

GenerationFoundation

2010 ANNUAL REPORT



LETTER FROM THE PRESIDENT

As the stark realities of growing environmental degradation gained traction in the public discourse during 2010, The Generation Foundation made \$102,000 in grants to five more start-up non-profits in Northeast Ohio. With the technical expertise of a 20-member Advisory Board which helps identify and evaluate prospective grantees, Trustees concentrated their support in improving commercial building and residential energy efficiency, promoting sustainable business practices in smaller companies, broadening the region's understanding of environmental issues, helping to fund the second annual summit of *Sustainable Cleveland 2019* and creating a website network for its 28 work groups, and encouraging more large corporate participation in sustainability by demonstrating a definite return on investment.

By far the most visible event of the year was the City of Cleveland's second community-wide sustainability conference September 22-23 at Public Hall. With almost 600 attendees (40% of which who were new to the process), a diverse representation of corporate, academic, nonprofit, government and entrepreneurial sectors developed new strategies based on *The Sustainable Cleveland Action and Resources Guide*. Similar summits are planned for every year leading up to 2019—each with its own focus. 2011 will be the Year of Energy Efficiency, to be followed by local foods, renewable resources, waste, clean water, transportation, green space and neighborhoods.



A notable grant during the year was to Green Plus, a start-up providing small businesses with the educational and networking tools they need to integrate sustainability into their practices and policies. The organization works with Council of Smaller Enterprises (COSE) to certify companies—often minority owned—so that they may also qualify for Cleveland’s new procurement policy giving discounts on city bids. The first company to certify was Taylor Chair, shown here. The company diverts 90% of its manufacturing waste away from landfills and cut its total energy consumption 58%. Even scrap leather and sawdust are recycled.

Two Founding Member-Trustees of the Foundation retired during the year. James D. Ireland III, Capital One Partners, LLC; and Phillip A. Ranney, a partner of Schneider, Smeltz, Ranney and LaFond; completed 13 years’ service. The Board expresses its deep appreciation for their many contributions—both financially and professionally—in helping the organization grow into what it is today.

During the year, Trustees elected Tim Ryan (right) as a member of the Board. A native of Northeast Ohio, Tim is an active volunteer and board member for several nonprofit organizations. He is a volunteer for the Friends of the Achievement Centers for Children; a Board member of Cleveland Social Venture Partners; and is on the Board of Trustees of the Cleveland Museum of Natural History. From 1995 until the end of 2008 he worked for Swagelok Company in Solon, Ohio. He most recently served as Regional Director for the Asia Pacific region. He is also a Trustee of the Fred A. Lennon Charitable Trust. Tim received his bachelor of arts in political science from Southern Methodist University in 1991 and his Masters in Business Administration from Cleveland State University in 1995.



Cleveland State University President Ronald Berkman (left) welcomed Trustees, Donor Members and Members of the Generation Foundation Advisory Board at the Advisors’ annual meeting In September. CSU presented results of a grant made by The Generation Foundation last year to help start the university’s Energy Policy Center. This initiative will strengthen the region’s economy and environment by accelerating the growth of our advanced energy research, manufacturing and commercial deployment.

On behalf of the Trustees, I want to thank the Advisory Board for their invaluable help, and the donors and foundations that provided the financial support that makes possible the continued activities of The Generation Foundation.

Glenn R. Brown, Ph. D.
President

Generation Foundation Grants in 2010

GreenCityBlueLake

Institute: \$20,000 to build a web clearinghouse of sustainability information and track all activities emerging from Sustainable Cleveland 2019 activities. Here, director David Beach and Marc Lefkowitz are framed by a projected page from the web page.



Corporate Sustainability

Network: \$20,000 to establish Return on Investment results for corporate sustainability practices and to coordinate corporate participation in the 2010 Summit, achieving a target goal of 40% attendance from businesses.

Green Plus: \$20,000 to promote sustainable practices in small or minority companies, qualifying them for the new City of Cleveland procurement incentives. The project partner, COSE, was also awarded a grant by the Ohio Department of Development to provide partial scholarships for 75 businesses as well as \$250 towards a professional energy audit and access to resources to help companies become more energy efficient.

