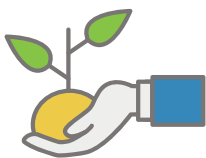




give
together
grow
together

2017 Annual Report | YouthBridge.org

Where YouthBridge makes a difference in St. Louis



Nonprofits:
Strengthening
capacity to serve



Donors:
Aligning purpose,
values and resources
to create impact



Businesses:
Helping businesses
do well by doing good
in the community



Professional Advisors:
Improving client outcomes
by serving as a partner
in philanthropy

\$2,102,635

Total value of grants
awarded by YouthBridge
in 2017

70%

Percentage of total
grant dollars awarded
to children and youth
organizations in 2017

376

Number of organizations
receiving a grant from
YouthBridge in 2017

\$19.6 million

Total value YouthBridge
has invested in the
community through grants
and programs since 2005

YouthBridge Offers:

- ✓ Donor-Advised Funds
- ✓ Private Foundations
- ✓ Endowment Building
- ✓ Succession Planning with Philanthropy for Family Businesses
- ✓ Corporate Philanthropy Programs
- ✓ Professional Advisors Program
- ✓ Grants
- ✓ Giving Cards

PROFILE:

Endowment Building

The **Guardian Angel Settlement Association** provides low-income children, families, seniors and adults with temporary relief in times of need, as well as pathways to greater independence.

Jessica Brandon, President and CEO, explains why YouthBridge's heritage of providing children's services and their connections within the local nonprofit community were key in GASA's decision to start an endowment fund with them:

"There are a lot of investment houses that would be interested in holding our investments, but not with what YouthBridge was offering ... YouthBridge and Guardian Angel both share that commitment to kids and the community. It's nice to have a strategic partner that understands the importance of longevity in what we're doing but also who really cares about the work and improving the community."



PROFILE:

Private Foundations and Donor-Advised Funds

Sales executive Wayne C. Kaufmann had two objectives when he created a family foundation to serve as his legacy: to fund causes that were meaningful to him; and to keep his children and their stepmother close to one another after his death.

Although losing a loved one is never easy, Sharon Kaufmann says serving as board members with her stepchildren "has been very rewarding ... we knew we would always stay in touch and do things together, but the foundation has been a nice way to carry on Wayne's legacy. It's been good for all of us."

Sharon appreciates how YouthBridge filters any requests for funds, giving the family a degree of privacy and helping them to select the right recipients:



The Kaufmann family has instilled a legacy of giving in their youngest generation through their charitable foundation.

"[YouthBridge is] in the business, they know what Wayne's wishes were, and they know these organizations. It's just been extremely helpful."

The **Kaufmann Foundation** uses **donor-advised funds** (DAFs) to simplify the administration of the grants. Family members also have their own DAFs, funded by the Foundation, to allow them to contribute to causes that are personally meaningful to them. Sharon now sees her stepdaughter teaching her children to carry on their grandfather's legacy. "Sarah has been getting her daughters involved in giving and that's just a great thing to teach kids."



PROFILE:

Grant Recipient

FamilyForward is the result of a merger between **Children's Home Society of Missouri** and **Family Resource Center**, two of St. Louis' most accomplished and leading-edge non-profit organizations. The agencies united in April 2017 from positions of strength to better

serve the community. FamilyForward is using its **Heritage Grant** from YouthBridge Community Foundation to define the organization's future through strategic planning and move vulnerable children and families in the direction of hope.

PROFILE:

Community Impact

Ready Readers knows that storytime isn't just child's play—early exposure to reading is a powerful tool for establishing language and critical thinking skills, building literacy, and creating educational equity so that every child can enter kindergarten with the same level of readiness. Their grant from the **Wayne C. Kaufmann Charitable Foundation** allows them to serve children in four St. Louis preschool programs with weekly volunteer-led storytimes, free books of their very own, professional development for their teachers, and literacy-based field trips.

