

St. Petersburg Times Fund, Inc.

Report for 2009

Total Philanthropy: more than \$780,000; total budget of \$965,030.

Total Fund Balance: \$10-million as of December 31, 2009 (Beginning balance of \$9.5-million.)

Investing in the community: Education is a priority.

Established as the Poynter Fund in 1953, the St. Petersburg Times Fund Inc. has continued to honor Nelson Poynter's intentions to invest in education and in the communities served by his newspaper, thereby improving the quality of life for all. Over the last 57 years, nearly \$17-million has been awarded in grants to nonprofits and nearly \$4.7-million in scholarships and fellowships to college students in journalism and other disciplines.

The distribution of funding shows a priority for educational initiatives. This is the breakdown in broad categories:

- Education \$378,721
- Social Services \$230,424
- Arts \$118,468
- Journalism/Other \$ 52,687

Overall funding was down, year over year, more than \$109,000. Because of losses in the Fund's investments in 2008, the decision was made to reduce the number of new grants awarded in 2009 and to trim other expenses. Also, some Barnes Scholarship winners (those in Ivy League colleges) did not need the full annual amount of the scholarship. Funding was up year-over-year for Journalism/Other because of a one-time grant to the American Political Science Association (\$20,000), which previously had been awarded through Congressional Quarterly.

Here is more detail about Fund's philanthropy in 2009:

Grants to Nonprofits

The Fund provided \$344,387 in grants to nonprofit organizations in the areas of Arts/Culture, Education, Social Services and Journalism/Other. In all, 37 organizations received funding. Among them were American Stage Theater, the Museum of Fine Arts, Ruth Eckerd Hall Foundation, Tampa Bay History Center, Tampa Bay Performing Arts Center, The Florida Orchestra, Nature Coast Envirothon, USF College of Marine Science, All Children's Hospital, Stetson University Law School, Junior Achievement of West Central Florida, St. Petersburg Free Clinic, Nonprofit Leadership Center of Tampa Bay, Florida Scholastic Press Association, Committee to Protect Journalists, NABJ-Tampa Bay chapter and Kids Voting USA.

Employee Giving

Through the annual campaign (payroll deduction and one-time gifts), the Fund provided nearly \$116,000 in matching dollars to employees' contributions to Arts, Education and United Way organizations in the Tampa Bay area. The Fund matches contributions from current staff and retirees dollar for dollar. The total match is down about \$31,000 from 2008 because of the reduction in size of the Times' staff.

Nonetheless, the support made a difference to the organizations. In Pinellas, Hillsborough and Pasco counties, Education contributions funded classroom teacher grants, and Arts contributions

funded summer camp programs. In Hernando and Citrus counties, funding in Arts and Education were applied to the organizations' general operating expenses. United Way funding helped the agencies serving Tampa Bay (Pinellas and Hillsborough), Pasco, Citrus, Hernando, Manatee and Leon counties.

College Scholarships

- Barnes – Provided nearly \$181,880 for 22 Barnes Scholars and runners-up enrolled in college fulltime. Since 2000, 40 students have entered college as Barnes Scholars. To date, 24 have graduated. (Our graduation rate is 100%.)
- Career Journalism – Provided \$34,500 for 15 local students (identified in their senior year of high school) who have a demonstrated interest in journalism as a career.
- Interns – Provided \$52,500 in scholarships for the 14 students who worked as summer interns at the St. Petersburg Times and CQ (the last year for CQ scholarships.) In addition, the Fund provided \$3,550 in stipends for high school and college students involved in summer high school journalism workshops or college journalism practicums.
- Godbold Foundation Scholarships – As pass-through dollars, the Fund managed \$56,750 for 17 scholarships provided by the Godbold Foundation (St. Petersburg philanthropists Bo and Betsy Godbold). The Godbolds have selected their scholarship recipients from the runners-up pool of finalists for the Barnes Scholarships from 2006-2009. Their \$3,500 scholarships target students attending public universities in Florida.

Matching Grants to Education

The Fund provided \$21,384 in dollar-for-dollar matches to the donations of 31 Times employees and retirees to their alma maters. A total of 25 colleges/universities benefited from this program.

Matching Grants to Non-Profits

This program, which began January 1, 2009, supports the individual philanthropy of employees of Times Publishing. The program matches dollar-for-dollar employees' donations to nonprofit organizations (501 c 3) up to \$1,000 per year. Minimum contribution matched is \$25.

In all, 64 organizations received donations from 56 employees, for a total match of \$23,030. The employee donations ranged in size from \$25 to \$1,000.

This program expanded the Fund's philanthropic reach to health-related organizations (15), including the 3-day Breast Cancer Walk, Relay for Life, Suncoast Hospice, St. Jude's Children's Research Hospital, Moffitt Cancer Center, American Diabetes Association, Leukemia & Lymphoma Society and Dana-Farber Cancer Institute.

By category, for this program, the totals were:

- | | |
|-------------------|---------|
| • Health | \$5,065 |
| • Education | \$4,885 |
| • Social Services | \$4,855 |
| • Journ / Other | \$4,400 |
| • Arts | \$3,825 |

■ Submitted by Nancy Waclawek, director, St. Petersburg Times Fund, Inc.
■ March 2, 2010