



HEAL  
CURE  
BUILD  
INSPIRE  
TRANSFORM  
EXPERIENCE

## **New Outlooks**

Hall Family Foundation 2010 Annual Report



## Our Mission

The Hall Family Foundation is a private philanthropic organization dedicated to enhancing the quality of human life. Programs that enrich the community, help people and promote excellence are considered to be of prime importance. The Foundation views its critical function as that of a catalyst. It seeks to be responsive to programs that are innovative yet strive to create permanent solutions to community needs in the Greater Kansas City area.

## Our Founders

The mission of the Hall Family Foundation stems from the original purposes of its founders, Joyce C. Hall, his wife, Elizabeth Ann Hall, and his brother, Rollie B. Hall. As outlined in the original bylaws, they intended that the Foundation should promote...the health, welfare and happiness of school-age children...the advancement and diffusion of knowledge...activities for the improvement of public health...and the advancement of social welfare. These purposes were based on a family resolve to help people and enhance the quality of life. Over sixty years later, their legacy lives on.

Joyce C. Hall was born on August 29, 1891, in David City, Nebraska. He was a plainspoken individual with a respect for hard work and an unswerving commitment to quality. He came to Kansas City in 1910 and, starting with a shoebox full of cards and a rented YMCA room, began the business that was to become Hallmark Cards.

In 1921, Joyce Hall married Elizabeth Ann Dilday. Together they built a life dedicated to family and community. Together they created the Foundation that nurtures and strengthens the city they loved.

# From the President

It doesn't seem that long ago we reached the new millennium wondering if our technological world would crash as our clocks struck midnight. We survived, but over the last ten years we have seen a period of unusual volatility – our assets have experienced wide swings in value, and our grantmaking has been at times robust and at times constrained. What have not changed in the last decade are our mission, our principles and our values.

Between January 2000 and December 2010, the Foundation provided grants of \$334 million and pledged an additional \$138 million. We made grants to 272 different agencies in the Kansas City area. Our funding was divided relatively equally among three areas of interest – the arts, education, children, youth and families and, to a lesser extent, community development.

In the arts, we were involved in major capital projects and expanding the sculpture and photography collections at The Nelson-Atkins Museum of Art. With the addition of the Bloch Building at the Nelson and the opening of the Kauffman Center for the Performing Arts, this decade will be seen as the golden age for arts facilities. In addition, many arts organizations made significant improvements in the artistic quality of their presentations.

In education, our efforts have been threefold – provide alternatives at the elementary and secondary levels, significantly improve the quality of early childhood education, and advance excellence in higher education. We placed particular emphasis on seizing the opportunities presented in the life sciences and the goal of achieving National Cancer Institute Cancer Center designation for the Kansas City region.

Our efforts for children, youth and families are diverse – to offer outstanding health care to those in the greatest need, particularly children; to protect those most vulnerable through adequate food and/or shelter; to provide safe places for young people to learn and mature; and to help those who find themselves caught in difficult economic times. Since 2008, with the downturn in the economy, this need for emergency assistance and meeting basic needs took on special urgency.

In community development, we have targeted our interest to urban neighborhoods with the greatest opportunity for preservation and revitalization and, more generally, to downtown Kansas City, Missouri.

At the beginning of the decade it would have seemed unlikely that our assets today would be over \$100 million less than when the decade began or that our grantmaking would have moved from “signature” facilities to emergency assistance. Yet the Foundation showed its ability to adjust to new circumstances and changing community needs. Perhaps the next decade will be less volatile...but I doubt it.

This year's annual report looks forward. Although we remain focused on meeting basic human needs, we also see new opportunities and new outlooks. We see significant economic and health benefits in life sciences, a renewed commitment to central city school children and neighborhoods, a new energy in delivering quality services to those in need and a renewed excitement in the arts. The following pages reflect some of those new outlooks and, most importantly, the dedication of individuals who will make them a reality.

We welcome these opportunities and the challenges they bring. We embrace our mission, our principles and our values and, particularly, we appreciate our partnership with those in the not-for-profit community, without whom we could not accomplish our goals.

The Foundation remains dedicated to the principles of Joyce and Elizabeth Hall and, with the continued leadership of the Hall family, involvement of an active board and the conscientious work of our professional staff, we look forward to working with the community for years to come.




William A. Hall









*We are here to HEAL and bring hope  
to every individual who walks through  
our doors. Healthy people are the  
foundation of healthy communities.*

*—Hilda Fuentes*

HEAL



# HILDA FUENTES

CEO, Samuel U. Rodgers  
Health Center



**In 2005, when you arrived at Samuel Rodgers, the health center's future was uncertain. The facility in disrepair, funding was insufficient and services were inadequate. Against overwhelming odds, you set out to rebuild the organization. Tell us about that journey.**

I knew it would take incredibly hard work. I also knew that failure just wasn't an option. Our patients – all 18,500 of them – need this safety-net clinic. Without us, they would have nowhere to go for health services.

