

# GIVING BACK GUIDE

— 2012 —



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# GIVE SOME GET SOME

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DAP Products has been part of the Catholic Charities Dragon Boat Race since 2000, supporting the Esperanza Center, which helps recent immigrants.

JOSH COOPER

# More than money

For some of the region’s largest companies, donations are just the beginning

By JACQUELYN BENGFORT  
Special to The Daily Record

Baltimore’s business community has a long history of giving back. Since Willoughby M. McCormick, the founder of McCormick & Co., helped to establish the city’s original Community Chest — now the United Way of Central Maryland — in the early 20th century, area CEOs have honored the notion that they owe something to their community. While one might expect that the recent recession dimmed that view, local companies in fact have continued to give back at rates comparable to those from better days. They have been able to do so in part because many have long employed a strategy that pairs elbow grease with cash.

**The gift of time**

Ancile Solutions, an Elkridge-based software company, exemplifies a money-plus-time ethos through its partnership with the U.S. Dream Academy, a nonprofit dedicated to after-school support for the children of incarcerated

parents. While the company does fund some of the organization’s programs, the involvement goes deeper, CEO Frank Lonergan said. The company provides its employees the opportunity to get involved as mentors. There have been summer programs as well, such as last year’s onsite interactive learning day, when students competed to develop and market the best ice cream sundae. This summer featured a book drive and vacation reading program, with employees collecting 768 books.

“I felt it was important that we have a responsibility to not only the customers that we service, but [also] to the community that we’re a part of,” said Lonergan, adding that it was his intention as a part of the company’s ribbon-cutting to establish sponsorship of a nonprofit organization.

DAP Products, headquartered in Baltimore County, employs a similar approach of matching donations with manpower.

“We definitely have a philosophy to give back through actual hours

See CORPORATE 6



STUDIO Z

Through many years, the McCormick Unsung Heroes Award program has honored local high school student-athletes and awarded more than \$1.5 million in college scholarships.





ENOCH PRATT FREE LIBRARY

Members of the Pratt Contemporaries enjoy the Black and White Party, the library’s most popular fundraising event.

# The social side of giving

Old-fashioned, face-to-face networking boosts volunteerism and charitable giving among Maryland’s young professionals

By JACQUELYN BENGFORT  
Special to The Daily Record

If you’re a company looking to make a charitable impact while promoting your brand among the region’s younger set, you could do worse than a homebrew competition.

After all, the 2010 American Homebrewers Association demographic survey showed that nearly half of its beer-making membership — 46.7 percent — is between the ages of 21 and 39.

DuClaw Brewing Co. launched just such a competition in 2011 with the first H.E.R.O. contest. Homebrewers competed with their best recipes for the promise of distribution of the winning brew, said Elizabeth Hanfman, DuClaw’s chief of staff. And to sweeten the prize, all proceeds from the sale of the winning beer would go to a charity nominated by the general public.

The 2011 winner was a chocolate peanut butter porter created by Baltimore County residents Tony Huckestein and Doug DeLeo, and the beneficiary of their brew was the Cool Kids Campaign, a charity based in Towson and dedicated to helping improve the quality of life of children with cancer.

The Cool Kids Campaign is itself no stranger to attracting interest from volunteers and donors of all ages, said Sharon Perfetti, executive director, citing the campaign’s partnerships with local colleges and the Baltimore Run-

ning Festival as features that raise the nonprofit’s profile among 20- to 30-year olds.

As for the results from the exposure lent by DuClaw’s H.E.R.O. contest? “We had so many people who came back to us and said, ‘Oh, we saw this at the restaurant,’” said Perfetti. “It’s a great awareness building for us.”

DuClaw’s corporate giving strategy echoes the approach others on the Maryland philanthropic scene are harnessing: making giving back a social experience. For nonprofits, making giving social has become especially important as they seek to attract young professionals into their ranks.

**The happy hour model**

Emerging Leaders United, the young professionals network at United Way of Central Maryland, found success through a program that includes networking events alongside volunteer opportunities, said MaryBeth Hyland, United Way’s staff lead for the program. Often, a social activity is the volunteer opportunity: One recent event was a “literary kit happy hour,” said Hyland. Fifty members converged to socialize while building interactive reading kits based on Shel Silverstein’s “The Giving Tree.” At a later date, a smaller group of volunteers was able to use the kits with students at some of United Way’s partner agencies.

Baltimore’s Enoch Pratt Free Library likewise features a program for

young professionals, called Pratt Contemporaries. The program was established to bridge the gap in library use and engagement that can occur between the college years and the parenting years, said Roswell Encina, the library’s director of communications.

“Instead of just going after checks ... we wanted to create a sense of community among our donors,” said Kate Powell, an editor at Provision Policy LLC and chairwoman of the board of directors of Pratt Contemporaries.

In exchange for their donations, members of the Pratt Contemporaries are invited to such events as the Banned Books Celebration, held in the library. The most popular event, though, is the Black and White Party, held each January. “Since its inception, we have raised close to \$175,000,” said Powell, adding that the proceeds go to fund child and teen literacy services. The party is a major social event, attracting sell-out

See YOUNG 6



ENOCH PRATT FREE LIBRARY

Pratt Contemporaries get to attend the Black and White Party in exchange for donations to the library.





MAXIMILIAN FRANZ

Patricia P. Baum, senior vice president with the Baum Jackson Investment Group, says you need to be certain an organization qualifies as a charity.

By ALAN DESOFF

Special to The Daily Record

Nearing the end of the tax year when they can make deductible contributions to charitable organizations, taxpayers and philanthropists are collecting receipts and other written acknowledgements they need and considering other steps they can take with larger gifts to reduce their tax liabilities for the year.

