to keep its award-winning Pathway of Hope program going until New York state's regional economic funding was received.	
TUG HILL TOMORROW LAND TRUST	\$25,000
To build its conservation capacity in northern Oswego County and other counties in the northern part of New York state.	
VICTORY TRANSFORMATION	\$52,500
Completion of preliminary renovations of its Men's Shelter/Center at 24 E. Oneida St. in Oswego.	



190 nonprofit organizations have received grant awards totaling \$11,245,197 since the Foundation formed in 2012.

NEW BOARD MEMBERS

We welcome three new members to our foundation's Board of Directors: Local entrepreneur Ed Alberts; Pamela Caraccioli, newly appointed president and CEO of Fulton Savings Bank; and Neelesh Shah, president of Performance Logic Inc.

Alberts, Caraccioli and Shah began three-year terms following their election at the Shineman board's annual meeting on Jan. 19. They succeeded the foundation's founder, Barbara P. Shineman; Thomas Schneider, president and CEO of Pathfinder Bank; and Gary Shanley, owner of Glider Oil Co. -- each of whom served the maximum three terms on the Board of Directors.



Alberts has 20-plus years of health and wellness business expertise. As a serial entrepreneur, he specializes in management consulting and business strategy. He currently owns several businesses with locations throughout Central New York and the greater New York City area, including Riverwalk Oswego, F45 Training, Rehab Resources, Little Lukes Childcare Centers, WIRED Telcom, Strategic Domains, Oswego Hospitality Group, and RELAX The Spa.

Alberts, a graduate of the U.S. Naval Academy, earned a degree in mechanical engineering and has master of science in management and master of business administration degrees from SUNY Oswego. He currently serves as vice chair of the Oswego Health Board of Directors, chair of the Oswego Health Foundation Board, and chair of the Oswego Health Comprehensive Campaign.

Caraccioli started this month at the helm of Fulton Savings Bank, a 150-year-old mutual savings bank with six branches throughout Oswego and northern Onondaga counties. She formerly oversaw external partnerships and economic development for SUNY Oswego.

Caraccioli holds a master of public administration degree from Syracuse University's Maxwell School and a bachelor's degree in law and society from the University of California at Santa Barbara. In 2017, she was named a Woman of Distinction by the New York State Senate.



Shah is a founder of his company -- a leading provider of safety and compliance solutions to the healthcare industry -- and a primary driver in creating Performance Logic PPM. He helped design and develop the company's software platform. Prior to Performance Logic, he was a partner at Mercer Consulting Group (Oliver Wyman), where he managed large-scale business transformation projects within the healthcare sector. He has an undergraduate degree in materials science from Brown University.

He also serves as a director of the Tarandi Foundation, which supports and promotes education and community service through the provision of scholarships, educational grants, and community service grants with a prime geographical focus within Oswego County.

Supporting Oswego County Nonprofits



SYMPHORIA @ Fort Ontario



CAMP HOLLIS



CHILDREN'S MUSEUM OF OSWEGO



FULTON WRESTLING CLUB



ARISE CHILD & FAMILY SERVICES



RESTORE CNY



VICTORY TRANSFORMATION



SALVATION ARMY OF OSWEGO COUNTY

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