Honestly, from the very first day, I never doubted our team's potential to succeed. We rolled up our sleeves and got to work. We cleaned. We cut expenses. We built a business plan. We found emergency funding. We did everything in our power

to demonstrate our desire and capacity to provide quality health services to the people who count on us for care.

The Board and the staff worked to inspire trust with prospective funders. We took measures to further improve the quality and scope of services our patients receive and focused on strategies to help people stay healthier.

And now, five years later, we are standing at the threshold of a new era for Samuel Rodgers Health Center. Our Board launched a successful \$25 million capital campaign, and several new donors stepped forward to support the effort. Construction of a new state-of-the-art downtown clinic is underway.

When it opens in late 2011, we will be able to take care of 7,500 additional patients.

**Why is Samuel Rodgers so important to the individuals and families you serve?**

We believe that everyone, regardless of their circumstances, deserves to have a patient-centered medical home – a place where they can come and be treated with compassion and respect.

Many of our patients live in poverty and do not have health insurance. We understand and offer free or reduced-cost services. Many are recent immigrants. We welcome them warmly and visit with them in their native language. Our team of interpreters speaks 13 languages, ensuring clear communication on vital health issues.

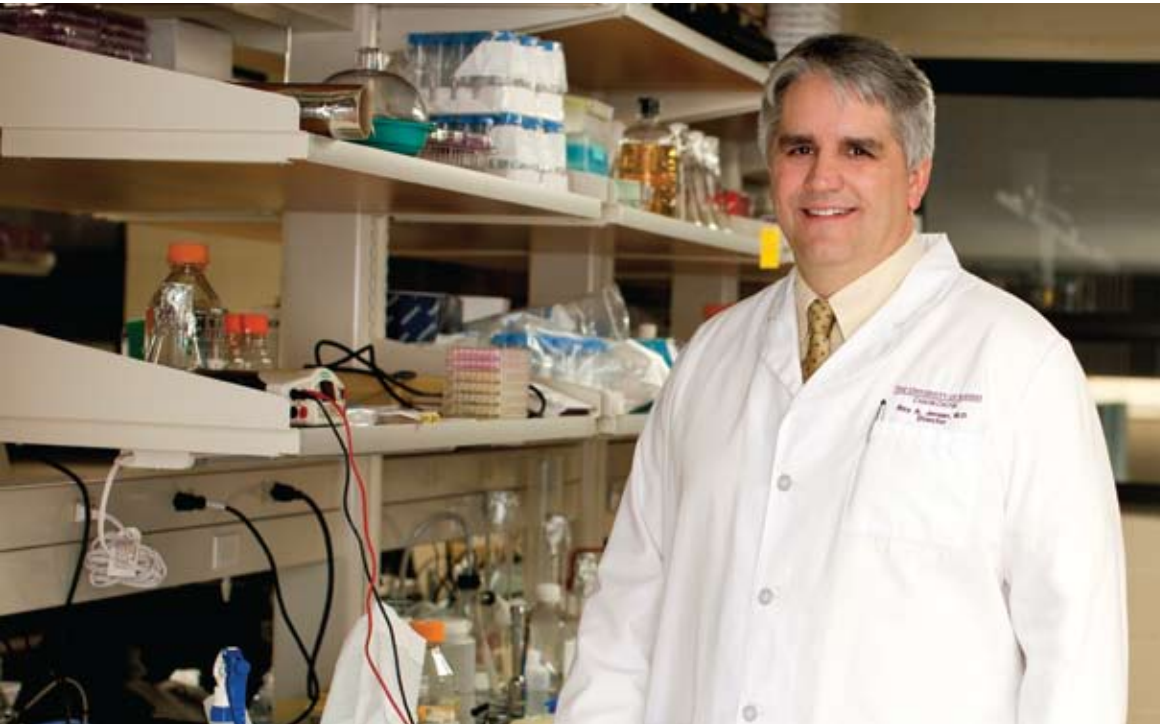
**The new health center will dramatically enhance the ability of staff to deliver high-quality primary care, dental and behavioral health services. There are always additional challenges to tackle, though. What lies ahead?**

One of our greatest challenges is to continually educate patients on the importance of preventive care and encourage them to take proactive steps. We are also focusing resources on building relationships with specialty providers who can treat patients who require advanced care.

Our team is keeping abreast of health care reform developments and devising strategies to prepare for changes on the horizon. The transition to electronic medical records is an important initiative we're undertaking to enhance our service and efficiency.

