LOOKING BACK MOVING FORWARD

2013-2014 REPORT TO THE COMMUNITY
This phrase accurately summarizes the work of Deaconess Foundation in the years 2013 and 2014. During these years, we reflected on the work of the mission established 125 years ago to respond to the needs of a vulnerable population. The Deaconess mission began with a focus on German immigrants and evolved to a health system that served the entire community. In the foundation-era, funding has been directed to efforts serving children in the St. Louis area, as we believe healthy, hope filled futures for children benefit us all.

Yet, data from the Annie E. Casey Foundation reveals glaring disparities and great challenges for the well-being of young people in the region. In the last decade, poverty rates have grown so that 1 in 5 children in the metro area now live in poverty. St. Louis City ranks dead last among Missouri’s counties in a composite ranking of well-being. Other studies show that children born only a few miles apart can face an 18-year difference in life expectancy from their peers. In 2014, the civil unrest in St. Louis County further exposed structural inequities and the need for systemic change.

Given these challenges, we asked, “Where does the Foundation go from here?” In 2013, current and former trustees, read, reflected, and conversed with expert facilitation to construct a way forward. Our funding had evolved from supporting programs to organizational infrastructure. Considering inequity and failing civic infrastructure, we focused on strategies to impact the systems that affect child well-being. With limited dollars, we realized there was a need for a leveraging effect. Research from the National Center for Responsive Philanthropy has shown that every dollar invested in policy engagement and civic participation returned $115 in community benefit.

The Board of Trustees approved a new strategic plan committing Deaconess to build upon our expertise in nonprofit capacity building and emerging position as a leader in child well-being. Based upon this experience, we chose to invest in the community’s civic infrastructure to make child well-being a civic priority. Affirming that commitment, Deaconess became the first foundation in the state of Missouri to sign on to Philanthropy’s Promise. The initiative encourages grantmakers to give at least half their grant dollars to underserved communities and at least one quarter for systemic change efforts.

Throughout 2013 and 2014, we set out to implement the strategies outlined in the plan. The Foundation continued to enhance the organizational capacity of local nonprofits through the Deaconess Impact Partnership. We also unveiled new annual grant funding focused on advocacy, collective impact and community organizing designed to complement the work of service providers. Deaconess partnered with United Church of Christ congregations, funding projects for youth, and hosted a series of special events where we looked back on our past and shared our vision for the future.

With prophetic imagination we propose an alternate vision for the region where children are placed in the center of the community’s conversation, and the community places all of their hopes on them. The Deaconess faith-heritage calls for nothing less.
The evolved Deaconess approach includes a “systems” level orientation. The foundation will work for social change in four distinct but inter-related zones:

**Financial Investment**
We invest in endeavors with the potential for systems-level impact.

**Community Engagement**
We will mobilize and earn trust with diverse constituencies.

**Policy Development**
We will advance policy priorities that improve child well-being.

**Advocacy**
We speak up for kids in partnership with the community and the church.

**Current Status of Children**

- **In Illinois**
  - 52% of children are on Medicaid or subsidized health care

- **While the high school graduation rate in Ladue School District is 97.9%**
  - In East St. Louis it’s 64%

- **In St. Charles**
  - 1,735 children receive mental health services subsidized with public support

- **89% of St. Louis City students are eligible for free and reduced lunch**

Deaconess Impact Partners receive focused, multi-year support that is designed to help each organization better achieve its mission and improve outcomes for low-income children and families locally. Since its inception, the Foundation has invested more than $18 million in 22 agencies, known as Impact Partners.

GOALS OF THE DEACONESS IMPACT PARTNERSHIP

BUILD
sustainability of crucial child- and youth-serving nonprofit organizations in the St. Louis area.

STRENGTHEN
leadership skills amongst nonprofit leaders and board.

MODEL
a more trusting and candid relationship between funders and grantees.

To reinforce their learning, the chief executives of Round 3 Deaconess Impact Partners participated in monthly peer learning exchanges, as well as bi-weekly to monthly meetings. Additionally, other key staff within Impact Partner organizations were invited to the Effective Leadership Practices forum, a nine-month high-impact leadership program designed specifically for leadership team members and middle managers.

Deaconess Foundation looks forward to continuing to strengthen the social ecosystem of the St. Louis region through the work of its Impact Partners.

