

72nd Year 1935–2007

Samuel S. Fels Fund

A report for the year ended December 31, 2007





72nd Year 1935-2007

Samuel S. Fels Fund

A report for the year ended December 31, 2007

The Samuel S. Fels Fund History and Purpose

The Samuel S. Fels Fund was incorporated as a Pennsylvania nonprofit corporation on December 17, 1935. The Charter was accepted and the foundation's work begun at the organizational meeting on January 27, 1936.

The Fund's founder was Samuel S. Fels, Philadelphia philanthropist and civic leader who was president of Fels & Company, manufacturer of Fels Naptha, a vastly popular household soap. Sam Fels was born in Yanceyville, North Carolina in 1860 and died in Philadelphia on June 23, 1950.

The general purpose of the Fund, as stated in the Charter, is "to initiate and to assist any activities or projects of a scientific, educational or charitable nature which tend to improve human daily life and to bring to the average person greater health, happiness, and a fuller understanding of the meaning and purposes of life."

To this end the Fund makes grants in the categories of Arts, Education, and Community Programs all in the city of Philadelphia. The ideal proposal to Fels is one that addresses positive social change. We also mean to be useful to organizations at points of particular need such as expansion, experimentation, or reorganization or in times of particular need for advocacy. The Fund is unable to make grants to individuals and accepts proposals only from organizations that are designated tax-exempt (501-c-3) by the Internal Revenue Service. The Fund does not make grants for conferences, scholarships, fellowships or travel. Ordinarily, the Fund also avoids making grants for major programs of large institutions, capital and equipment, endowment, and the routine or direct services of social service agencies. Individual day care and after school care programs and computer centers cannot be accommodated, although agencies that serve these fields may apply. The fields of Health and Environment are outside our scope of interest.

The Fund also runs an annual program, the Fels Internships in Community Service. Recent grantees are invited to submit descriptions of projects that could be done by graduate students over the course of ten weeks in the summer. Organizations whose projects are selected receive \$6,000 to pay the graduate students, whom they select. The program is a way to draw talent to the not-for-profit sector and to carry out serious work on the community's behalf.

Applications are accepted at any time (with the exception of Arts projects which are due by 5 p.m. on January 15th or May 15th). Agencies are asked to refrain from reapplying for a year after the proposal has been declined or until a final report has been accepted if a grant was awarded. Guidelines for applicants, with proposal requirements and cover sheet, are available on our website at www.samfels.org or by calling (215) 731-9455.



Letter from the
**President and
Executive Director**

The year 2007 was a productive one for the Fels Fund. We made 192 grants and spent \$2,073,300. Noteworthy among our 2007 grants is the high number of New Director's Grants – seven, compared to two in 2006. Julia Lopez at Centro Pedro Claver; Kim Sajet at the Pennsylvania Historical Society; Robert Groves at the Philadelphia Senior Center; Dani-Ella Betz, the first full time director at Wissahickon Restoration Volunteers and Nijmie Dzurinko at Philadelphia Student Union are new directors who are making progress with their institutions. Two directors, Rebecca Fabiano at Woodrock and Diane Gentry at Philadelphia City Sail arrived on their jobs full of hope only to find that board commitment and financial stability were absent. Both directors closed their operations, regrettable but entirely appropriate decisions. Such is the down side to taking a risk on a shaky organization. We are proud of the risks we take and we plan to keep on taking them.

We set aside one board meeting a year for the discussion of policies that affect our grant making. In 2006 we looked hard at our operating costs. In 2007 we decided to tackle big questions of self evaluation;

pro-active grants; and mission-related investing. Embedded in each of these topics are numerous other questions. Let us take them one by one.

Self-evaluation. We ask all grantees to self-evaluate, to tell us how they will know if they have “succeeded” in having spent Fels money effectively. Shouldn't we evaluate ourselves? We read the Center for Effective Philanthropy's “Turning the Table on Assessment” and “Beyond the Rhetoric: Foundation Strategy” and Stanford Social Innovation Review's “Smart Money” and examined ourselves in the context of how other foundations behave. We considered where we were on a continuum of funding styles ranging from “charitable banker” to “perpetual adjuster” to “partial strategist” to “total strategist”. By the Center for Effective Philanthropy's definition we are a partial strategist, i.e. we have both broad goals such as “provide improvements in human daily life” from our founder and specific goals such as “improve the lives of the least fortunate” by funding services to immigrants which we have enumerated.