For cash contributions under \$250, a canceled check, bank statement or credit card statement will do to show the amount paid, date paid and name of the charity that received the money. Taxpayers also should keep written receipts, acknowledgement letters or other documentation from the charity showing the date and amount of a gift, according to Internal Revenue Service rules. A written acknowledgement is necessary before a contribution of \$250 or more can be deducted.

“What defines a charity is really important, too. You can’t make a deductible gift to just anyone who is in need or a political gift. There are certain types of organizations that qualify, like religious, veterans, fraternal,” said Patricia P. “Patti” Baum, senior vice president and financial advisor, senior consulting group, with the Baum Jackson Investment Group in Annapolis.

As gift levels increase, particularly by philanthropists and other wealthier donors, and tax rules become more complicated, there are many creative options that can substantially lower the tax burden.

### Appreciated securities

“Probably the most advantageous benefit that has been around for many years is the gifting of appreciated securities to a legitimate charitable organization,” said Marc Weill, an officer with Gorfine, Schiller & Gardyn, a CPA and business consulting firm in Owings Mills.

“If you buy a security for \$100 and it goes up to be worth \$1,000 and you sell

it, you would have to pay taxes on a \$900 capital gain. But if you hold that security for at least 12 months and then give it to a charitable organization, you essentially get the \$1,000 deduction for a charitable contribution without ever having to recognize the capital gain. You’re able to gift the appreciated security and get a tax deduction for the full fair-market value, rather than what you paid for it,” Weill said.

“You would want to look for highly appreciated securities. Then the value of your charitable deduction is equal to the current value of the security, even though your cost might be a fraction of that,” Baum said.

### Donor-advised funds

A donor-advised fund is another charitable giving option, Weill and Baum agreed. Weill said such funds can

work well for a taxpayer who sold a business or otherwise came into a large amount of money in one particular year and also wants to take a large charitable deduction that year. It can be done by making a contribution to a supporting foundation like the Baltimore Community Foundation, Catholic Charities of Baltimore or The Associated: Jewish Community Federation of Baltimore, without necessarily disbursing all the funds that year.

“When you make the contribution to the donor-advised fund, it’s no longer your money. It belongs to the fund, which takes care of it. But you have a certain say in expressing your wish about where you would like them to disburse it,” Weill said.

“We see that more people want to have more control over the investment management of their donations, espe-

cially with everything that has happened on Wall Street over the last 10 years,” said Jason A. Jennings, managing partner of the Key Financial Group in Frederick.

“The reason to do that is to avoid capital gains, and there are not a lot of capital gains out there now on a lot of big investments. The landscape has changed a lot with the economy down. So we don’t see a lot of the real estate investment trusts because values are down and the big bang for your bucks is not there,” Jennings said.

### Job Creation Act changes

Baum and Weill cite another charitable contribution strategy initially created under the federal Job Creation Act of 2010, which permitted donors older than 70½ years old to make tax-free charitable distributions up to \$100,000 directly from their individual retirement accounts.

“Normally, when you make a distribution from an IRA, you have to recognize that as income,” but the 2010 measure allows donors to exclude that, Weill said.

“It’s a big deal,” Baum concurred.

Both point out that Congress has a history of reinstituting the provision retroactively on an annual basis. “Unfortunately, Congress hasn’t approved this yet for 2012. It’s possible they will do it again in November or December, after the elections. But at the moment, it’s not definitive,” Weill said.

He and other accountants agree that tax rules for charitable donations can be complicated often for individuals and particularly for businesses. While contributions by individuals are limited to 50 percent of their adjusted gross incomes, they are “more restrictive on the corporate side,” depending on the type of entity it is, Weill said.

Still, “the larger corporations, like the ExxonMobils of the world, have very high incomes, so they are able to make generous charitable contributions,” Weill said.

# What you need to know at tax time

Charitable contributions and receipts have piled up. Here’s what to do.



# Corporate >> Innovative ways to give include opening facilities to nonprofits

Continued from 3

worked,” said Rita Mayor, vice president of human resources.

Since 2000, the company has participated in the annual Catholic Charities Dragon Boat Race. A team of employees paddles in support of the Esperanza Center, which provides a range of services to recent immigrants in the Baltimore metropolitan area. DAP supports the center through a variety of additional projects such as gift drives, and employees once cleaned and painted the center’s offices ahead of a fundraising event.

“There’s so much that needs to be done. Having a couple extra hands to help is just as valuable at times as a monetary contribution,” Mayor said.

### The gift of resources

The Baltimore-based private equity firm Camden Partners has found innovative ways to give back to the community that involve creating opportunity for people in the nonprofit world. Founder and CEO David Warnock offers his company’s physical facilities to allow nonprofits to hold meetings or even conduct their day-to-day business. This summer, for example, the chief academic officer of Green Street Academy worked out of the Camden Partners’ offices because the school facilities lack air conditioning.

“Physical space can be used to the

advantage of the things [companies] care about,” Warnock said. “That’s another form of corporate giving.”

Camden Partners also uses its position as a major investor to put nonprofit executives on the boards of its for-profit companies. One such executive is Joe Jones, CEO and president of the Center for Urban Families, whom Warnock placed on the board of the valet services company Towne Park. During Jones’ four years on the board, he gained crucial experience that he could apply at his organization, likening the time to “getting a Harvard business school seminar without having to pay for it.”

### Creative contributions

Even when it comes to that staple of corporate philanthropy, the donation, companies have employed strategies that involve their employees and recognize the spirit of community.

McCormick & Co. has lost none of its founder’s charitable spirit over its nearly 125-year history. Since the 1940s, it has supported two donation-based programs: Charity Day, in which employees donate eight hours of pay matched by the company via the United Way, and Unsung Heroes, which annually gives two four-year scholarships to graduating Baltimore-area student-athletes, said John McCormick, vice president of government relations and community affairs.

“

It’s more important than ever ... to make a difference in the community.