To demonstrate this, the six child- and youth-serving organizations that make up the current cohort continued to focus on increasing their organizational capacities in 2014. They did this by planning, executing and evaluating activities that grew their adaptive, leading, managing and technical abilities. They took risks and facilitated change to innovate their organizations. In addition to implementing capacity building activities in the areas of board development, program evaluation, financial modeling, fundraising, talent management and leadership training, all six Partners are examining or have completed a significant shift in their business and/or logic models.
STRENGTHEN THE REGION’S CAPABILITY TO ACHIEVE POSITIVE OUTCOMES FOR CHILDREN AND YOUTH THROUGH COLLABORATIVE ENGAGEMENT AND INVESTMENT WITH DIVERSE PARTNERS TO IMPROVE SYSTEMS AND SUSTAIN ACTIONS THAT HAVE LONG-TERM IMPACT ON THE HEALTH AND WELL-BEING OF CHILDREN.

2014 COMMUNITY CAPACITY BUILDING GRANTEES

- BETTER FAMILY LIFE
- BEYOND HOUSING
- COMMUNITY COUNCIL OF ST. CHARLES COUNTY
- COMMUNITY ORGANIZING AND FAMILY ISSUES
- EPWORTH CHILDREN & FAMILY SERVICES
- FAMILY RESOURCE CENTER
- GREATER EAST ST. LOUIS EARLY LEARNING PARTNERSHIP
- LEGAL SERVICES OF EASTERN MISSOURI, INC.
- LET’S START, INC.
- LUTHERAN FAMILY AND CHILDREN’S SERVICES OF MISSOURI
- MATHEWS-DICKEY BOYS’ & GIRLS’ CLUB
- METROPOLITAN CONGREGATIONS UNITED FOR ST. LOUIS
- MISSOURI HEALTH CARE FOR ALL
- MONROE COUNTY COALITION FOR DRUG FREE COMMUNITIES
- PEACE ECONOMY PROJECT
- ST. LOUIS GRADUATES
- ST. LOUIS PUBLIC SCHOOLS FOUNDATION
- ST. LOUIS REGIONAL EARLY CHILDHOOD COUNCIL
- THE SCHOLARSHIP FOUNDATION OF ST. LOUIS
- UNITED FOR CHILDREN
- VISION FOR CHILDREN AT RISK
- WASHINGTON UNIVERSITY IN ST. LOUIS (MOCARE)
- WYMAN CENTER

2013 ADVOCACY GRANTEES

- CATHOLIC URBAN PROGRAMS
- CHILDREN’S HOME SOCIETY OF MISSOURI
- EPWORTH CHILDREN & FAMILY SERVICES
- GIRLS INCORPORATED OF ST. LOUIS
- LEMAY CHILD AND FAMILY CENTER
- LET’S START, INC.
- METROPOLITAN CONGREGATIONS UNITED FOR ST. LOUIS
- MISSOURI COALITION OF CHILDREN’S AGENCIES
- MISSOURI HEALTH CARE FOR ALL
- PLANNED PARENTHOOD OF THE ST. LOUIS REGION AND SOUTHWEST MISSOURI
- TEEN PREGNANCY AND PREVENTION PARTNERSHIP
- THE SCHOLARSHIP FOUNDATION OF ST. LOUIS
- VISION FOR CHILDREN AT RISK

GRANT STREAMS

NONPROFIT ADVOCACY 2013-2014
Grants supported collaboration with nonprofit agencies who advocate for the improvement of support systems and policies affecting children and youth in the region.

COMMUNITY VOICE 2014
Grants aimed at initiating community dialogue, advancing a public policy solution affecting child well-being, connecting affected communities to policy makers or other advocates, and building public will.

COLLECTIVE IMPACT 2014
Grants supported the commitment of a group of important actors from different sectors to a common agenda for solving a specific social problem.
2013-2014 GRANTS

CHURCH-RELATED GRANTS

Bethany Peace United Church of Christ
Bethel United Church of Christ
Calvary United Church of Christ
Christ the King United Church of Christ
The Council for Health and Human Service Ministries
Deaconess Parish Nurse Ministries
Eden United Church of Christ
Epiphany United Church of Christ
Evangelical United Church of Christ
Every Child’s Hope
Glory to Glory Christian Church
United Church of Christ
Good Shepherd of Faith United Church of Christ
Hoyleton Ministries
Iglesia Cristiana El Dios Viviente
United Church of Christ
Kirkwood United Church of Christ
Missouri Mid-South Conference of the United Church of Christ
Neighborhood Houses
Pilgrim Congregational United Church of Christ
Prince of Peace United Church of Christ
Salem United Church of Christ
St. John Evangelical United Church of Christ
St. John United Church of Christ
St. John United Church of Christ
St. John United Church of Christ
St. John’s United Church of Christ
St. John’s United Church of Christ
St. Louis Association of the United Church of Christ
St. Mark United Church of Christ
St. Martin’s United Church of Christ
St. Paul United Church of Christ
St. Paul’s United Church of Christ
Zion United Church of Christ

IN 2014, DEACONESS ALIGNED ITS CONGREGATIONAL GRANTMAKING WITH THE UNITED CHURCH OF CHRIST READING CHANGES LIVES INITIATIVE.