Once defined, we proceeded to look at the degree to which we actually carry out what we say we do in our guidelines. If

the least fortunate are the primary target of our funding how much of our 2006 and 2007 dollars went to them? The answer is 75% of our Community grants with the remaining 25% benefiting all citizens. Similarly, 75% of our grants in Education went to organizations serving the public schools in Philadelphia and the balance of 25% to programs that benefit all citizens. In the Arts our stated goal is to serve emerging, small, and medium sized organizations. It turns out that Arts grants in 2006 and 2007 went to 60% small and 40% medium sized organizations. After looking at the match between our stated goals and our actual grantmaking we felt satisfied that we are indeed following our own guidelines, hewing to our strategies.

Other issues that surfaced in this discussion were 1) should we limit the number of years an organization can get grants from us; we decided not to limit that number, but to make clear to our grantees not to expect permanent funding; 2) should we raise the size of the minimum grant, currently at \$3,000, to \$5,000; we decided to leave it at \$3,000 since grants that small still have meaning for the very small and start-up Arts organizations. We also considered 3)



whether we should make all of our grants for general operating support. We decided that since currently a healthy 75% of our grants are for general operating support it is probably wise to reserve the right to target a grant for a special purpose from time to time.

Pro-active grants. The question here is whether we remain responsive, meaning should we just react to proposals that arrive in the mail (in response to our guidelines) or should we be pro-active and seek proposals to address a particular topic. Fels has done such work in the past, most notably by trying

to encourage parental involvement in the public schools. That work produced mixed results and consumed dollars that couldn't go to other organizations. We discussed this at length and concluded that the quality of the proposals we are currently receiving is high, that we are unable to fund all the high quality proposals that do match our guidelines, and finally, that we do not feel a mandate to forsake our current interests for any particular issue. We will remain reactive.

Mission related investing. Here we looked at the question of whether we should be using the money – approximately \$53 million at the close of 2007 – we have in our endowment to do good, not just to produce the income to make grants. We read about others' results in the Mission-Related and Socially-Responsible Investing worlds and we took the temperature of our board on these topics. In the end we took two conservative actions: one, we made investments of \$100,000 each in The

Reinvestment Fund and The Nonprofit Finance Fund and two, we set up a committee, chaired by the able David Wise to spend 2008 looking more deeply into the issue.

After we had examined our practices, we reflected that we were making very few changes, but that the exercise had been a healthy one. Our board added a new Member-Director in 2007. The talented Valerie Clayton joined us. Clayton directs the Settlement Music School's Camden campus. She brings a wealth of experience in music and education and she has already proved herself to be a thoughtful team player. We are proud to have Clayton helping us make good grants.

Sandra Featherman
President

Helen Cunningham
Executive Director



2007 Grant Payments

<i>Program Area</i>	<i>Number of Payments</i>	<i>2007 Payments*</i>
Arts	57	\$ 244,000
Community	76	1,147,000
Education	33	529,800
Internships in Community Service	24	144,000
Memberships	2	8,500
Total	192	2,073,300