DAVID WARNOCK  
Camden Partners

In 2004, McCormick & Co. added the Community Service Award, which recognizes its employees’ commitment to giving back. Employees from the company’s offices around the world are nominated for the award based on their efforts on behalf of a charitable organization; five are selected as winners, with the top prize a \$25,000 check to the winner’s selected charity and the runners-up each getting \$5,000 for their charities.

“Every unit from around the world has nominees,” said Jim Lynn, corporate communications director.

For Camden Partners, donations provide a way to get to know their people better. Each year, the company cuts a \$250 check for each of its employees

to the charity of that employee’s choosing. The only requirement is that they share with the company why the cause is important to them.

“It’s really interesting how much I learn ... about somebody’s priorities and what they care about when they get to give the company’s money away,” Warnock said.

### Keeping giving going

Despite their divergent strategies, each company stressed that the key to giving back is establishing and maintaining a culture of generosity and civic involvement. At DAP, Mayor said that means “having opportunities for our employees to participate in events that are during the work hours.”

Warnock agreed, advising that companies “create a culture where it’s OK and it’s encouraged for people at all levels of the organization to give back to the community.”

McCormick & Co. credits its dedicated employees. “People come to McCormick and stay. That helps bolster the culture that has been perpetuated,” said McCormick. He added that many employees become leaders in the company in part because they exemplify McCormick & Co.’s core values, including dedication to the community.

“It’s more important than ever ... to make a difference in the community,” Warnock said.

# Young >> Via social media, word of mouth, professionals get message out

Continued from 4

crowds of 600, and the red carpet photos posted on Facebook often make their way onto young Baltimoreans’ social media profiles, creating a cycle of positive exposure for Pratt Contemporaries and the library it helps support.

### Making connections

Other organizations focus on connecting young professionals with like-minded peers and causes that inspire them. Business Volunteers Unlimited Maryland launched its GIVE program in 2009. The competitive-entry program places young civic leaders into a class of 40 that meets over the course of 10 months for seminars, volunteer opportunities and networking events.

“We’re all about making really meaningful connections between people and the community,” said Jim Dickinson, director of programs and leadership development. “The program helps young professionals find a specific issue that they’re really passionate about.” This goal is achieved, in part, by breaking the class into smaller teams that each devise a service project.

Betsy Nelson, president of the Association of Baltimore Area Grantmakers, has found that cultivating a feeling of true involvement is just as important when it comes to keeping grantmaking bodies healthy from generation to generation.

“On the funder side, it’s about having a conversation about what’s impor-

tant and trying to reach common ground,” Nelson said. When it comes to perpetuating family foundations, “it’s about bringing someone in, in an authentic way.”

### The social side of messaging

While it seems everyone agrees on the importance of social media to disseminate information, charitable organizations should not discount the oldest and simplest form of social media: word of mouth. Pratt Contemporaries tracks how people who join the group heard about it. “Word of mouth has been huge for us,” said Powell, as has the prominence of the Black and White Party.


GIVE gets a boost from the local

businesses it engages with and from program graduates who reach out to potential candidates, said Dickinson, in addition to a social media effort. Emerging Leaders United, meanwhile, combines a social media presence with more traditional means of publicizing the program: “Our committee [members] are our champions in the community,” said Hyland, as are workplace ambassadors for the United Way who invite coworkers to events.

While organizations looking to engage young professionals cannot neglect social media, it is clear that unique programming that gets participants talking to their friends is a key to future growth — because a Facebook profile is only as interesting as the events on its owner’s social calendar.

LIVE UNITED

United Way




United Way of Central Maryland

United Way of Central Maryland

100 South Charles Street, 5th Floor  
P.O. Box 1576  
Baltimore, MD 21203-1576  
410-547-8000  
live.united@uwcm.org  
uwcm.org

For nearly 90 years, United Way of Central Maryland (UWCM) has been the region’s human service leader, encouraging all central Marylanders to give, advocate and volunteer. By drawing upon local knowledge, data and expertise to understand the community’s needs, UWCM knows what health and human service gaps exist and what works in addressing them. With this knowledge and in partnership with individuals, businesses and nonprofits, UWCM is bringing financial stability, good health and self-sufficiency to Baltimore City and Anne Arundel, Baltimore, Carroll, Harford and Howard county residents facing poverty.




United Cerebral Palsy of Central Maryland

Turning Dreams into Realities, One Person at a Time

United Cerebral Palsy of Central Maryland

Executive Plaza III  
11350 McCormick Road, Suite 1100  
Hunt Valley, MD 21031  
410-484-4540  
info@ucp-cm.org  
www.ucp-cm.org

United Cerebral Palsy of Central Maryland (UCP-CM) supports individuals with disabilities in achieving independence, productivity, and the quality of life they seek. Founded in 1953, UCP-CM is an independent affiliate of United Cerebral Palsy Associations, Inc., a nationwide network of more than 100 non-profit organizations that strive to ensure the inclusion of persons with disabilities in every facet of society—from the Web to the workplace, from the classroom to the community. UCP-CM provides a comprehensive array of community-based services for individuals with disabilities in Baltimore City and 18 Maryland counties, including special education and therapeutic services for children at its Delrey School in Lansdowne, MD, adult residential & day programs, in-home supports, accessible transportation, supported employment and assistive technology.




Catholic Charities

Catholic Charities of Baltimore

320 Cathedral Street  
Baltimore, MD 21201  
410.547.5490  
info@cc-md.org  
www.catholiccharities-md.org/

Catholic Charities of Baltimore is the largest private provider of human services in Maryland, offering assistance to children and families, senior citizens, people affected by poverty and homelessness, individuals with intellectual disabilities, and immigrants — without regard to religion, race or other circumstances. In the past year, Catholic Charities has provided care and services to more than 160,000 individuals and families, serving more than 370,000 meals, and providing emergency services for almost 20,000 people, supportive housing for Baltimore-area seniors, educational and therapeutic services for children with emotional and behavioral challenges, counseling and mental health treatment, and numerous other services to improve the lives of Marylanders in need.