# ROY JENSEN, MD

Director, The University of Kansas Cancer Center and CEO, Midwest Cancer Alliance



**The University of Kansas Cancer Center is applying for National Cancer Institute (NCI) designation in September 2011. If achieved, what does NCI designation mean to our community?**

It means patients in our area will have access to world-class cancer care, close to home. Five-year survival rates are 25 percent higher among patients who are treated at NCI-designated facilities. The community will have treatments that are not available now, and we will be able to move promising new cancer drugs into the clinical trial phase.

During the last few decades, The University of Kansas Cancer Center researchers have pioneered the development of several therapeutic innovations. The fact remains, though, that just 65 percent of individuals with cancer survive five years or more.

We still have no answer for one in three people. That's why we have to get better.

With NCI designation, The University of Kansas Cancer Center and our Midwest Cancer Alliance partners will be positioned to expand capacity for discovery and delivery of new therapies. With increased research funding, we can move breakthrough ideas forward. We've already recruited some of the most talented researchers and our new research facilities are outstanding. We've developed a sound infrastructure for sustaining dynamic scientific investigation.

**In addition to benefiting patients, are there other benefits of gaining NCI designation?**

There are promising implications for the regional economy. According to a recent study,

in the decade following NCI designation, we can expect more than 9,000 new jobs to be created in this region. Experts project \$1.3 billion in additional economic activity within that time frame as well.

**State and local governments, as well as numerous donors, have stepped forward in support. How are community collaboration and investment driving this effort forward?**

In addition to funding from the State of Kansas, The University of Kansas is receiving \$5 million per year from the Johnson County Education and Research Triangle (JCERT) sales tax for higher education. Community support of this initiative is facilitating consolidation of all our clinical research at one location. With generous support from public and private entities that believe in our capacity to lead regional cancer research efforts, we have recruited the highest-caliber research experts and are demonstrating our capability to meet NCI's superior standards.

**What will be the greatest strength of The University of Kansas Cancer Center effort?**

Drug discovery, development and effective delivery are our primary focus. Our effort is further strengthened by strong alliances and affiliations with research and health organizations, including the Stowers Institute and Kansas Bioscience Authority. We're pleased to have partnerships with health providers across Kansas and in metropolitan Kansas City through the Midwest Cancer Alliance. These partners are critical to collaborating on research and reaching the most patients.



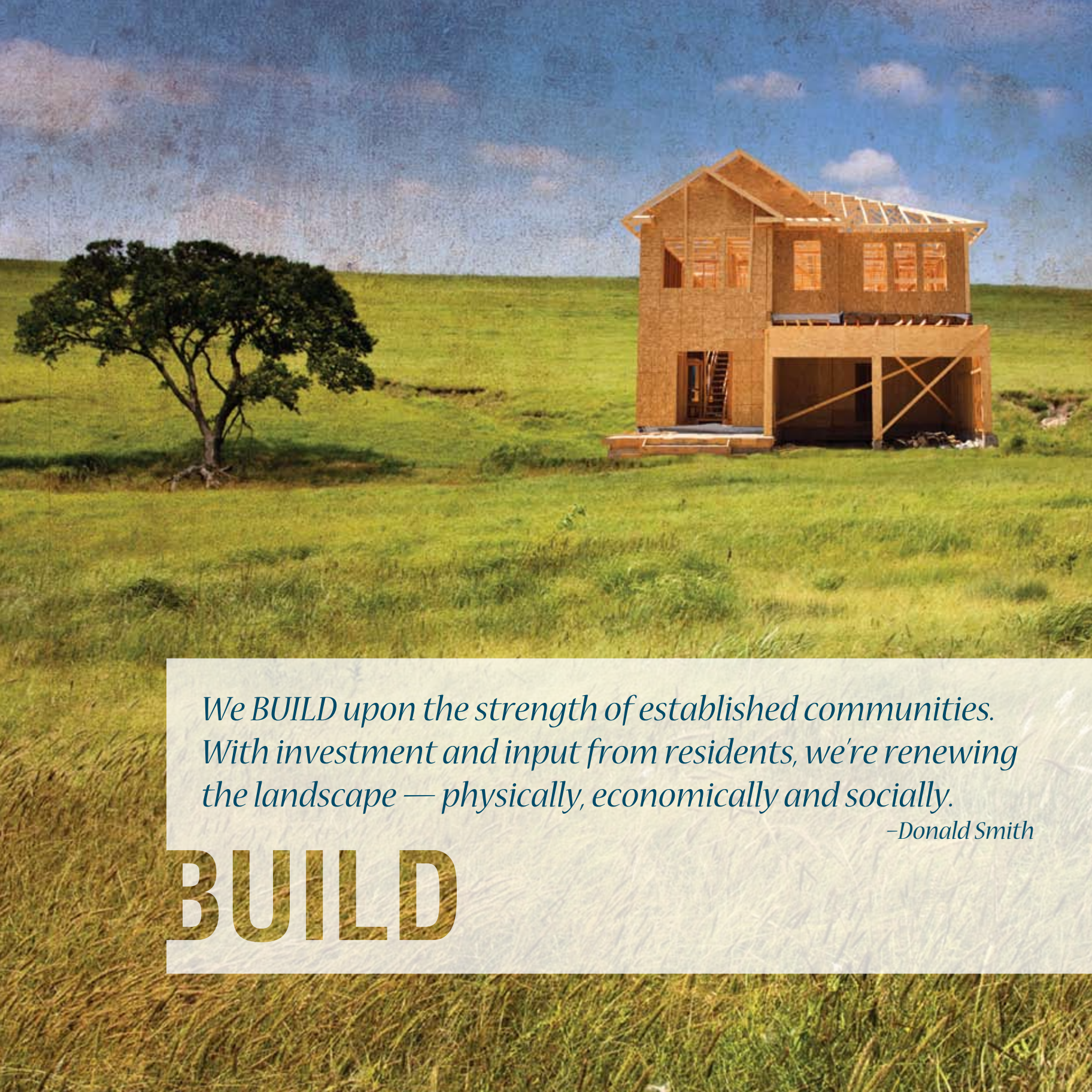
*Our hope to CURE cancer in the future is dependent on the research we conduct today. NCI designation promises to strengthen our ability to bring forth more promising treatments.*

