

# in the pipeline

NEWS FROM THE  
BURTON D. MORGAN FOUNDATION

SEPTEMBER 2011

## Hudson's Home and Garden Tour Includes Foundation Garden



On June 17 and 18, the Hudson Garden Club's Home and Garden Tour stopped at The Burton D. Morgan Foundation's garden. Planted between the Foundation's offices and the historic Baldwin House, our garden features a lush and colorful display of perennials – including oak leaf hydrangeas, azaleas, hellebores, a sweetbay magnolia, and a white fringe tree – accented by a fountain, an ornate, repurposed iron fence, and a planter made from old barn stone. John Vittum, of Gardens Limited of Bath, designed and installed the garden.

Visitors to the garden were also welcome to stop by the neighboring Baldwin House, birthplace of Caroline Baldwin Babcock, the founder of the Hudson Library and Historical Society. Library trustees purchased the house in 1925 for use as the community's library. Ultimately, the two-story frame dwelling was not large enough for the growing Hudson community. In 1954 and again in 1963, brick additions were built to the east on Aurora Street. When the library reopened at its present location in First & Main in 2005, the Foundation purchased the old library

property. Foundation staff members and volunteers were on hand at the Garden Tour to share with visitors the story about the subsequent separation and restoration of the two historic buildings.

The Foundation was delighted to be a part of this year's Home and Garden Tour and is happy to be a part of Hudson's historic downtown.

## Foundation Staff Member Retires

Charlene Nevada, Special Projects Coordinator for The Burton D. Morgan Foundation, retired from her position in June. The Foundation appreciates all Charlene's accomplishments, which include strong media relationships, a series of vibrant annual reports, the Foundation's *40 Years of Philanthropy* history publication and DVD, our community grants program, and productive grantee relationships. We wish Charlene great happiness and wonderful adventures in South Carolina and beyond!

Founded in 1967 by the late industrialist and entrepreneur Burton D. Morgan, the Foundation invests in projects that further its mission of preserving the free enterprise system.

The Foundation supports projects that nurture creativity, invention, entrepreneurship, and innovation.

To that end, the Foundation invests in projects that fall into three life phases – starting with childhood, continuing through college and then into adulthood business activity.

For more information about deadlines and applying for a grant, visit our Website.





## Dear Friends of the Foundation...

### Nothing ever stays the same.

This year the Foundation has experienced plenty of internal and external transitions. Our longtime trustee John V. Frank, retired from the Board, and our communications expert, Charlene Nevada, retired from the staff. We thank them both for their dedicated service.

Our grants program is also in a time of transition. The Morgan-Kauffman Northeast Ohio Collegiate Entrepreneurship Program (NEOCEP) is entering its fifth and final year. The program has had a major impact at the five participating colleges—Hiram College, Lake Erie College, Oberlin College, Baldwin-Wallace College, and The College of Wooster. The campuses have woven entrepreneurship into the fabric of their academic and co-curricular programs. Companies have emerged, perspectives have shifted, and budding careers have been influenced. As we look beyond the five-year grant, we are determined that the programs continue to evolve and meet students' needs to be proactive in planning their careers and lives. To support the transition of NEOCEP, the Foundation hosted a sustainability workshop in May addressing ways in which the colleges can financially and structurally sustain their programs. Speakers and participants shared their ideas, challenges, and successes during the daylong program. Even with the transition underway, the Foundation remains fully invested in ensuring the long-term sustainability and vibrancy of the NEOCEP programs.

As NEOCEP enters a more mature phase, we are proactively focusing energies on expanding the Lemonade Day youth initiative across the region. Several hundred students piloted the program this spring with enthusiasm and success. The Foundation is supporting the coordination and expansion of this dynamic youth entrepreneurship program through the Entrepreneur Institute at University School. We expect 2012 program participation to expand dramatically and to involve the larger Northeast Ohio community, including schools, youth organizations, mentors, parents, volunteers, and donors. Success will be sweet!

As we enjoy the last sultry days of summer, we welcome a new academic year and fresh opportunities to teach and support entrepreneurship across the region. We thank all of our readers for your interest and your support of our efforts to expand entrepreneurship opportunities for all ages!

