



Frederick Harris Goff was a visionary. He wanted to leave “a large sum of money” to support the future well-being of his community—Cleveland—but realized that he had no way of knowing what the needs would be 50 years in the future. So, in 1914, he created the world’s first community foundation, the Cleveland Foundation, now the second largest community foundation in the U.S.

Because of its prudent investment strategies, the Cleveland Foundation had the wherewithal in the worst economy since the Great Depression to create short-term programs to meet Clevelanders’ most pressing needs—food, clothing, shelter—while continuing to support longstanding initiatives ranging from early childhood education to arts and culture.

Looking for an upbeat concept in a down time, the foundation

turned to Nesnadny + Schwartz to create its new annual report in 2009. With the foundation’s help, we located past benefactors whose contributions continue to affect Cleveland today. We photographed current donors, relatives of donors, and recipients, holding framed portraits of the past contributors who touched their lives. The foundation fell in love with the approach and asked N+S to extend it to its first-ever online interactive annual report.



We encourage creativity

ARTS AND CULTURE

World-class arts and cultural organizations have distinguished Cleveland ever much of the last century. Our treasured visual and performing arts institutions, such as the Cleveland Museum of Art, the Cleveland Orchestra, Playhouse Square, and the Rock and Roll Hall of Fame and Museum, have brought international acclaim to our city and been a source of immense pride for our residents. Even during dark periods, our arts and culture scene has been a bright spot, adding rich dimension to the fabric of our city. The foundation is committed to keeping the light shining on these wonderful community assets to ensure that the many benefits of the arts are widely accessible for everyone to explore and enjoy. Read more about our arts and culture initiatives at [www.ClevelandFoundation.org/Arts](http://www.ClevelandFoundation.org/Arts)

**TOUGH TIMES, STRONG PARTNERS:** The foundation believes that sustaining the strength of Cleveland's diverse cultural community is vital to the overall attraction and richness of our community. Our financial support and added flexibility in our grantmaking process have helped local arts and cultural organizations stay on track with their strategic plans while adapting to the harsh economic realities that emerged in the latter months of 2008.

**ARTS FOR ARTS:** We have continued our longtime commitment to arts-integrated education through an enduring partnership with the Cleveland Metropolitan School District's Young Audiences of Northeast Ohio, and the Ford Foundation. Art in Education, the successor to ICARE, a program launched by the Cleveland Foundation and partners more than a decade ago, is an in-school arts program coordinated with the district's literacy curriculum and designed and delivered by the cultural community. A large-scale classroom teachers' program supported by the Cleveland Foundation and the Ford Foundation is currently in the process of being implemented in the greater Cleveland area.

**MOVING FORWARD TODAY:** \$1.5 million in Cleveland Museum of Art in the second phase of its program to support a renovation of the museum's facilities.

**\$100,000 to Musical Arts Association:** for continued support of the Cleveland Orchestra's participation in its strategic educational plan.

**\$100,000 to Young Audiences of Northeast Ohio:** to support its arts education programming for youth.

**FROM SEVERAL OTHER CLEVELAND ARTS ORGANIZATIONS:** The program, called Engaging Marginalized Youth, aims to help youth and community groups in Turkey use the arts to advocate for and respond to the needs of young people who are disadvantaged for religious, social, or economic reasons. Our representatives on the trip, Kathleen Curran, director of evaluation and institutional learning, chronicled the learnings and inspiring results of this intensive and highly revealing cross-cultural exchange on her blog at [www.ArtsandCultureBlog.ClevelandFoundation.org](http://www.ArtsandCultureBlog.ClevelandFoundation.org).



"Cleveland is a mecca for arts and culture lovers," enthuses LAURA PERROTTA, an actress with the Great Lakes Theater Festival. The classical theater company is pleasing crowds at its new home at the landmark Hanna Theatre in downtown Cleveland's Playhouse Square district. With foundation and community support, a \$19.3 million campaign helped to renovate the last of Cleveland's fine historic theaters and build an endowment fund as well. Doors opened in the fall of 2008 to wide acclaim, and to the great delight of JAMES AND KATHY PANDER, long-time supporters of the arts and Playhouse Square. The rescue and rebirth of Cleveland's famous theaters is hailed among the top 10 triumphs in our city's history.



Karamu House is where stars are born—Langston Hughes and Zora Neale Hurston, to name just two. The venerable theater in Cleveland's Central neighborhood is one of the nation's oldest African-American cultural institutions. TERRENCE SPIVET, artistic director, feels privileged to be nurturing a new generation of playwrights and actors. But the next generation would be looking elsewhere if not for EDONARD HENNA, Jr. and other benefactors, who came together to help relocate and rebuild Karamu after a mysterious fire in 1959. With continued foundation support, the center has evolved into a great treasure, offering daycare, summer camp, outreach programs and, of course, its signature theater performances.

Cover and selected spreads from the Cleveland Foundation 2009 Report to the Community.



## We nurture innovation

**ECONOMIC DEVELOPMENT**

When the Foundation was formed in 1914, Cleveland was the nation's sixth largest city. Population was rising, and business was thriving. Cleveland was known for its innovation and manufacturing muscle. With the decline of local R&D and manufacturing in the 1970s, population suffered along with the city's image as an economic powerhouse. Cleveland has needed to reinvent itself to survive and thrive. Fortunately, scientific research and advanced manufacturing are making a comeback. Once again we can lead the way — this time in promoting areas of forward-looking and innovative energy. We can leverage our traditional strengths, skilled workforce, and geography to become a highly desirable location for global companies. The current economic crisis is showing us that a new vision for Cleveland is needed now more than ever, and the foundation has no shortage of ideas, projects, and talented people to support this transformation. Read more about our economic development plans at [www.ClevelandFoundation.org/Economy](http://www.ClevelandFoundation.org/Economy)



## We value our citizens

**HUMAN SERVICES AND YOUTH DEVELOPMENT**

"To make life better for Greater Cleveland's citizens is the eternal purpose of the Cleveland Foundation. At times in the past, and certainly today, needs have been great. We are here for the family that turns to the Free Clinic for health care, the taxpayer who wants to be a productive citizen, and the teen looking for a positive alternative to violence or drugs. Because the ongoing success of any community rests with its youth, we are dedicated to making sure that our children in particular have the education, life experiences, and mentors necessary to learn, build skills, and become responsible adults. For the past decade, we've committed our funding, coordination services, and staff resources to help 50,000 our youth flourish by including parents and teens. Read more about our goals for helping youth thrive at [www.ClevelandFoundation.org/HumanServices](http://www.ClevelandFoundation.org/HumanServices)



## We build community

**NEIGHBORHOODS**

From Little Italy to Fairfax to Slavic Village, Cleveland has long boasted distinctive neighborhoods full of character and culture. Many neighborhoods have gone through highs and lows over the last century, and always the foundation has been there to keep them moving forward. Our efforts over time have ranged from helping build Thruway Circle into a cultural epicenter, to saving small neighborhoods during the 1940s, to forming modern-day community development corporations to lead revitalization. Today, we are helping create opportunities for good jobs and business ownership in neighborhoods, so residents can move forward powerfully on their own. We're always providing them with training that will help them succeed in new jobs and careers. Read more about our plans to strengthen neighborhoods and empower neighbors with new housing, businesses, and jobs at [www.ClevelandFoundation.org/Housing](http://www.ClevelandFoundation.org/Housing)



Selected spreads from the Cleveland Foundation 2009 Report to the Community.



Selected pages from within the Cleveland Foundation interactive 2009 Report to the Community.