*—Roy Jensen, MD*

**CURE**







*We BUILD upon the strength of established communities.  
With investment and input from residents, we're renewing  
the landscape — physically, economically and socially.*

*—Donald Smith*

**BUILD**



# DONALD SMITH

Executive Director & CEO,  
Community Housing of Wyandotte County

**W**yandotte County is in the midst of a historic construction boom. New development dots the landscape and the outlook for prosperity is bright. How is Community Housing of Wyandotte County (CHWC) contributing to this renewal?

We support development of affordable, quality housing options and thriving neighborhoods in the heart of Wyandotte County, Kansas.

The boom that's occurring around us will bring thousands of jobs to Wyandotte County. There's Fairfax Industrial District – a close-by hub for manufacturing. The explosion of growth to the west comes with the promise of thousands of new employment opportunities in retail, entertainment and business. Many people who are hired for these new jobs will be seeking homes in the area. We see our role as a catalyst for development of safe and comfortable housing options for people who want to live close to their work.

Our focus is to reduce and eliminate blight in targeted neighborhoods while preserving the positive aspects of the community's culture and lifestyle. Our approach is very grassroots. We work closely with seven neighborhood associations and value the input of area residents. CHWC serves as a one-stop resource for all facets of residential development by offering low-cost financing for home purchases and improvements as well as legal and construction services.

Most of our clients live on very modest incomes. More than half of CHWC's homes are sold to families earning below 80 percent of the state's median income. We help them pursue the dream of



homeownership so they can invest in their future. We provide education and counseling to prospective buyers and offer down payment assistance and affordable loans to those who fall into higher-risk categories.

## **What do people find most surprising about the neighborhoods served by CHWC?**

I think people are shocked by the large number of new and renovated homes. Well over \$20 million has been invested in the city's urban core. CHWC alone has built and refurbished over 300 homes. Momentum is building, and there's definitely a sense of revival.

It's not just the built environment that's changing, though; there's also a social component to neighborhood revitalization.

We serve many hard-working people from close-knit families who want to stabilize their neighborhoods. These residents collaborate with CHWC to make safety a top priority. As a result of neighborhood involvement and community policing, crime in the area is at its lowest rate in 20 years.

## **Wyandotte County's foreclosure rate is the highest in Kansas. How are current economic realities affecting your work?**

We're increasing our emphasis on homebuyer education and counseling. As the economy recovers, we want consumers to be prepared to invest in revitalized housing stock. We're also using federal stimulus funds to purchase and restore foreclosed properties. These homes can then be made available as an affordable housing option.



*Our teachers  
INSPIRE students  
to believe in their  
capacity to succeed.  
Our students  
INSPIRE teachers  
to become leaders  
in education.*

*—Alicia Herald*

INSPIRE





# ALICIA HERALD

**Executive Director,  
Teach for America–Kansas City**

**D**istressing educational outcomes – especially among students in low-income communities – are prompting dramatic changes to improve urban school districts across the nation. According to America’s Promise Alliance, nearly one in three U.S. high school students fails to graduate with a diploma. How is Teach for America–Kansas City working to narrow achievement gaps?

Teach for America corps members adopt a “do whatever it takes” mentality. We know the number one indicator of student success is the quality of the teacher. Our teachers are recent, high-achieving college graduates. They’re ambitious and passionate about helping kids overcome obstacles.