**Deborah D. Hoover**  
President & CEO

# Foundation Awards Grants for Youth Programs

The Burton D. Morgan Foundation recently granted more than \$425,000 to promote entrepreneurship and entrepreneurship education in Northeast Ohio.

Several of the grants will support youth entrepreneurship programs in the region, including an expanded Lemonade Day Northeast Ohio initiative in 2012, three Camp Invention sites in Akron and Wooster, and four summer BizCamps for Akron-area high school students. Awards to two organizations – the Network for Teaching Entrepreneurship and University School – will support outreach to entrepreneurship educators in Northeast Ohio and nationally.

“Through the Foundation’s support of youth entrepreneurship programs and educators, we are investing in the entrepreneurs of tomorrow,” Foundation President Deborah Hoover said. “These programs are helping our youth to acquire new skills, develop an entrepreneurial mindset, and experience the thrill of starting their own businesses.”

A grant of \$50,000 will help the Network for Teaching Entrepreneurship (NFTE) to develop the Digital Teacher Network, a free, online platform for teaching resources and collaboration serving a nationwide audience of NFTE’s 5,000 Certified Entrepreneurship Teachers and all educators interested in youth entrepreneurship. Currently, youth entrepreneurship educators lack a readily accessible, centralized resource for teaching entrepreneurship and connecting with their peers. The Digital Teacher Network will dramatically increase teachers’ access to resources for entrepreneurship lessons and activities for their classrooms and the ability to communicate and share with like-minded teachers. The grant also supports activities to market the Digital Teacher Network to non-NFTE educators and active efforts to ensure Northeast Ohio entrepreneurship educators’ awareness and use of the resource.

In addition to grants supporting youth entrepreneurship programs and educators, the Trustees awarded a grant of \$200,000 to BioEnterprise, a venture support organization that provides resources and expertise to bioscience start-ups across the region.

### Grants were awarded to the following organizations:

**Invent Now, Inc.** – \$75,500 for three Camp Invention sites in summer 2012 – two in Akron Public Schools and one in Wooster City Schools.

**Network for Teaching Entrepreneurship** – \$50,000 toward the development and marketing of the Digital Teacher Network.

**University School** – \$46,500 for the school’s Entrepreneur Institute programs and for entrepreneurship outreach programs to Northeast Ohio students and educators.

**University School** – \$20,000 for the Entrepreneur Institute to lead and coordinate the 2012 Lemonade Day Northeast Ohio initiative.

**Youth Opportunities Unlimited (Y.O.U.)** – \$35,000 to help support four BizCamps in Akron in summer 2011 and for capacity-building needs associated with the E CITY-Y.O.U. merger.

**BioEnterprise** – \$200,000 for the Business Development and Entrepreneurial Assistance program and the Business Associates internship program.

Since last January, the Foundation also approved several small grants to benefit youth and community programs in Hudson, among them: Hudson Community First’s career panels and intern-for-a-day program (\$10,000); Hudson Community Service Association’s efforts to help Hudson families in need (\$8,000); an Akron Symphony Orchestra Concert for Kids performance (\$5,000); Hudson Community Foundation’s July 2011 fireworks in Hudson (\$5,000); and production of “A Good Day in Hudson” on Hudson Cable TV (\$1,200).

Additionally, the Foundation approved grants to the American Red Cross of Summit and Portage Counties for earthquake and tsunami disaster relief efforts in Japan (\$10,000) and tornado disaster relief efforts in Joplin, Missouri (\$5,000).



# Workshop Focuses on Sustainability for Collegiate Entrepreneurship Programs



On May 18, The Burton D. Morgan Foundation conducted a very successful collegiate workshop on financial sustainability for representatives of our Northeast Ohio Collegiate Entrepreneurship Program (NEOCEP) and other BDMF-funded Ohio schools.

The workshop, *Financially Sustaining a Collegiate Entrepreneurship Program*, offered both a broad perspective on sustainability as well as specific examples of initiatives that colleges could implement on their campuses to fund their programs.