**This reflects grant payments made in 2007. The full value of multi-year commitments is not listed.*





Arts

1812 Productions	\$ 5,000	Dance Affiliates	\$ 5,000	Melanie Stewart and Company Dance	\$ 3,000	Piffaro	\$ 3,000
<i>General support</i>		<i>General support</i>		<i>General support</i>		<i>General support</i>	
Amaryllis Theatre Company	5,000	Dancefusion	2,000	Mendelssohn Club	3,000	The Pig Iron Theatre Company	5,000
<i>Disability Arts Festival</i>		<i>General support</i>		<i>General support</i>		<i>General support</i>	
Ars Nova Workshop	3,000	EgoPo Corporation	3,000	Miro Dance Theatre	3,000	The Print Center	5,000
<i>General support</i>		<i>General support</i>		<i>General support</i>		<i>Educational program</i>	
Art Sanctuary	7,500	First Person Arts	5,000	Network for New Music	3,000	Philagrafika	7,500
<i>General support</i>		<i>General support</i>		<i>General support</i>		<i>General support</i>	
Astral Artistic Services	5,000	Foundation for Today's Art – Nexus	3,000	New Paradise Laboratories	3,000	Raices Culturales Latinoamericanas	5,000
<i>General support</i>		<i>General support</i>		<i>General support</i>		<i>General support</i>	
Azuka Theatre Collective	3,000	Philadelphia Fringe Festival	7,500	Nichole Canuso Dance Company	3,000	Relâche	3,000
<i>General support</i>		<i>General support</i>		<i>General support</i>		<i>General support</i>	
BALLETX	3,000	Gas & Electric Arts	3,000	Orchestra 2001	5,000	The Rosenbach Museum and Library	5,000
<i>General support</i>		<i>General support</i>		<i>General support</i>		<i>General support</i>	
Black Lily	3,000	Philadelphia Gay & Lesbian Theatre Festival	3,000	Painted Bride Art Center	7,500	Schuykill Center for Environmental Education	5,000
<i>Music festival</i>		<i>General support</i>		<i>General support</i>		<i>Green Machine outdoor exhibit</i>	
Brat Productions	3,000	Group Motion MultiMedia Dance Theatre	3,000	Peregrine Arts	4,000	Tempesta de Mare	4,000
<i>General support</i>		<i>General support</i>		<i>General support</i>		<i>General support</i>	
Calvary Center for Culture and Community	3,000	Headlong Dance Theatre	7,500	Theatre Alliance of Greater Philadelphia	5,000	Theatre Exile	5,000
<i>General support</i>		<i>Strategic plan</i>		<i>General support</i>		<i>General support</i>	
Chamber Music Now!	3,000	Interact Theatre	5,000	The Philadelphia Art Alliance	5,000	215 Festival	3,000
<i>General support</i>		<i>General support</i>		<i>General support</i>		<i>General support</i>	
Community Education Center	3,000	Jewish Community Centers – Gershman Y	4,000	Philadelphia Boys Choir & Chorale	4,000	Uncut Productions	3,000
<i>General support</i>		<i>Film Festival</i>		<i>Community outreach initiative</i>		<i>General support</i>	
Chamber Orchestra of Philadelphia	7,500	Lantern Theatre Company	5,000	Philadelphia Chamber Music Society	7,500	Vox Populi	3,000
<i>General support</i>		<i>General support</i>		<i>General support</i>		<i>General support</i>	
Center for Emerging Visual Artists	5,000	Luna Theater Company	3,000	Philadelphia Classical Symphony	3,000		
<i>General support</i>		<i>General support</i>		<i>General support</i>			
Curio Theatre Company	3,000			Philadelphia Dance Company	7,500		
<i>General support</i>				<i>General support</i>			
						Total Arts (57 payments)	\$244,000



Community

A Little Taste of Everything <i>Mill Creek Farm project</i>	\$ 5,000	Diversified Community Services <i>Summer camp program at Point Breeze Performing Arts Center</i>	\$ 10,000	Juntos <i>General support</i>	\$ 15,000	Pennsylvania Prison Society <i>General support</i>	\$ 18,000
African Cultural Alliance of North America <i>General support</i>	15,000	Fairmount Park Art Association <i>New•Land•Marks</i>	12,500	Liberty Center for Survivors of Torture <i>General support</i>	20,000	Philadelphia Folklore Project <i>Staff expansion</i>	10,000
American Poetry Review <i>Philadelphia edition</i>	3,000	Friends of the Free Library of Philadelphia <i>Capacity building</i>	20,000	Mt Airy, USA <i>Director of Development position</i>	20,000	Philadelphia Forward <i>General support</i>	20,000
Art-Reach <i>General support</i>	5,000	Gay Community Center of Philadelphia <i>Facilities Manager position</i>	10,000	National Nursing Centers Consortium <i>Students Run Philly Style</i>	5,000	Philly Fellows <i>General support</i>	15,000
Asian Americans United <i>General support</i>	20,000	Girls, Inc. <i>Support fund raising</i>	20,000	Nationalities Service Center of Philadelphia <i>Bilingual aide positions</i>	25,000	Philadelphia Jewish Archives Center <i>General support</i>	20,000
Asian Arts Initiative <i>General support</i>	20,000	Greater Philadelphia Cultural Alliance <i>Health insurance study</i>	15,000	New Directions for Women <i>General support</i>	25,000	Philadelphia Mural Arts Advocates <i>Eakins House expansion</i>	10,000
Breakfree Youth Design Group <i>General support</i>	5,000	Greater Philadelphia Overseas Chinese Association <i>General support</i>	5,000	New Kensington Community Development Corporation <i>Planning</i>	20,000	Philadelphia Senior Center <i>New Director's grant</i>	25,000
Cambodian Americans Senior Association <i>General support</i>	7,500	Haitian Community Help Center <i>General support</i>	10,000	Northwest Interfaith Movement <i>Service Learning Projects</i>	10,000	Philadelphia Theatre Company <i>Moving costs</i>	12,500
Centro Pedro Claver <i>New Director's grant</i>	20,000	HIAS and Council Migration Service of Philadelphia <i>General support</i>	25,000	Open Borders Project <i>General support</i>	25,000	Philadelphia VIP <i>Volunteer recruitment</i>	30,000
Children's Village Child Care Center <i>General support</i>	15,000	Hispanics in Philanthropy <i>Philadelphia Funders Collaborative</i>	17,000	The Partnership Community Development Corporation <i>Market assessment</i>	10,000	Philadelphia Wooden Boat Factory <i>General support</i>	7,000
City Parks Institute of Philadelphia <i>General support</i>	15,000	Historical Society of Pennsylvania <i>New Director's grant</i>	20,000	Pennsylvania Economy League <i>Director of Development position</i>	10,000	Planned Parenthood of Southeastern Pennsylvania <i>Public policy</i>	10,000
Congreso de Latino Unidos <i>Spanish edition of a voters' guide</i>	1,500	Housing Alliance of Pennsylvania <i>Public policy and advocacy</i>	20,000	Pennsylvania Health Law Project <i>Refer the Uninsured project</i>	20,000	Prevention Point Philadelphia <i>Development initiative</i>	15,000
Court Appointed Special Advocates <i>General support</i>	20,000	Interfaith Center of Greater Philadelphia <i>General support</i>	10,000	Pennsylvania Horticultural Society <i>Youth Environmental Stewardship Program</i>	5,000	Project HOME <i>Public policy and advocacy</i>	20,000
Cradles to Crayons <i>Start-up</i>	20,000					Ready, Willing & Able <i>Launch custodial services training program</i>	20,000