Our teachers work in classrooms where there’s a significant achievement gap, but they refuse to lower learning standards. It’s not uncommon for corps members to be assigned to a fourth grade classroom where students are performing at a first grade level. Instead of adjusting expectations, Teach for America corps members roll up their sleeves and come up with plans to help students progress. They’re relentless in the effort to help students master essential skills.

One of the first things we do is get students and their families invested in the hard work that lies ahead. With above-and-beyond effort, we are proving what’s possible. In just one academic year, I’ve seen proficiency levels rise from 17 percent to 80 percent. It’s not magic; it’s simply hard work. Our teachers complete rigorous training

and are surrounded by an exceptional support system. They are often the first ones to arrive in the morning and the last ones to leave in the evening. Weekend tutoring and visits to students’ homes are frequently part of the job.

Hard work and high expectations – on the part of teachers, students and parents – is the key to closing the achievement gap and ensuring that students have the tools and knowledge they need to succeed in school and life.

**How many area students are benefiting from Teach for America?**

Since the program started in Kansas City in 2008, we’ve impacted the lives of nearly 17,000 students. This year, 125 corps members are teaching at 35 schools in the Kansas City, Missouri, and Hickman Mills school districts as well as in public charter schools.

**Teach for America is sometimes referred to as a movement.**

**Can you elaborate?**

Teach for America is a movement that’s engaging young leaders in Kansas City and across the nation to open their eyes to injustice. We’re prompting a new generation of educators to insist that



neither zip codes nor socio-economics should determine kids’ future. Most corps members hadn’t considered careers in education prior to Teach for America, but two thirds choose to continue teaching after their two-year commitment ends.



# ERIC ROSEN

Artistic Director,  
Kansas City Repertory Theatre



**T**he 2010-2011 season is described as “Fearless” and “Adventurous.” As the company’s fourth artistic director in 46 years, you’re leading Kansas City Repertory Theatre in daring new directions. Tell us about your approach.

I truly believe that theatre – when it’s engaging – can change people’s lives. Our aim is to open audience members’ eyes and minds to world views they may never have considered or imagined.

We’re continuing to produce classic plays in interesting ways, but we’re excited about opportunities to introduce new works. By tapping into the talent of emerging playwrights, the company is moving in a direction where convention takes a backseat to creativity. We’re bringing a broad range of musical theatre and compelling plays to life at both the Spencer Theatre and the new Copaken Stage located in Kansas City’s downtown entertainment district.

**Kansas City audiences are responding with enthusiasm. Under your direction, the company has set new attendance records. The Rep’s work is being recognized and praised on a national level. What’s your take on these successes?**

There’s a hunger and passion in Kansas City to explore. The arts are thriving here because people are open to listening to new ideas and diverse voices. The Rep has an established tradition of importing talent, but the time is right to distinguish the company as an exporter of creativity. This shift is happening more quickly than I ever anticipated.

**Tell us more about how the Rep is becoming an incubator for new cutting-edge work.**

People across the country are watching what’s happening in Kansas City. During the past three seasons, the Rep has produced world premiers – *Clay*, *Arabian Nights*, *Palomino*, *A Christmas Story*, *The Musical!* and *Venice* – that have gone on to run in New York City, Los Angeles, Washington, D.C, and other cities.

The work we’re producing is putting Kansas City on the map as a pipeline for creativity. *Venice* is a great example. It’s a rap musical, political parable and modern Greek tragedy rolled into one. It was ranked second on *Time* magazine’s annual list of “Top 10 Plays and Musicals.”

We’re proud that our work is being recognized on a national level. Top-flight artists want their plays to premier here. Our amazing audiences and the steadfast support of Kansas City’s philanthropic community are what make these accomplishments possible.

**Looking forward to the next few years, what aspirations do you have for the company?**

We want to be regarded as one of the finest American regional theatres and a place where talented playwrights come to stage premieres of their newest work. I’d also like to see the composition of our audiences more directly reflect the diversity of our community. I believe we’re moving in a direction that’s bringing this vision to fruition.



# TRANSFORM

*At its best, contemporary theatre is an expression of creativity that has great potential to TRANSFORM lives and unite communities.*

*—Eric Rosen*





# JULIÁN ZUGAZAGOITIA

Director & CEO,  
The Nelson-Atkins  
Museum of Art



**You grew up in Mexico City, studied in Paris and directed a museum in New York City. Though it's only been a few months since you moved to the Midwest, what discoveries have you made about the rhythm of life in Kansas City – especially with regard to the arts?**

I feel I picked the perfect moment to discover Kansas City. There's a strong sense of excitement about what is possible here. I see a city engaged in discovery. People and institutions are exploring new approaches in scientific research, in education, in architecture and, of course, in the arts. Kansas City offers very fertile ground for growing stronger and more meaningful connections to art – in all of its forms.