Guinness is a grey seal who was rescued by the National Aquarium in March of 2011, after he stranded on a beach in North Carolina. Upon admission, he was underweight, severely dehydrated, mildly emaciated, and medically compromised due to a broken lower jaw. Guinness was treated with antibiotics for several weeks, and underwent surgery to repair the broken jaw. He responded well to the treatment and rehabilitated with a steady diet of up to 7 pounds of fish a day. Guinness was released back to the ocean in June of 2011.

Visit [aqua.org/care](http://aqua.org/care) to read more on Guinness' amazing story and learn how you can help support the National Aquarium's Marine Animal Rescue Program.

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# The Arc Baltimore, Inc.



## Mission statement

The Arc Baltimore provides advocacy and high quality, life-changing supports to individuals with intellectual and developmental disabilities and their families.

### Contact Information

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Baltimore, MD 21212  
Phone: 410-296-2272  
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### Our History

Founded in 1949 by parents of children with developmental disabilities, the organization was originally named the Baltimore Association of Retarded Children. In 2011, the agency officially changed its name to The Arc Baltimore – striking the term “retarded” that had become misused and offensive to many supported by The Arc. With programs for over 6,000 residents in the Greater Baltimore area, The Arc Baltimore is now one of the largest, private 501(c)(3) organizations in the United States addressing the needs of people with developmental disabilities.

### Our Programs

**Community Employment & Day Services** – Nearly 500 employees with disabilities receive on-site job coaching, training and ongoing support from The Arc at their job both in individual and crew placements. Arc sites also offer job training and community activities to another 500 people.

**Community Living** – More than 300 people live in homes and apartments across the area with Arc staff support ranging from drop-in to 24/7.

**Family and Children** – The Arc Baltimore assists over 5000 children with I/DD and their families. Services include respite, treatment foster care, education series, camps, emergency assistance, information and referral services, and individual family supports.

### Upcoming Events

**Art in the Round**  
An exhibit and silent auction featuring art work created by people with developmental disabilities  
November 9th, 2012 7-10pm  
American Visionary Art Museum  
Tickets \$50  
Info and tickets: [www.thearcbaltimore.org](http://www.thearcbaltimore.org)

**Golf Tournament**  
May, 2013. Shotgun start at Diamond Ridge & Woodlands Golf Courses

### Financial Record

Financial statements and Form 990 are available for viewing online at [www.thearcbaltimore.org](http://www.thearcbaltimore.org).

### Giving Opportunities

**Family Fund** –assists families with emergencies such as eviction and utility cut-off, as well as essentials like diapers, nutritional supplements, wheelchair ramps, and respite for parents to attend to their other children or their own medical needs.

**Bay Buddies** – Two weeks every August, The Arc has a camp for 80 children, most of whom have significant disabilities. The children go horseback riding and swimming, take trips to the Science Center and sail on the bay.

**Assistive Technology** – The Arc has an Assistive Technology program that assists adults and children with using devices at home, work and school for communication, work supports and much more.

**General Donation** –Please support the many services provided by The Arc Baltimore by donating online: [www.thearcbaltimore.org/donate](http://www.thearcbaltimore.org/donate) or by mail: The Arc Baltimore, 7215 York Rd., Baltimore, MD 21212

### Workplace Campaigns

The Arc Baltimore is eligible for your workplace designated gift. Please use the following codes:

United Way of Central MD - **073**  
Maryland Charity Campaign - **8073**  
Combined Charity Campaign - **8073**  
Combined Federal Campaign - **96710**





# CollegeBound Foundation



## Mission statement

CollegeBound’s mission is to encourage and enable Baltimore City high school students to attend and graduate from college.

### Contact Information

CollegeBound Foundation  
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Baltimore, MD 21202  
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### Our History

Launched in 1988, CollegeBound Foundation targets the city’s most disadvantaged youth by providing college access services in Baltimore City’s underserved public schools. It is the only private, non-profit college access program in the State of Maryland that has school-based College Access Program Specialists working directly with students to facilitate the college admissions process. Most of the students CollegeBound advises are the first generation in their families to aspire to a college degree. Many of these students would have never considered college a possibility had they not met the CollegeBound College Access Program Specialist at their high school.

### Scorecard Information (2011-2012 school year)

- 1,397 CollegeBound advised students accepted into college
- Fulltime CollegeBound college advisors placed at 20 Baltimore City neighborhood high schools
- College access presentations to nearly 10,000 high school students
- 10,631 one-on-one college advising sessions provided to over 4,240 high school students
- Over 1,290 high school students taken on both day and overnight CollegeBound-sponsored college tours
- Provided 1,100 SAT/ACT fee waivers at a value of over \$53,811 (supplemental to BCPS)
- Provided 1,316 college application fee waivers to high school students
- 161 college freshmen, sophomores, juniors and seniors received CollegeBound cash awards totaling \$352,600

### Tax Advantages

CollegeBound Foundation is a 501(c)3 non-profit organization dedicated to encouraging and enabling Baltimore City high school students to attend and graduate from college. Tax deductible donations can be made safely online at [www.collegeboundfoundation.org](http://www.collegeboundfoundation.org) or mailed directly to CollegeBound Foundation.

100% of your donation goes directly to support CollegeBound Foundation’s student programs.

### CollegeBound Foundation Accomplished Alumni

Alicia Wilson  
Associate Attorney, Gordon Feinblatt, LLC  
A graduate of Mergenthaler Vocational-Technical High School, Alicia continued her education at the University of Maryland, Baltimore County studying Political Science. Alicia was awarded her Juris Doctorate from the University of Maryland School of Law in 2007. Alicia is currently with Gordon, Feinblatt, LLC as an Associate Attorney, representing companies and individuals in a variety of civil litigation matters.