Regional Housing Legal Services	\$ 20,000	The Welcoming Center for	
Technology upgrades		New Pennsylvanians	\$ 20,000
Scribe Video	20,000	General support	
General support		West Philadelphia Childcare Network	20,000
Smith Memorial Playground & Playhouse	6,000	Playgroup replication project for Southeast Asian	
Toward design fees		immigrants	
Southwest Community Enrichment Center	7,500	The West Philadelphia Tool Library	5,000
Art programs		General support	
Supportive Older Women's Network		Wireless Philadelphia	10,000
Match the Robert Wood Johnson		Planning of a collaboration with the Campaign	
Foundation for the GrandFamily		for Working Families and the Consumer Credit	
Resource Center	15,000	Counseling Service of Delaware Valley	
Technology upgrade	15,000	Wireless Philadelphia	29,500
Taller Puertorriqueño	20,000	Launch the marketing campaign	
General support		Wissahickon Restoration Volunteers	20,000
University City Arts League	10,000	New Director's grant	
Executive Director position		Women VotePA through	
University of the Arts	5,000	Women's Law Project	15,000
Leveraging Investments in Creativity (LINC)		Training on domestic violence intervention	
Urban League of Philadelphia	15,000	WomenVotePA	20,000
2007 State of Black Philadelphia		Increase PA women's participation in voting	
Urban Tree Connection	20,000	Woodrock	15,000
Office Manager position		New Director's grant	
Village of Arts and Humanities	20,000	Wyck Association	18,000
Fundraising support		Start-up the Home Farm project	
		Total Community (76 payments)	\$1,147,000



Education

Academy of Community Music <i>Crescendo Music Program</i>	\$ 7,500	The Opera Company of Philadelphia <i>Sounds of Learning</i>	\$ 7,500
Al-Bustan Seeds of Culture <i>General support</i>	7,500	Pennsylvania Ballet Association <i>Accent on Dance</i>	7,500
Artistas y Musicos Latino Americanos <i>General support</i>	20,000	Perspectives Debate Incorporated <i>Philadelphia public schools program</i>	5,000
Atwater Kent Museum <i>History Competition Project with Ben Franklin High School</i>	5,000	Philadelphia Academies <i>Research and advocacy</i>	20,000
Dancing Classrooms <i>Start-up</i>	20,000	Philadelphia City Sail <i>New Director's grant</i>	10,000
Elfreth's Alley Association <i>Interpretive planning</i>	5,000	Philadelphia Education Fund <i>Teacher Innovation grants</i>	50,000
Fabric Workshop <i>Onsite Studios in Philadelphia public schools</i>	5,000	Philadelphia Student Union <i>New Director's grant</i>	15,000
Fels Institute of Government <i>MGA scholarships and research services</i>	100,000	Philadelphia Youth Network <i>Summer Career Exploration Program</i>	30,000
Fels Institute of Government <i>Match alumni giving</i>	25,000	Project GRAD Philadelphia <i>Start-up</i>	20,000
Friends of Laurel Hill Cemetery <i>Audio tour</i>	5,000	Public Interest Projects <i>Philadelphia Fund for Education Organizing</i>	10,000
IHM Center for Literacy <i>General support</i>	10,000	The Philadelphia Shakespeare Festival <i>Education program</i>	7,500
International Ballet Exchange <i>Public school ballet program</i>	5,000	Rosemont College <i>RISE program</i>	4,300
Moore College of Art <i>Frederick Douglass School Art Program</i>	10,000	Samuel S. Fleisher Art Memorial <i>Community Art program</i>	8,000
Mount Carmel Human Development Corporation <i>Purchase brass instruments</i>	5,000	Summerbridge of Greater Philadelphia <i>Expansion</i>	15,000
Musicopia <i>Musicopia Orchestra</i>	20,000	Teach for America <i>General support</i>	25,000
Need in Deed <i>General support</i>	15,000	VH1 Save the Music Foundation <i>Music education in Philadelphia public schools</i>	25,000
		West Philadelphia Children's Choir <i>General support</i>	5,000
		Total Education (33 payments)	\$529,800