**What is your vision for the Nelson-Atkins as a center for discovery?**

At the Nelson-Atkins, we're exploring ways to expand our patron base and make visits more interactive and personal. It's about rethinking the ways in which visitors view and experience our collections.

Every month, I'm hosting a free event for patrons called Art Tastings with Julián. Drawing on the expertise of our curatorial staff, we'll talk with groups about featured collections. On several Saturdays, we're presenting free programs for families to enjoy. We're also offering interactive content for museum self-tours using web-enabled devices. I'm really excited about the role technology

plays in bringing people and art together in meaningful ways. In the future, guests will be able to use our website to plan their visit in advance and create customized tours highlighting specific artists, works or themes.

To achieve inclusivity, we're also reaching out to more diverse groups of people – many of whom have never visited an art museum. We've secured funding to pay for buses so children from schools across the area have opportunities to visit, learn about art and engage in interactive, hands-on activities. I'm committed to reaching out to underserved communities. We're partnering with nonprofit agencies to bring residents of urban neighborhoods to the Nelson-Atkins. I want people to understand that you don't need to be trained in art history to know when you're standing in front of excellence. We want people to know that art is for everyone.

**With the opening of the Bloch Building, the Nelson-Atkins captured the world's attention. What other characteristics distinguish the museum as an institution dedicated to excellence?**

Since its founding, this institution's leadership has worked to ensure the highest standards of excellence are upheld. Among the highlights, I believe, are the sculpture park and a photographic collection that's considered to be the most important in the country. With enthusiastic support from generous benefactors, it's possible to bring new and interesting works to the museum and expand this tradition of excellence.



*Every visitor's  
expectations  
are unique. Our  
challenge is to help  
each individual  
EXPERIENCE  
the excellence  
of the Museum's  
collections in  
meaningful ways.*

*—Julián Zugazagoitia*

# EXPERIENCE



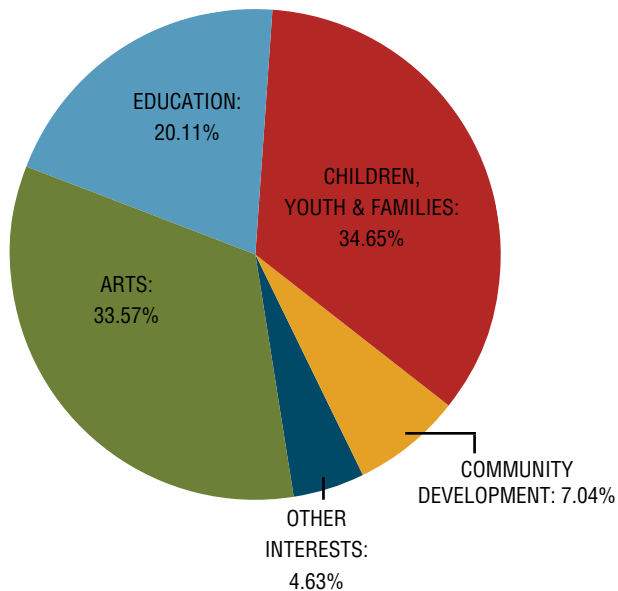
Henry Moore, English (1898-1986). *Three-Way Piece No. 1: Points*, 1964-1965; cast 1966. Bronze, 78 x 82 x 93 inches (198.1 x 208.3 x 236.2 cm). The Nelson-Atkins Museum of Art, Kansas City, Missouri. Gift of the Hall Family Foundation. Reproduced by permission of The Henry Moore Foundation. Photo: E.G. Schempf



# 2010 FINANCIAL HIGHLIGHTS

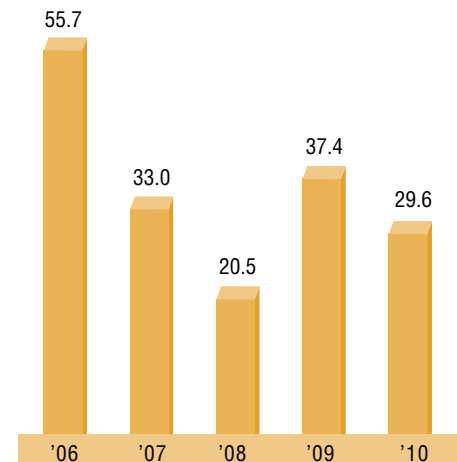
## 5-YEAR SUMMARY OF GRANTS PAID BY CATEGORY