The UCC links illiteracy to poverty, acknowledging that “literacy is essential to end the cycle of poverty, to close the school-to-prison pipeline, and to create inclusive, healthy communities where all can be active and advocate for themselves. The need has never been greater for faith communities to stand up and take action.” UCC congregations across the region responded by developing literacy initiatives for youth, which included book giveaways, church youth libraries, and tutoring programs. Congregations continue to be active on behalf of our kids.

SMALL GRANTS

Small grants of up to $5,000 are available on an ongoing basis throughout each year. Decisions are made quarterly for support of projects and activities related to the Foundation’s vision.

America SCORES
Better Family Life
Better Love Yourself
CASA of Southwestern Illinois
Catholic Charities of St. Louis
Central Baptist Church
Community Performance Ensemble
Community Treatment
Comprehensive Behavioral Health Center of St. Clair
Cornerstone Center for Early Learning
Cultural Leadership
Diversity Awareness Partnership
FOCUS St. Louis
Gateway Center for Giving
Gifted Resource Council
Grantmakers for Effective Organizations
Home Works
Inspire-STL
Institute for Peace & Justice
Jackie Joyner-Kersee Foundation
Joint Neighborhood Ministries
Leadership for Social Change
Manasseh Ministry
Marion Middle School
Metropolitan Congregations United for St. Louis
Metropolitan St. Louis Equal Housing & Opportunity Council
Missouri Association for Social Welfare
Monsanto Family YMCA
National Conference for Community & Justice
North Area Community Development Corporation
Saint Louis Morehouse College Parents Association
Saint Louis University School of Nursing
Samuel DeWitt Proctor Conference, Inc.
St. John’s Community Care
St. Louis ArtWorks
St. Louis Internship Program
St. Louis Learning Disabilities Association
Stop The Killing Initiative
Studio STL
Teen Pregnancy & Prevention Partnership
The Singer Institute
The Soulard School
Toy Gun Buy Back Initiative
United Way of Greater St. Louis
University of Missouri – St. Louis
Urban League of Metro St. Louis
Urban Strategies
YWCA of Metro St. Louis
NURSING SCHOLARSHIPS

The Deaconess Foundation Nursing Scholarship provides renewable grants to 10-15 students annually who are permanent residents of the St. Louis metropolitan area and pursuing nursing (RN, BSN) at an accredited, nonprofit school. Awards are based on financial need, strength of character, and academic potential. Deaconess Foundation provides the funding for this scholarship, which is administered jointly by The Scholarship Foundation of St. Louis and The St. Louis American Foundation. Recipients of the 2014 scholarships met all the qualifications of The Scholarship Foundation Interest-Free Loan. Selected students who received the Deaconess Foundation Nursing Scholarship were also given an opportunity to accept or decline an interest-free loan or other grants through The Scholarship Foundation of St. Louis.

FUNDING KIDNEY DIALYSIS FOR CHILDREN

Deaconess Foundation, as part of its 125th Anniversary, awarded special multi-year grants totaling $500,000 to SSM Cardinal Glennon Children’s Medical Center and St. Louis Children’s Hospital to fund the purchase of kidney dialysis equipment and allow for greater access to care for children.

In 1997, Deaconess received a bequest from Miss Elsa Marie Weiss, a former Deaconess Sister, as Deaconess was transitioning from a health system to a grantmaking foundation. The purpose of the gift was to support dialysis treatment and enhance patients’ quality of life. The funds from this estate gift will make up the grants to the children’s hospitals.

"WE ARE GRATEFUL TO DEACONESS FOUNDATION FOR AWARDING US THIS GENEROUS GRANT, ALLOWING OUR PATIENTS AND THEIR FAMILIES INCREASED ACCESS TO HIGH-QUALITY CARE. HAVING THE ABILITY TO USE THIS HEMODIALYSIS EQUIPMENT THROUGH OUR DAILY WORK WILL ENABLE US TO CONTINUE TO REMAIN AT THE FOREFRONT OF WORLD CLASS PEDIATRIC MEDICAL CARE."