Lisa Greening, Executive Director for Ready Readers, says:

"It's so vital to have the consistent support that the Wayne C. Kaufmann program has provided—problems aren't solved in one year."

Knowing that they are helping to carry out Wayne's wishes gives her team an extra level of satisfaction in their work. "I've heard so many great stories about him from his wife, Sharon, and how important the St. Louis community was to him ... I think he understood the value of investing in the potential of a child."

Photo credit: Spoonful of Sugar Photography



PROFILE:

Corporate Philanthropy

First Bank, a family-owned, privately-held bank headquartered in St. Louis, has long seen the value in supporting the communities they serve.

It's a corporate mentality that extends through all layers of the organization, with approximately 70 employees receiving **First Bank's Community First Award** for giving 25 hours or more of their time to a qualifying Community Reinvestment Act (CRA) organization in 2017.



First Bank initially incorporated YouthBridge into their corporate philanthropy program by purchasing **Giving Cards** as gifts for clients and prospects. Joe Ambrose, Vice Chairman at First Bank, explains, "Instead

of a pen or a First Bank notepad, we handed out these Giving Cards. That got us a little bit of attention; it was something other banks weren't doing." Ambrose also thinks the Giving Cards resonated with clients because it gave them the choice of which organization they'd like to support. "I think people feel like, 'First Bank's interested in me and what organizations I'm interested in.'"

When First Bank decided to focus their philanthropy on educational opportunities for kids in low- to moderate-income levels in the regions where they do business, they realized **YouthBridge's Youth Engaged in Philanthropy (YEP STL)** was the perfect program to support. Ambrose explains why they decided to provide not only the grant money, but also underwrite all of the operating costs in 2017: "The program is a platform for getting kids from different backgrounds to talk to each other and meet each other. Their collective decision on supporting an organization is just the icing on the cake."

Ambrose says the sponsorship supports the image they want to project in the community:

"You're known by the company you keep. We very much see the value in partnering with YouthBridge."



Brackets for Good

YouthBridge was a proud partner of **Brackets For Good 2017**, and the lead sponsor for the St. Louis Bracket. This program helps build awareness, raise funds, and expand marketing capacity for local nonprofits through competitive, online fundraising tournaments.

Jean Huelsing, Camp Jump Start:

"Brackets for Good was a game changer for Camp Jump Start and Living Well Foundation. It was a fun competition that engaged our donor base and kept us all on the edge of our seats down to the final buzzer. We came to the game to win, but few thought it possible. At the end, people who had never heard of us were cheering us to victory. Everybody loves an underdog story!"



Giving Cards

Give the Joy of Giving with **YouthBridge Giving Cards!** They're the perfect gift to show you care about what matters most to your clients and employees. You purchase cards in any denomination, and they donate the money to a charity of their choice. It's that easy!

Joan Malloy, CFP, CPA, CFP, Greenway Family Office:

"We've always sent something for the holidays, but I've never received as much positive feedback as when I've used the Giving Cards that YouthBridge offers. We usually hear where the client decided to donate the funds and why, which further connects us with what is most important to them."

PROFILE:

Grant Recipient

In 2017, **Think Big for Kids** awarded its first round of grants to stimulate innovative thinking and fund big ideas to three nonprofits that serve children and youth in our community: **The Full Frame Initiative**, **St. Louis Children's Hospital Foundation**, and **Vision for Children at Risk**.

Below: Erica is one of a growing number of St. Louis children injured by gunshots or other violence. To break the cycle, **St. Louis Children's Hospital** launched **Victims of Violence**, pairing these kids with social workers to recover and learn skills to help move past the trauma. Their Think Big for Kids grant led them to a doubling of their mentor staff. In 2018, their model will be expanded through a four-hospital collaborative.

think
BIG
FOR KIDS



Photo credit: Gara Dyson

Thank you, St. Louis, for helping us to Give Together, Grow Together!



www.YouthBridge.org | 314.985.6778

Donor-Advised Funds | Private Foundations | Endowments | Charitable Trusts | Planned Giving