Percentages for 2006-2010



## CONTRIBUTIONS PAID

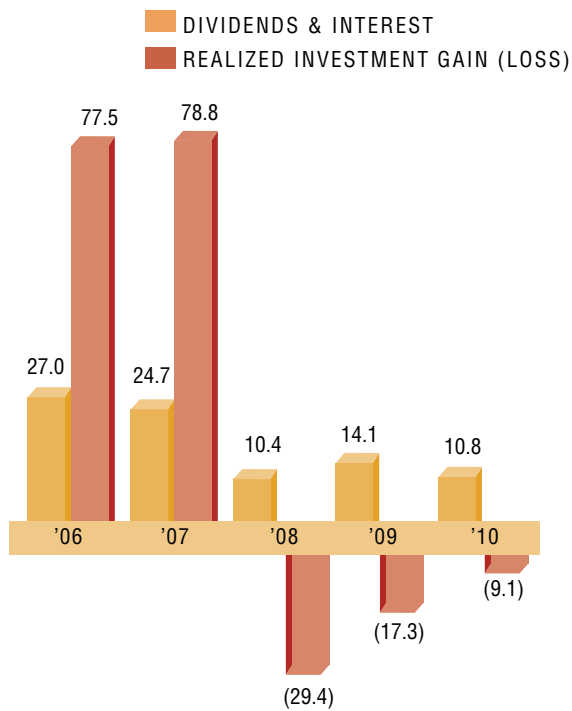
In Millions of Dollars for the Years  
2006-2010





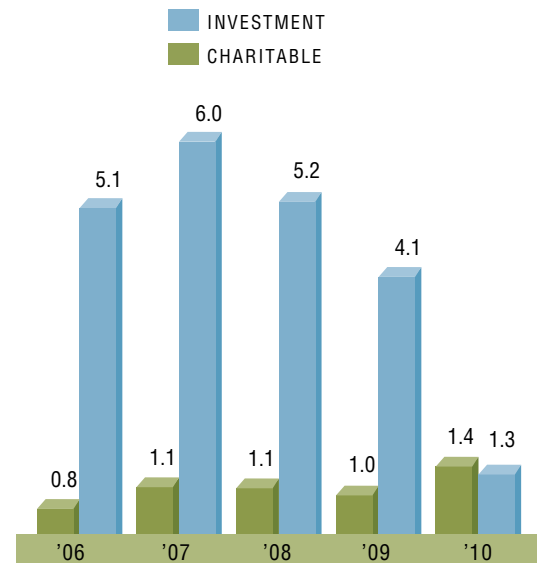
## INCOME

In Millions of Dollars for the Years 2006–2010



## EXPENSES

In Millions of Dollars for the Years 2006–2010



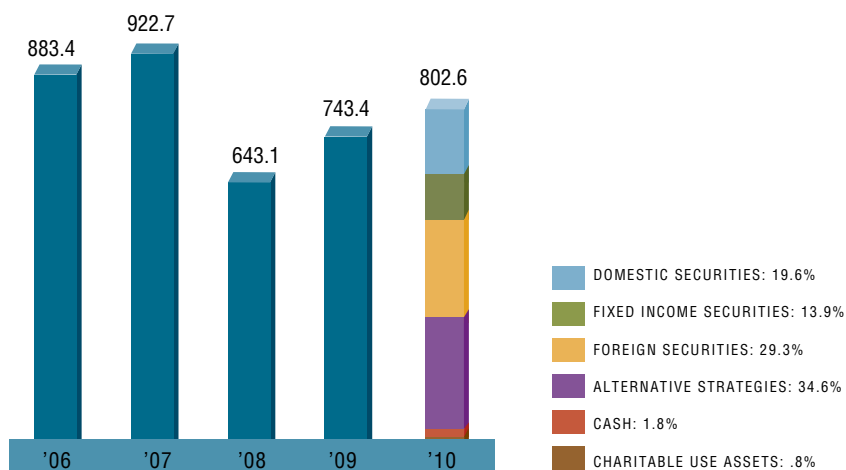
The expenses graph includes cash operating expenses and excludes taxes.

Charitable-related expenses are expenses incurred in carrying out the Foundation's exempt function. 2010 includes unusual expenses related to one-time projects.

Investment expenses are those expenses incurred in the management of the Foundation's investment portfolio.

## ASSETS

In Millions of Dollars for the Years 2006–2010



2010, includes the September 30th market values on the alternative strategy portion of the portfolio.

2010, as presented, does not include K-1 income and expense from partnership holdings.

All numbers presented for 2010 are preliminary and unaudited.