Internships in Community Service

Cambodian Association of Greater Philadelphia	\$ 6,000
CHOICE	6,000
Energy Coordinating Agency of Philadelphia	6,000
Friends of the Wissashickon	6,000
Philadelphia Fringe Festival	6,000
Gas & Electric Arts	6,000
Good Shepherd Corporation	6,000
HIAS and Council Migration Service of Philadelphia	6,000
Juvenile Law Center of Philadelphia	6,000
Maternity Care Coalition of Greater Philadelphia	6,000
Musicopia	6,000
PathwaysPA	6,000
Philadelphia Academies	6,000
Philadelphia Education Fund	6,000
Philadelphia Folklore Project	6,000
Philadelphia Museum of Art	6,000
Philadelphia Young Playwrights Program	6,000
Planned Parenthood of Southeastern Pennsylvania	6,000
Preservation Alliance for Greater Philadelphia	6,000
Public Interest Law Center of Philadelphia	6,000
Samuel S. Fleisher Art Memorial	6,000
Southeast Asian Mutual Assistance Associations Coalition	6,000
West Philadelphia Cultural Alliance	6,000
White Dog Café Foundation	6,000
Total Internships (24 payments)	\$144,000

Memberships

Delaware Valley Grantmakers	\$ 3,500
Free Library of Philadelphia	5,000
Total Memberships (2 payments)	\$8,500

Statement of Activities

December 31, 2007 and 2006	2007	2006
Changes in unrestricted net assets		
Revenue		
Investment income	\$ 2,487,968	\$ 1,861,173
Net realized gains on investments	4,709,761	2,325,953
Net unrealized gains (losses) on investments	(3,380,955)	2,002,410
Total revenue	3,816,774	6,189,536
Expenses		
Grant appropriations	3,353,800	1,724,501
Management and general expenses	458,096	423,446
Total expenses	3,811,896	2,147,947
Changes in unrestricted net assets before provision for excise taxes	4,878	4,041,589
Federal excise taxes on net investment income	75,811	123,459
Changes in unrestricted net assets	(70,933)	3,918,130
Net assets, beginning of year	53,157,155	49,239,025
Net assets, end of year	\$ 53,086,222	\$ 53,157,155





Member-Directors

Sandra Featherman, *President*
Mindy M. Posoff, *Vice President*
Emanuel Ortiz, *Treasurer*
Helen Cunningham, *Secretary*
Daniel Burke
Ida K. Chen
Valerie Clayton
Phoebe A. Haddon
David Melnicoff
David H. Wice

Staff

Helen Cunningham, *Executive Director*
Robin Scott Culmer, *Office Administrator*
Tim Murray, *Program Assistant*
Virginia Vitella, *Accountant*
Fox, Rothschild, O'Brien & Frankel, *Counsel*
Asher & Company, LTD, *Auditors*

Samuel S. Fels Fund

1616 Walnut Street, Suite 800
Philadelphia, PA 19103
(215) 731-9455
Website: www.samfels.com

The photographs in this report were taken by **Leticia Roa Limas**, called Ahdanah. Born in Mexico City, Ahdanah studied at the Universidad Iberoamericana where she majored in journalism. In 1985 she moved to Philadelphia where she began documenting Latino events. Ahdanah has been featured in *El Hispano*, *Enfoque Comunal*, *El Sol Latino*, *Unidad Latino*, *El Faro*, and *Impacto*. She was a 2004 recipient of a Leeway Art in Change grant.