Jazmine Dorsey  
Jazmine shares that the support she received from her guidance counselor and CollegeBound Specialist at Western High school helped her immensely throughout the college application process. Jazmine attended George Washington University in Washington, DC, where she studied abroad for a semester in Ghana and earned a degree in Political Science. Jazmine is currently working at the Department of Veterans Affairs and is planning to attend law school.

Jessica Turrall  
Jessica earned acceptance into Johns Hopkins University after graduating from Baltimore City College High School in 2005. Upon completing her undergraduate degree in psychology, Jessica started her own nonprofit organization called Hand in Hand Baltimore. Hand in Hand provides mentors to youth in juvenile facilities, encouraging and supporting them by providing counseling and group activities. She was recognized as an Open Society Fellow in 2010.

Aaron Parker  
As a graduate of Vivien T. Thomas Medical Arts Academy in southwest Baltimore, Aaron first attended Coppin State University, and then transferred to UMBC. Aaron graduated cum laude from UMBC, and is now attending law school at the University of Maryland. Aaron has worked closely with his mentors at Constellation Energy since the beginning of high school and they have supported him tremendously in his studies.

Ashley Waith  
In addition to being the 2008 valedictorian from NAF high school, Ashley graduated with college level credits and her own food program under her belt. As she had hoped and planned, Ashley graduated from Stevenson University in three years and began graduate school at age 19. She is currently working towards her MBA at the University of Baltimore, with hopes of becoming an entrepreneur in the food industry.

Donald Phillips  
Donald earned two scholarships and a merit-based Last Dollar Grant from CollegeBound Foundation upon graduation from New Era Academy in Cherry Hill in 2007. While at New Era, Donald was advised by his CollegeBound Specialist and ultimately chose to attend Morgan State University. Donald completed an engineering internship with the federal government in New Mexico during his junior year in college and earned a degree in Civil Engineering from Morgan in 2011.

Cameron Casey  
Cameron was a CollegeBound Foundation Last Dollar Grant recipient who graduated from the University of Maryland College Park with a degree in psychology. While maintaining a 3.1 overall GPA, Cameron also held an internship with the Department of Homeland Security’s Office of Legislative Affairs. Upon graduation in May 2011 he parlayed that internship into a full time job.





With **courage, confidence**  
and **character, Girl Scouts**  
make the world a better place.

## Girl Scouts of Central Maryland

4806 Seton Drive  
Baltimore, MD 21215  
410.358.9711 / 800.492.2521  
Fax: 410.358.9918  
[www.gscm.org](http://www.gscm.org)

**Traci A. Barnett, M.B.A.**  
**Chief Executive Officer**

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### Workplace Campaigns

**Girl Scouts of Central Maryland is eligible for your workplace designated gift. Please use the following codes to support our mission of developing girls of courage, confidence and character who make the world a better place:**

**Combined Federal Campaign: 83032**

**Combined City & State Charity Campaigns: 8050**

**United Way of Central Maryland: 050**

For 50 years the Girl Scouts of Central Maryland Council (GSCM) has impacted girls lives through a variety of programs and activities, including travel and career exploration opportunities. These experiences encourage girls of all backgrounds to become leaders in their communities as they connect with people who can help them achieve their personal goals.

Girl Scouts of Central Maryland offers a myriad of experiential programs and activities designed to allow *all* girls to discover the possibilities their futures hold.

**Distinguished Women Shadow**—As part of GSCM’s annual fundraiser, the Distinguished Women’s Award reception, high school aged Girl Scouts shadow a prominent local business woman for a day, gaining a first-hand look at how women manage the responsibilities associated with their professions.

**STEM Shadow program**—While learning about astronomy, electrical circuits and robotics, Girl Scouts have the opportunity to work with engineers from NASA, Johns Hopkins University and Northrop Grumman as they increase their knowledge and abilities in science, technology, engineering and mathematics.

**Girl Scouts Beyond Bars** — This nationally recognized program focuses on the needs of daughters left behind by their incarcerated mothers and bridges the gap by ensuring regular visits through Girl Scout troop meetings at the Maryland Correctional Institute for Women in Jessup, Maryland. In existence for 20 years, this model program has been replicated in 40 Councils nationwide. The program has had great success helping each of these girls develop the courage, confidence and character needed to navigate their unique challenges.

This past summer two members of the Beyond Bars troop went on a *destinations* trip to Kenya (Africa), embarking on a life-changing adventure.

**destinations**—These unique travel experiences for middle and high school aged Girl Scouts range from two days to three weeks. Through *destinations* girls travel to places such as Machu Pichu (Peru), Kenya (Africa) or space camp where they can explore different cultures and careers .

**Girl Scout Cookie Program**—This is the nation’s premier financial literacy program for girls. The Girl Scout Cookie Program teaches girls a variety of skills including essential math and business operations, goal setting and money management. Through the Girl Scout Cookie Program, girls gain the tools they need to become financially savvy in all stages of their lives --from using their allowance wisely and managing their paycheck, to saving for retirement.



# The Greater Baltimore Committee



Regional business leaders creating a better tomorrow ... today.

## Mission statement

The mission of the Greater Baltimore Committee is to improve the business climate of the Greater Baltimore region by organizing its corporate and civic leadership to develop solutions to the problems that affect the region’s competitiveness and viability.



