

The President's REPORT

2014 In Review



**LAF Leading the Way
to Stronger Communities**
A Report on Accomplishments 2014

Lubbock Area Foundation

Growth of Funds

Fund Types

- 1.....Operating Endowment
- 16.....Unrestricted/Field of interest
- 20.....Agency Endowments
- 56.....Designated
- 43.....Donor-Advised
- 49.....Scholarship
- 26.....Affiliate – Levelland
 - 3.....Affiliate – Post
 - 5.....Affiliate – Plainview
 - 9.....Affiliate – Slaton
- 228 Total**

Annual Comparison	2013	2014
assets	\$32,651,447.00	\$37,816,158.00
gifts received	\$1,632,370.00	\$1,563,761.00
donors	467	305
gifts	620	399
grants awarded from	\$907,830.32	\$1,139,935.50
all funds		
number of grants awarded	399	477

Lubbock Area Foundation	
Grants from Inception:	
August 1981 - December 31, 2014	
Total Amount Granted:	\$13,943,575.47
Number of Grants	5,513



On January 28, 2014, Marc and Mike McDougal announced a gift to their parents, **Delbert and Carolyn McDougal**, on the occasion of their retirement. Marc and Mike were able to purchase the first rental property Carolyn and Delbert purchased in 1975. Mike and Marc McDougal stated the yearly profits will be going to the Lubbock Area Foundation and Buckner International. LAF is so thankful to the McDougal's for their continued support of both our organizations and wish them well in their retirement.

New Partnerships and Funds

The **E. Jay Matsler Trust** was established with a bequest of \$348,000 from Mr. Jay Matsler upon his death, for the purpose of supporting historic preservation projects in Lubbock and Hale counties. The first grant from the **E. Jay Matsler Trust** will help the Lubbock Heritage Society to move the Arch Underwood Pullman Car to the Bayer Agricultural Museum.



Community Engagement

The Lubbock Area Foundation over the last year has increased its community presence through increased community involvement, engagement and media. The Lubbock Area Foundation staff conducted several site visits during March and April to learn more about agencies in need.

LAF staff further engaged this goal by providing a philanthropic tour for supporters, current fund holders and potential new donors highlighting areas of the community that benefit from grants and donations from LAF. The tour included The Refuge Services, Children's Advocacy Center, Link Ministries, Backyard Missions, and High Point Village.

To expand our vision and strategy for the future the Strategic Planning Committee created a process to include surveying prior board members, donors, community and civic leaders. This produced a stakeholder survey which has benefited LAF moving forward.

"I was privileged to go on this tour and highly recommend a future tour. One does gain a deeper understanding, and it is thrilling to witness the passionate commitment of the people who operate these programs."

Dave Cummins

Strengthening Affiliates and South Plains Region

Levelland

2014 Contributions: \$ 26,498.00
 Fund Balance: \$ 488,119.89
 Grants: \$ 10,950.00



Plainview

2014 Contributions: \$ 9,478.39
 Fund Balance: \$ 500,948.78
 Grants: \$ 16,784.72



Post

2014 Contributions: \$ 26,498.00
 Fund Balance: \$ 441,228.47
 Grants: \$ 13,300.00



Slaton

2014 Contributions: \$ 8,539.00
 Fund Balance: \$ 176,979.81
 Grants: \$ 6,300.00



Strengthening Affiliates and South Plains Region

Roadmap to Strengthening Communities Grant:

Lubbock Area Foundation received a substantial grant to implement a comprehensive, county-by-county, assessment of needs and opportunities in the South Plains region. We are fortunate to have SPAG as a local partner and are working closely with experts at the Aspen Institute and the Center for Rural Entrepreneurship. The Aspen Institute and Center for Rural Entrepreneurship are recognized by rural development organizations and community foundations throughout the U.S. as national leaders in this kind of work.

This project was piloted in Hale County, Hockley County, Garza County and the community of Slaton in 2014. The project will be implemented in the counties of Bailey, Cochran, Crosby, Dickens, Floyd, Lamb, Lynn, Motley, Terry and Yoakum in 2015.

WHY IS THIS IMPORTANT?

Information obtained through this endeavor will:

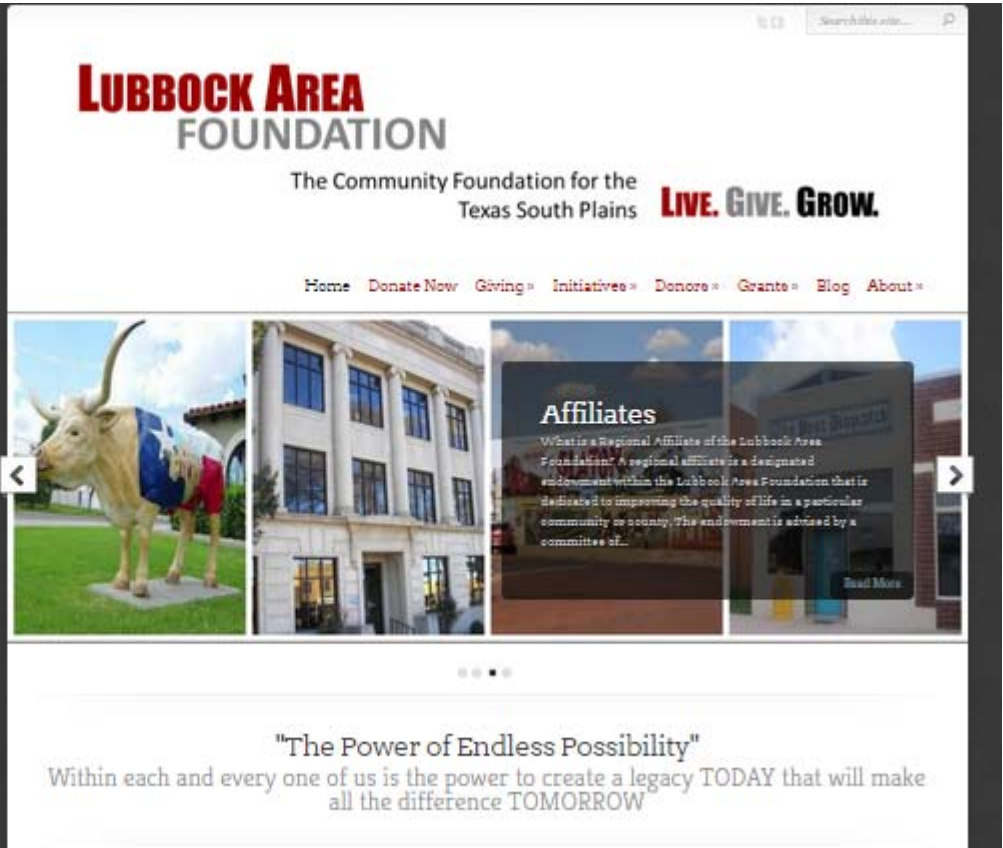
- provide a clear picture of the community, for the community, based on actual data and trends that focus on a range of economic, social and other indicators critical to community vitality;
- offer opportunities for input from the community-at-large through a simple on-line survey and through a community gathering/community conversation;
- help nonprofit organizations and funders to target resources and develop initiatives that take into account the needs of each community;
- generate ideas, issues and initiatives that will lead to the engagement of a broader range of private citizens and result in greater investment of private assets; and
- document the “transfer of wealth” that is passing from generation to generation over the next 10 to 50 years, so as to catalyze interest in “capturing” some of that wealth for charitable, economic development, educational and other unique needs of each community.

Our primary goals are to identify and promote opportunities for communities throughout the South Plains region to truly thrive.

Communicating our Story

Website Redesign and Social Media




Over the last year, LAF has created a media strategy to communicate its story and how the Foundation creates change and impact throughout the South Plains. Media Strategy consisted of creating and designing a new website –more user friendly with easy platform to manage the site more efficiently and update with rotating banners etc. In addition, the agency created more news stories from its work by contacting media for every grant announcement and events.



Media Coverage:

News Stories: 43 stories
 Blog: 22 Posts
 Facebook: 305
 Twitter: 466

Connect with us


-  www.facebook.com/LubbockAreaFoundation
-  www.twitter.com/LubbockAreaFdn
-  www.instagram.com/LubbockAreaFdn

Website Analytics:

	Sep	Oct	Nov	Dec	Total 2014
2014	1,365	2,341	1,569	1,082	14,202

Most viewed pages past 30 days:

Home, Scholarships, Current Grant Opportunities, Grants

-  www.pinterest.com/LubbockAreaFdn
-  www.flickr.com/photos/lubbockareafoundation

Communicating Our Story

LAF announced a gift of \$100,000 (over 10 years) to the Lubbock Entertainment & Performing Arts Association.



On March 4, 2014, LAF awarded \$32,000 in grants to seven organizations whose mission is to care for animals that are lost, abandoned or injured. Funding for six awards were allocations from the Ruth Wright Endowment for Animals and the Jimmie Nelson Endowment.



On March 13, 2014, LAF awarded more than \$200,000 to 18 grants to area organizations whose missions are to utilize the visual and performing arts to educate, entertain or inspire local audiences. Funding for all of the awards were allocations from the Sybil B. Harrington Endowment.

On April 25, 2014 the Lubbock Area Foundation announced that five exceptional Lubbock County high school students were selected to receive the prestigious *Don & Sybil Harrington Scholarship*.



Watch the YouTube video:

<https://www.youtube.com/watch?v=gklo0Hu8BqY>

On Friday January 24, 2014, the Lubbock Area Foundation presented the Lynn County Animal Shelter with a \$5,000 check to help rebuild after the fire that destroyed the cat section of the shelter killing seven kittens and supplies desperately needed for the animals.



Future Home of LAF

Together with the CH Foundation, breaking new ground

On September 15, 2014 the CH Foundation and LAF closed on the new building site at the Stone Crest office park. On November 10, 2014 a Groundbreaking Ceremony was held to celebrate the new building.