Nearly 30 attendees – college presidents, provosts, and development and program directors – participated in the workshop. The morning meeting started with a group session on the guest speakers' campus programs, followed by a spirited and informed dialogue. The participants then dispersed into breakout sessions, with each guest speaker addressing topics ranging from "Developing Income Beyond the Operating Budget" to "Long-Term Planning for Your Program."

The Foundation was fortunate to secure high-level entrepreneurship education leaders (including the past president of the United States Association for Small Business and Entrepreneurship) from Belmont University, Purdue University, Millikin University, and Beloit College as speakers for the workshop. Their insight and knowledge on the topic were clearly evident and of great value to the schools. The Foundation looks forward to continuing to work with the colleges we fund on this important topic.

## Lemonade Day to Expand in 2012 Under Regional Director



The Burton D. Morgan Foundation is pleased to announce that following a successful pilot program in 2011, Lemonade Day Northeast Ohio will return in 2012 to reach an expanded number of youth in our region. Greg Malkin, Director of the Entrepreneur Institute at University School, will serve as the Lemonade Day Northeast Ohio Regional Director. With his experience and connections within the field of entrepreneurship education

in Northeast Ohio, Mr. Malkin is the ideal individual to lead the expansion of Lemonade Day. We hope to serve 1,000 children through Lemonade Day programming in 2012.

This past spring, about 300 children participated in the pilot of Lemonade Day Northeast Ohio. Students from University School, Seton Catholic School, Wooster City Schools, Parma City Schools, and Emmanuel Christian Academy set up lemonade stands in May and June. Students, teachers, and parent volunteers found the experience to be educationally valuable for all and even financially profitable! In a thank-you letter to the Foundation, one team from Seton Catholic School in Hudson summed it

up nicely: "We learned so much about entrepreneurship before we sold a single cup of lemonade."

Lemonade Day, a national youth entrepreneurship initiative, is dedicated to teaching children how to start, own, and operate their own business through the simple and time-honored act of building and running a lemonade stand. Aided by local sponsors, Lemonade Day provides youth with age-appropriate learning materials and support to run a stand on Lemonade Day. The workbook provided to each child explains how to develop a plan, secure an investor, create a product, make a profit, and give back to the community. Lemonade Day reaches both youth and adults with a powerful message about the value of entrepreneurship.

# JumpStart Council Celebrates Two-Year Anniversary

October 2011 will mark the two-year anniversary of the JumpStart Higher Education Collaboration Council. The Council, which meets bi-monthly at The Burton D. Morgan Foundation, includes representatives of entrepreneurship programs at more than 20 public and private institutions of higher learning across the region. Other members of the Council include Entrepreneurs EDGE and Northeast Ohio Council on Higher Education, which offer entrepreneurship internship programs.

A major goal of the Council's work is "to create a more connected communication network among all the higher education institutions, allowing the region's resources to be more visible and accessible to all members of the higher education community." Specifically, members of the Council strive to identify ways in which students can participate in larger

numbers in Northeast Ohio's entrepreneurial network and tap into the resources that JumpStart, BioEnterprise, and other venture development support organizations offer to aspiring entrepreneurs.

Council achievements include the Student Showcase at the JumpStart Entrepreneur Expo and Community Meeting, this year scheduled for October 25 at the John S. Knight Center in Akron, Ohio. Student entrepreneurs are invited to create displays and pitch their fledgling companies alongside more established entrepreneurial ventures. More information on this opportunity is available online at <http://www.jumpstartinc.org/Resources/Events/Details.html?EventID=891>. Other key Council projects include networking interns, promoting the region's entrepreneurship education assets, creating a video of student entrepreneur successes, and

structuring a faculty and student service provider network.

Cathy Belk, Chief Relationship Officer at JumpStart, leads the Council's work for her organization, and Deborah Hoover, President & CEO of the Foundation, chairs the Council. Ms. Belk noted that "the Council has developed over the past two years into an engaged and cohesive group bubbling with ideas at each meeting about ways to energize the connections among their institutions and build stronger links to the larger entrepreneurial community."

Additional information on the Council and the resources its members offer to students and the community are available at <http://www.jumpstartinc.org/EntrepreneurialNetwork/HigherEducationCouncil>.