### Contact Information

Donald C. Fry, Esq.  
President & CEO  
Greater Baltimore Committee  
111 S. Calvert Street, Suite 1700  
Baltimore, Maryland 21202  
410-727-2820  
www.gbc.org



### GBC Membership Information

Liz Pettengill, 410-727-2820, x41 or lisbethp@gbc.org



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Alan D. Wilson, President & CEO, McCormick & Company, Inc.  
David Wilson, President, Morgan State University



### Our History

The Greater Baltimore Committee’s 55-year story is about the positive impact that a committed, organized private sector can have on business climate and quality of life.

It’s also about public-private teamwork – business and civic leaders building a strong and productive relationship with elected leaders, working together on strategic vision, achieving a consensus on what’s required for economic success in the Baltimore region and Maryland, and acting on that consensus.

The GBC was organized on January 5, 1955 as an action committee designed to mobilize the commercial, industrial and professional leadership of Baltimore to bring about tangible and rapid improvements in the community.

Impressed by the success of Pittsburgh, Pa. in turning around its abandoned riverfront industrial district through a private-public partnership called the Allegheny Conference, a group of Baltimore’s leading business executives, including a young developer named Jim Rouse, organized the Greater Baltimore Committee (GBC) and recruited Clarence Miles, a founder of Miles & Stockbridge, as its first chairman.

Miles later wrote that he considered his involvement in forming the Greater Baltimore Committee as his “greatest contribution to the city’s welfare.”

The GBC’s work stems from the premise that regions, not individual jurisdictions, are the primary economic competitors in today’s economy and that the synergy between a healthy core urban area and the jurisdictions around them is critical to a region’s economic and cultural growth.

Major projects for which the GBC played decisive facilitating roles include construction of the Baltimore Civic Center (now the Baltimore Arena) and the Jones Falls Expressway, development of the Inner Harbor, construction and expansion of the Baltimore Convention Center and the Hippodrome Theatre at the France-Merrick Performing Arts Center.

Other major GBC-involved initiatives included brokering a long-term Orioles lease and plans for Oriole Park at Camden Yards in 1987, bringing NFL football back to Baltimore in 1997, fiscal management reform of Baltimore City government and Baltimore City Public Schools between 2000 and 2006, and the current development of a life sciences park and neighborhood revitalization on Baltimore’s east side.



### Top Priorities in 2012 - 2013

- Business environment. Develop consensus among business and government leaders on a statewide strategy for business competitiveness.
- Innovation economy. Build on Maryland’s strengths in life sciences and information technology to promote job creation and entrepreneurship around Maryland’s substantial research and technology resources.
- Baltimore-D.C. teamwork. Strengthen collaboration with the Greater Washington Board of Trade to achieve unified business advocacy on issues related to competitiveness.
- Transportation. Address Maryland’s transportation infrastructure crisis, strengthen Baltimore regional transit, and improve interstate rail infrastructure.
- Baltimore City economic development. Update the vision for the Inner Harbor, develop and implement fresh strategies for the city’s economic growth.



### Upcoming Events

GBC 2012 Transportation Summit  
8 a.m., November 12, 2012  
Renaissance Baltimore Harborplace Hotel, 202 East Pratt Street, Baltimore, Md. 21202  
Contact: Bob Hellauer, 410-727-2820, x 40 or roberth@gbc.org.

Mayor’s Business Recognition Awards  
Noon, December 10, 2012  
Hyatt Regency Baltimore, 300 Light Street, Baltimore, Md. 21202  
Honors businesses for outstanding community service.  
Contact: Chris Fabula, 410-727-2820, x36 or chrisf@gbc.org



# Humanim, Inc.



## Mission statement

Humanim’s mission is to identify those in greatest need and provide uncompromising human services. Humanim’s vision is that all people in our community have access to the human services that they need. We believe that a diversity of human services within one company fosters expedient access to care and encourages a holistic approach to services. Diverse and complimentary programs benefit the individual served, their families, referral sources and the local community.



### Contact Information

Humanim, Inc.  
The American Brewery  
1701 N. Gay Street  
Baltimore, Maryland

Phone: (410) 381-7171  
Fax: (410) 563-5189  
info@humanim.com  
www.humanim.com



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**Andrew Page**  
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Under Armour  
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Baltimore, MD 21230



### Our History

Humanim was founded in 1971 as a not-for-profit organization serving individuals with disabilities. Our growth through the years has allowed us to connect with individuals of all ages through many areas of human services and workforce development throughout Maryland.

Humanim’s mantra of providing “uncompromising human services” has been the impetus for many initiatives benefitting communities within our organization’s service area. Our team of professionals has taken the lead in introducing game chang-ing workforce development legislation to benefit thousands of individuals each year.

Humanim continues to develop new lines of business in order to meet the clinical needs of the children and adults receiving customized services. Humanim has recently launched a divi-sion dedicated to development of social enterprise operations within Maryland. Over the near-term, our goal is to grow this division to represent 30% of our organization. We see the devel-opment of social enterprise ventures as a means to significantly increase employment for individuals with severe barriers to work. The targeted expansion of Humanim’s Social Enterprise Division will not only create jobs, but will create economic op-portunity for ancillary business development for community members. Humanim will continue to create jobs through our own business development as well as through our traditional workforce development programs.

- Humanim’s future success in achieving sustainable services will continue to be built upon the following strategic principles:
- A commitment to the economic advancement of people facing significant barriers to employment
  - Career building and independence through Social Entrepre-neurship
  - A commitment to community
  - The development of strategic partnerships aligned with our mission



### Ways you can help

Humanim appreciated donations from the public and as a 501(c)(3) organization, your contributions are fully tax deductible. In addition, Humanim is launching a new workforce development campaign that asks for no contribution and requires no time commitment.

**“Give a LEAD, Change a LIFE”**  
Please learn more about our agency, our different programs and how you can help by visiting our website:  
www.humanim.com

*the human spirit of one...the compassion of many*



# Legal Aid Bureau, Inc.



MARYLAND  
LEGAL AID

## Mission statement

The mission of the Legal Aid Bureau is to provide quality legal services to Maryland’s low-income citizens through a mix of services and to bring about the changes that low-income people want in the systems that affect them.