SANDY KOLLER, EXECUTIVE DIRECTOR OF CARDINAL GLENNON CHILDREN’S FOUNDATION

MISSION INVESTMENT TO IFF

Deaconess Foundation continued its practice of supporting St. Louis area community development financial institutions by announcing a $250,000 loan to IFF, a nonprofit lender, real estate consultant, and developer in the region.

The loan aligns with the Foundation’s vision of a community that gives priority attention to its most vulnerable children. IFF plans to use the loan for projects helping local low-income children and families. The loan is an example of how Deaconess Foundation is leveraging its financial assets to improve community health.

Deaconess celebrates the St. Louis Children’s Hospital grant recipients.
IN 2014, DEACONESS FOUNDATION CELEBRATED 125 YEARS OF THE DEACONESS MISSION IN ST. LOUIS BY HOSTING SIGNATURE EVENTS THROUGHOUT THE YEAR TO COMMEMORATE THE ANNIVERSARY.

NEIGHBORHOOD HOUSES MURAL DEDICATION

Deaconess Foundation partnered with St. Louis ArtWorks to bring beauty to the lives of children in the neighborhood through a mural created by St. Louis ArtWorks. A dedication ceremony took place for Neighborhood Houses’ Caroline Mission, a ministry of the United Church of Christ. The mural entitled “Hope in the City” was dedicated in September.

DINNER AT EDEN SEMINARY

125 years after the first meeting of the Evangelical Deaconess Society, more than 300 people gathered at Eden Seminary to celebrate the anniversary with a special dinner. Attendees included past employees of the Deaconess Health System and the Foundation, nursing school alumni, board members, as well as members of the community. During the event, St. Louis City Mayor Francis Slay and St. Louis County Executive Charlie Dooley presented the Foundation with proclamations honoring April 22nd as Deaconess Foundation Day. Historical relics were on display at the dinner, and items from the time capsules entombed in the cornerstones at Deaconess Hospital were donated to the archives at Eden Seminary. Local children blew out candles on a birthday cake, while attendees were invited to share both their memories of Deaconess and their wishes for the children of St. Louis.

THE DEACONESS SPIRIT

Deaconess celebrated the 125th Anniversary with the publication of The Deaconess Spirit. The book tells the Deaconess story through the Foundation core values and includes articles from Rev. Jerry Paul on the transition, the history of the Deaconess Parish Nurse Ministries, as well as current photos of grant recipients. The book also describes our new direction for greater impact on behalf of children in the St. Louis area.

CHILDREN AT THE CENTER

In July, Deaconess partnered with YMCA’s O’Fallon Park Recreation Complex for Children at the Center, a celebration for children with an opportunity for adults to discuss issues surrounding children through policy workshops and more.

UCC EVENTS

IN MAY OF 2014, the Foundation organized the St. Louis Association of the UCC’s spring program meeting. Deaconess invited nonprofit partners to present to the attendees about various issues affecting children.

IN JUNE OF 2014, the Foundation sponsored a breakfast at the Missouri Mid-South Conference meeting where Rev. Starsky D. Wilson, president and CEO, spoke about the Foundation’s new direction.

IN OCTOBER OF 2014, the Foundation sponsored a breakfast at the Illinois South Conference with Rev. Starsky D. Wilson, president and CEO, as keynote speaker.

At each event, Deaconess distributed The Deaconess Spirit book and invited church members to “Connect with Deaconess.” Postcards with the Foundation’s web address, Twitter handle, and Facebook page were distributed. In addition, people were invited to fill out their wishes on behalf of children so that the Foundation could capture names and e-mail addresses.
In November 2014, Deaconess joined Brown School of Social Work to provide a Child Well-Being Symposium at the Federal Reserve Bank of St. Louis. Experts from across the globe joined to share insights into promising policy interventions to promote child well-being.

In November 2014, Missouri Governor Jay Nixon announced the members of the independent Ferguson Commission. The 16 members were selected from more than 300 applicants. Ten men and six women were selected from business, clergy, health care, law enforcement, civic and educational leadership. Governor Nixon said, “The work of the commission is not about one case,” referring to the shooting death of unarmed teenager Michael Brown by Ferguson police officer Darren Wilson. The Commission was created to examine issues that came forth in light of the killing and subsequent demonstrations and protests, and to make policy recommendations to make the St. Louis area better for everyone. Rev. Starsky D. Wilson, president and CEO, was selected to serve as co-chair along with Rich McClure, former president and COO of Unigroup and chairman of the St. Louis Regional Board of Teach for America.
On August 20, 2014, in the aftermath of the Michael Brown shooting and subsequent civil unrest in Ferguson, Deaconess Foundation made a special allocation of $100,000 for community capacity building to address issues exposed by the events.