The Foundation Center: \$2,000 for its statistical report, "Spotlight on Economic Development in Ohio," and a web-based information portal on economic development in Ohio.



Northeast Ohio Energy Efficiency Alliance: \$35,000 to grow a large-scale regional market for energy efficiency in buildings by being an independent incubator to pilot, market, educate, measure, report and drive new energy efficiency demand within the region; and to test new energy efficiency financing mechanisms and incentives.

Sustainable Cleveland 2019: \$5,000 sponsorship of the 2010 Summit, "The Glocal Engine," the second in a ten-year series of yearly sessions leading up to 2019. Twenty work groups have developed 28 programs.

Statement of Revenue and Expenditures

Revenues		Disbursements	
Operating Revenues:		Operating Expenses	
Contributions for Operations	\$ 42,000.00	Professional fees, Staff	\$ 86,394.50
Interest	382.06	Publications and Website	8,192.71
Miscellaneous	814.10	Office	12,170.13
		Miscellaneous	1,640.64
Total Operating Revenues	\$ 43,196.16	Total Operating Expenses	\$ 108,397.98
Grants Received	100,000.00	Grants Paid	\$ 102,000.00
Total Revenues	\$ 143,196.16	Total Expenditures	\$ 210,397.98
		Revenue Over (Under) Expenditures	(\$ 67,201.82)

Balance Sheet

Assets		Liabilities and Fund Balance	
Checking Account	\$ 79,253.15	Fund Balance	
Money Market Fund	199,423.06	Beginning Fund Balance	\$ 345,878.03
		Income Over (under) Disbursements	(\$ 67,201.82)
Total Assets	\$ 278,676.21	Total Liabilities & Fund Balance	\$ 278,676.21

Members of the Board of Trustees

President: Glenn R. Brown, Ph.D., former Science and Technology Advisor to Ohio Governors Voinovich and Taft, and retired senior vice-president/chief technology officer for Standard Oil of Ohio, now BP-Amoco.

Vice Presidents: Nancy McCann, president of the John P. Murphy and Kulas Foundations; **Peter K. Ranney**, a Cleveland businessman with extensive philanthropic experience and president of the P. K. Ranney Foundation; **Tim Ryan**, a Cleveland businessman and trustee of the Fred A. Lennon Charitable Trust; and **Gary A. Oatey**, chairman and CEO of the Oatey Co.

Secretary: Thomas M. Morley, President of Lube Stop and Trustee of GreenCityBlueLake Institute and The Cleveland Museum of Natural History.

Treasurer: Robert Miller, the Foundation's executive director.

Members of the Advisory Board

Christopher M. Coburn, Executive Director, CCF Innovations; **John Colm**, President, WIRE-Net; **Mark Coticchia**, Vice President-Research, Case Western Reserve University; **John Debo**, Chief Development Officer, Cuyahoga Valley National Park Association; **Allen Ford**, Trustee, The Abington Foundation; **Holly Harlan**, President, Entrepreneurs for Sustainability; **Robert T. Heath, PhD**, Department of Biological Sciences, Kent State University; **Edward Hill, PhD**, Cleveland State University Levin College of Urban Affairs; **Trevor Jones**, Founder/CEO, ElectroSonics Medical, Inc.; **Wendy Kellogg, PhD.**, Professor, Cleveland State University; **John Mitterholzer**, Senior Program Officer, The George Gund Foundation; **David Morgenthaler**, Managing Partner, Morgenthaler Ventures; **John Morley**, President, Evergreen Ventures Ltd. and retired CEO, Reliance Electric; **Hunter Morrison**, Director, Youngstown State University Center for Urban and Regional Studies and former Director, Cleveland Economic Development; **William Mulligan**, Managing Director, Primus Venture Partners; **Paul Oyaski**, former Director, Department of Development, Cuyahoga County; **Steven W. Percy**, Retired BP CEO; **Dr. Luis Proenza**, President, University of Akron; **Richard Steubi**, President, NextWave Energy and Non-Resident Fellow, The Cleveland Foundation; **John Wheeler**, Retired Managing Partner, Calfee, Halter & Griswold, LLP, and Senior Vice President, Case Western Reserve University.

Executive Director

Robert Miller, former banking executive and president of a consultancy for nonprofit organizations.

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