### Contact Information

The Legal Aid Bureau serves all of Maryland’s 23 counties and Baltimore City through 13 offices statewide, with executive administration located in the downtown Baltimore office at:  
500 E. Lexington St.  
Baltimore, Md. 21202  
Phone: (410) 951-7777  
Fax: (410) 951-7818 fax  
Web site: [www.mdlab.org](http://www.mdlab.org)



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### Senior Executive Staff

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Shawn Boehringer, Esq. - Chief Counsel



### Our History

The Legal Aid Bureau was created in 1911 by the Federated Charities to help low-income Baltimore residents receive adequate legal representation. In its first year, Legal Aid handled 243 cases. In 1929, Legal Aid was incorporated as a private, nonprofit organization.  
  
Legal Aid now operates 13 offices, serving communities in all 23 Maryland counties and Baltimore City. In 2011, more than 71,000 Maryland residents were served. Legal Aid provides civil legal services to the most vulnerable communities in the state, with special targeted programs for children who are victims of alleged abuse and neglect, the elderly, nursing home and assisted-living residents and seasonal farmworkers.

Priorities for general, civil legal services are in the areas of family law, including domestic violence and custody cases; housing law; primarily defenses to unlawful evictions and foreclosure prevention; consumer law, dealing with unfair business practices; and public benefits, such as obtaining medical assistance, unemployment insurance and emergency and other temporary financial assistance.



### Human Rights: Addressing Needs as Rights

In 2009, Maryland Legal Aid became the first legal services organization in the U.S. to formally embrace human rights as the central operating principle for its work.  
Legal services to the poor grew out of the civil rights and anti-poverty movements of the mid-20th century, which had antecedents in the anti-slavery and women’s rights campaigns of the previous century. And it’s all part of the human rights movement, which has ancient roots.  
Recognizing those links, Maryland Legal Aid adopted a human rights framework to guide its mission of finding legal remedies for the problems that afflict the poor — and to advance the recognition and protection of basic human rights, such as safe and decent housing, fair pay, and affordable medical treatment.

Earlier this year, Maryland Legal Aid was selected by the Center for Human Rights and Humanitarian Law at American University Washington College of Law as a Project Partner for the Local Human Rights Lawyering Project. The center developed the Local Human Rights Lawyering Project to provide training, coaching and mentorship for legal aid attorneys to expand the promise of their mission by integrating a human rights framework into the daily work of legal services attorneys. This Ford Foundation-funded project expands on nearly ten years of work by the center, promoting human rights law in the U.S.

“Maryland Legal Aid is ecstatic to be chosen as one of the project partners for American Law School’s Local Human Rights Lawyering Project in what was a very selective application process,” said Legal Aid Chief Counsel Shawn Boehringer. “Staff will receive training and support on human rights from some of the brightest minds in the field, and our advocacy will be

greatly enhanced because of it. Since the roll-out of our strategic plan in late 2009, we have made significant strides in educating our staff and others about human rights. When doing so adds value to the presentation of client cases to administrative agencies and courts, staff have begun to seize opportunities to use human rights arguments. We anticipate the partnership with American will take this effort to the next level and refine further how human rights jurisprudence can be used by advocates on the ground.”

Forty years ago, legal services were an essential source of law reform. It was one of the most important allies of the poor. Now, with President Obama recommending the lifting of some restrictions on legal services organizations (and Congress following through on some) there is a new opportunity to rebuild it — and legal services organizations such as Legal Aid are working to reclaim this historic stage.



### Financial Record

Current FY budgeted expenses - \$25,254,640  
Number of clients served - 71,176 residents received services ranging from information and referral to representation before the Maryland appellate courts.  
  
Number of full-time and part-time employees - 148 attorneys, 67 paralegals, and 44 support and administrative staff.  
  
Number of volunteers - 14 staff (does not include board members, committees or pro bono panel volunteers)



### Community Support

The work of Legal Aid is supported by many individuals, corporations and foundations. Please join this committed group by making a tax-deductible contribution to Legal Aid Bureau, 500 East Lexington Street, Baltimore, MD 21202. Or donate online at [www.mdlab.org](http://www.mdlab.org).



### United Way Code

054



MARYLAND  
LEGAL  
SERVICES  
CORPORATION



# Partnership for Housing Foundation



## Mission statement

The mission of the Partnership for Housing Foundation is to create and sustain affordable housing opportunities for immigrants, minorities and low and moderate-income Maryland residents. The foundation assists in the building of safe, strong neighborhoods and creating equity through homeownership.



### Contact Information

Partnership for Housing Foundation  
200 Harry S Truman Parkway  
Suite 200  
Annapolis, MD 21401  
800-638-6425  
info@partnershipforhousing.org  
www.partnershipforhousing.org



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Angela Leeper, Administrative Assistant



### History

The Partnership for Housing Foundation, Inc., a 501(c)(3) nonprofit organization, was created in 2001 as the Maryland Real Estate Education Foundation, Inc. to provide an opportunity for real estate professionals to have a more direct impact on development of affordable housing opportunities throughout Maryland.

The Foundation is an outgrowth of the concerns of Maryland REALTORS® about the increasing gap in minority and immigrant homeownership rates; particularly, as the cost of housing remains disproportionately high compared to median incomes, there is a greater need for more affordable housing opportunities. Although homeownership among Americans is high, substantially fewer percentages of minorities, immigrants, and service-industry employees own their homes. Rising construction costs have also limited the availability of affordable rental housing in Maryland, which has one of the highest rent-to-wage ratios in the country.

Currently, PHF focuses on addressing barriers and overcoming obstacles to homeownership. It assists individuals, households and population groups who are at an economic or cultural disadvantage in achieving or sustaining homeownership.