The funds focused on advancing youth organizing, community-informed development, networked leadership and wrap-around supports for African American youth. Deaconess staff has been highly-engaged in coordinating roles with community organizers, local clergy, civil rights activists and national funders to inform, develop, and align a systemic response consistent with its mission and vision for children. Consistent with research, including the For the Sake of All Report (www.forthesakeofall.org), the foundation takes a public health approach to its missional definition of health and identifies race and poverty as barriers to individual health. Deaconess’ community capacity building strategy affirms community engagement, public policy and advocacy as critical approaches to improve systems and sustain actions for long-term impact on the well-being of children.

The initial investment by Deaconess provided the opportunity to engage national philanthropic leaders in strengthening advocacy efforts to change policies and improve systems on behalf of children. The engaged national organizations displayed an admirable ability to recognize the diversity of need, respond to the call, and match the commitment of Deaconess.

Deaconess Foundation has granted more than $120,000 to various organizations and leveraged more than $360,000 additional dollars from funding partners.
## 2013–2014 Contributions Received

<table>
<thead>
<tr>
<th>Contribution</th>
<th>2013</th>
<th>2014</th>
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<tbody>
<tr>
<td>Bank of America</td>
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<tr>
<td>Community Council of St. Charles County, Inc.</td>
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<td>Country Mark</td>
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<td></td>
</tr>
<tr>
<td>Jane Donahue</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Guggenheim Real Estate Inv Trust</td>
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<td></td>
</tr>
<tr>
<td>Leona O’Neal Oil</td>
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<tr>
<td>James Mathew, MD</td>
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<td></td>
</tr>
<tr>
<td>Ralph Mueller</td>
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<tr>
<td>Rev. Jerry Paul</td>
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<td>St. Paul Evangelical Church</td>
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<td>Us Bank</td>
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## 2014 Board of Trustees

- Debra Aerne
- Rev. Aaron D. Ban
- Cenia D. Bosman
- Darryl R. Collins
- Rodney Crim
- Rev. Dr. Sheldon Culver
- Simone M. Cummings, PhD
- Jeff Davis
- Frank Hamsher
- Bethany A. Johnson-Javois, M.S.W.
- Derek Mays
- Elizabeth Noonan
- Shanti Parikh, PhD
- Cheryl Sharpe
- Cheryl D.S. Walker
- Rev. Starsky D. Wilson

## Foundation Staff

- Dr. Brandon D. Haynes
  Director, Community Engagement
- Pamela L. Heeb
  Assistant to the CEO & Office Manager
- Matthew J. Oldani
  Vice President, Strategic Alignment
- Allie Chang Ray
  Vice President, Programs
- Alex J. Stallings
  Director, Advocacy & Communications
- Rev. Starsky D. Wilson
  President & CEO

## Years Ended December 31, 2013 and 2014

<table>
<thead>
<tr>
<th>Description</th>
<th>2013</th>
<th>2014</th>
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<tbody>
<tr>
<td>Revenue</td>
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<tr>
<td>Investment Returns</td>
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<td>Contributions &amp; Other Income</td>
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<td>Total Revenue</td>
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<td>Community Grants</td>
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<td>Deaconess Parish Nurse Ministries</td>
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<td>Nursing &amp; Osteopathic Scholarships</td>
<td>$128,200</td>
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<td>Investment &amp; Related Fees</td>
<td>$280,575</td>
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<td>Net Assets at Beginning of Year</td>
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<td>Net Assets at End of Year</td>
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OUR MISSION
In the spirit of our faith heritage, the mission of Deaconess Foundation is the improved health of the Metropolitan St. Louis community and its people.

OUR VISION
Deaconess Foundation envisions a community that values the health and well-being of all children and gives priority attention to the most vulnerable.

OUR VALUES

JUSTICE
We believe a just society is essential for the full achievement of individual and community health.

HOPE
We believe that positive health changes can occur through cooperative, intentional and well-planned efforts.

SERVICE
We believe the opportunity to serve is a gift with which we have been blessed, and all our interactions should embody that spirit.

IDENTITY
We believe our tradition and history as a ministry of the United Church of Christ should inform and help shape our work.

FAITHFULNESS
We believe our decisions and actions should reflect a faith commitment based on God’s living presence in the world, continuing revelation, and call to servanthood.