The Foundation works with REALTOR® associations, state and local governments, non-profit and for profit housing organizations and others dedicated to promoting to housing and homeownership. It also educates consumers about the importance of establishing and maintaining good credit as they work towards renting or buying a home, educates those involved in real estate transactions about preventing discrimination, and promotes research to learn more about homeownership in Maryland.

The MARYLAND HOME MAKEOVER™ program is the new initiative to assist eligible Maryland homeowners with basic housing needs and to improve their quality of life. The program was inspired by ABC's Extreme Makeover: Home Edition, but the intent of MARYLAND HOME MAKEOVER™ is to complete necessary home repairs and improvements to insure the comfort, safety, health, and security of the dwelling for the recipient. Contractors and skilled workers donate time and/or materials and community volunteers generate additional support; the time frame may extend from 4 weeks to 4 months, based upon the scope of work.

Qualified, priority recipients for the program include individuals, households or surviving families of the following: Police, firefighters, emergency medical technicians, veterans, community heroes, developmentally-disabled or physically-challenged persons. Recipients are not strictly limited to this list, but, regardless, candidates must own their home.

Local REALTORS®, community groups, churches, schools and charities may nominate families for the program and commit to working together with PHF on the project. The candidates/nominees must complete a pre-screening/application process prior to selection. The recipient must be willing to participate in the project and sign appropriate waivers. Selections are rotated throughout the state.



### Upcoming Events

MARYLAND HOME MAKEOVER™ Dedication and Ribbon Cutting – Spring 2013



### Giving Opportunities

There are several ways to make a contribution or pledge to the Partnership for Housing Foundation:

- Use Cash/Credit Cards to make a donation
- Organize an event to benefit PHF
- Donate real property to PHF
- Contribute building supplies and materials
- Provide labor on a building site
- Making a bequest through your will to benefit PHF
- Honor and remember family or professional friends for birthdays, anniversaries, and special accomplishments with a contribution in their name to PHF

Contributions and annual pledges can be made to the:

- PHF Endowment Fund to assure that the Foundation will be able to carry out its mission in perpetuity;
- Designated project fund, benefiting a specific jurisdiction or program, like the MARYLAND HOME MAKEOVER™ program; or,
- General operating budget



### Tax Advantages

The Partnership for Housing Foundation is currently exempt under Section 501(c)(3) of the Internal Revenue Code. The organization is also classified as a public charity of the Code. Contributions are deductible under Section 170 of the Code and PHF is qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106 or 2522 of the Internal Revenue Code. Additionally PHF maintains its charitable registration with the Secretary of State in Maryland.

Contributions offer tax benefits as follows:

- Cash/Credit Cards** - Provides full tax deduction in the year you contribute.
- Appreciated Securities or Property** - Permits you to take a charitable deduction for the full fair market value of the gift, thereby avoiding potential tax obligations on the capital gain.
- Life Insurance** - Pay the annual tax-deductible premiums and the Foundation receives the policy benefit upon your death; OR contribute a paid-up policy and receive a tax donation for the cash value.
- Charitable Trusts** - Establish an irrevocable trust to provide interest income for your beneficiaries, while donating the remainder to the Foundation; OR in reverse provide income to the Foundation for a period of years, after which your beneficiary receives the principal.





# MARYLAND HOME MAKEOVER™



The Partnership for Housing Foundation and Maryland REALTORS® work closely with our community partners to provide basic housing needs and improve the quality of life for Maryland families through the MARYLAND HOME MAKEOVER™ program. Projects in Gaithersburg, Essex and Pasadena in 2012-2013 are made possible through the support, commitment and generosity of REALTORS®, contractors, suppliers, friends and community groups targeting the accessibility needs for these families.

To learn more about the Partnership for Housing Foundation and MARYLAND HOME MAKEOVER™, please visit [www.partnershipforhousing.org](http://www.partnershipforhousing.org) or like us on Facebook.

The Partnership for Housing Foundation gratefully appreciates the contractors, suppliers and community residents for their generosity and enthusiasm for this program.



## CONTRACTORS, SUPPLIERS & CONTRIBUTORS – 2012

### Gaithersburg

Harkins Builders, Inc.  
Kitchen & Bath Creations Direct  
GE  
Moen  
Serve-Pro DC Metro area  
Colonial Electric  
Sunshine Cleaning & Restoration  
Smart Box  
FENCO, Inc.  
Penniman & Browne  
Sherwin Williams #5110  
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Core Services/Bob Corbey  
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Topper Construction  
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Bob & Susan Goldberg  
Alan Ingraham  
Metropolitan Regional Information Systems (MRIS)  
Greater Capital Area Association of REALTORS® (GCAAR)

### Pasadena

BB&T Lighthouse Project  
Blades of Green  
Anne Arundel County Association of REALTORS®  
Goodman Associates  
Grace Point Community Church of the Nazarene  
Annapolis Contracting, Inc.

### Essex

Greater Baltimore Board of REALTORS®  
Charitable Foundation  
Joe Architect Incorporated  
Venable LLP  
Kipper Appraisals, Inc.  
NTT Associates, Inc.  
The Rachuba Group  
RE/MAX American Dream  
Service Coordination Inc.

## VOLUNTEERS – 2012

GCAAR Community Service Committee  
GCAAR Chapter of the Women's Council of REALTORS®  
Doug Benner  
Mike Moran  
Debbie Bell  
Bonnie Casper  
Cuvator Armstrong  
Sharon Rogers  
Gwen Henderson  
Marlene Trimble  
Jessica Evans  
Ray Spradling  
Greg Rutter  
Fern Dannis  
Ted Applegate  
Lamont Green  
Steve Clarke  
Kim Sherman  
Ilene Kessler  
BB&T employees  
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