## CHILDREN, YOUTH AND FAMILIES

ANDREW DRUMM INSTITUTE	GRANT AMOUNT	AMOUNT PAID*
Swinney Hall Renovation for Transitional Housing	50,000	50,000
<b>BACK IN THE SWING</b>		
Topping Grant for Card Sales and Sponsorships	100,000	33,000
<b>BIG BROTHERS BIG SISTERS OF GREATER KANSAS CITY</b>		
Mentoring Programs	50,000	50,000
<b>BOY SCOUTS OF AMERICA—HEART OF AMERICA COUNCIL</b>		
Urban Scouting Program	10,000	10,000
<b>BOYS &amp; GIRLS CLUBS OF GREATER KANSAS CITY</b>		
J. D. Wagner Unit Capital Campaign (2005-2010)	1,000,000	500,000
Program Support for All Club Units (2009-10)	725,000	725,000
Additional "Dreams to Reality" Campaign	50,000	50,000
Program Support for All Club Units for 2011	725,000	725,000
<b>CABOT WESTSIDE HEALTH CENTER</b>		
Operating Support	35,000	35,000
<b>CAMPS FOR KIDS</b>		
Summer Camp Match Fund	40,000	40,000
<b>CATHOLIC CHARITIES OF NORTHEAST KANSAS</b>		
Emergency Assistance Program	200,000	200,000
<b>CENTER FOR PRACTICAL BIOETHICS</b>		
Operating Support	35,000	35,000
<b>CHILDREN'S CENTER FOR THE VISUALLY IMPAIRED</b>		
"Exceeding Expectations" Campaign	250,000	125,000
<b>CHILDREN'S MERCY HOSPITALS AND CLINICS</b>		
Phase I of Master Plan (2008-10)	20,000,000	6,666,667
<b>CHILDREN'S PLACE</b>		
Child Psychiatrist Services and Professional Development	43,900	43,900
<b>CHILDREN'S TLC</b>		
Technology Improvements (2008-10)	190,000	90,000
<b>COMMUNITY LINC</b>		
Transitional Housing Program	40,000	40,000

COMMUNITY SERVICES LEAGUE	GRANT AMOUNT	AMOUNT PAID*
Work Express Program (2009-10)	50,000	15,000
Capital Campaign for Central Resources Building	250,000	0
<b>CRITTENTON CHILDREN'S CENTER</b>		
Head Start Trauma Smart Program	100,000	33,334
<b>DON BOSCO CENTERS</b>		
Youth Outreach Coordinator Services	30,000	30,000
<b>EPISCOPAL COMMUNITY SERVICES</b>		
Hunger Relief Network Program	25,000	25,000
<b>FIRST CALL</b>		
"Caring for Kids" Program	20,000	20,000
<b>GIFT OF LIFE</b>		
"Life Savers" Program	30,000	15,000
<b>GILLIS CENTER, INC.</b>		
"Vistas" Program	60,000	60,000
<b>GIRL SCOUTS OF NE KANSAS &amp; NW MISSOURI</b>		
Urban Core Program (2010-12)	300,000	100,000
<b>GRACIOUS PROMISE FOUNDATION</b>		
Program Support	15,000	15,000
<b>GREATER KANSAS CITY COMMUNITY FOUNDATION</b>		
Downtown Community Services Center	25,000	25,000
Kansas City Cares Fund	250,000	250,000
<b>GUADALUPE CENTERS</b>		
Youth Development Program	20,000	10,000
<b>HARVESTERS</b>		
BackSnack Program Expansion (2008-10)	1,300,000	300,000
<b>HIGHER M-PACT</b>		
Leaders of Tomorrow Program	35,000	35,000
<b>JACKSON COUNTY CASA</b>		
Case Supervisor Program (2009-10)	45,000	22,500



**JEWISH VOCATIONAL SERVICE**

	GRANT AMOUNT	AMOUNT PAID*
Capacity Building (2010-2012)	180,000	90,000

**JOHNSON COUNTY INTERFAITH HOSPITALITY NETWORK**

Family Center Program	10,000	10,000
-----------------------	--------	--------

**KANSAS CITY HOSPICE**

Security Measures at Hospice House	25,000	25,000
------------------------------------	--------	--------

**KANSAS CITY RESCUE MISSION**

Program Support	40,000	40,000
-----------------	--------	--------

**MATTIE RHODES COUNSELING & ART CENTER**

Latino Youth Crime Prevention Project (2010-11)	45,000	25,000
---	--------	--------

**METROPOLITAN LUTHERAN MINISTRY**

Program Support (2009-10)	50,000	50,000
---------------------------	--------	--------

**MID AMERICA ASSISTANCE COALITION**

MAACLink and Program Support	60,000	60,000
------------------------------	--------	--------

**MID-AMERICA REGIONAL COUNCIL COMMUNITY SERVICES CORPORATION**

Bi-State Health Information Exchange– Technology Infrastructure	200,000	200,000
--	---------	---------

**NEWHOUSE**

Program Support	50,000	50,000
-----------------	--------	--------

**NILES HOME FOR CHILDREN**

Program Support	50,000	50,000
-----------------	--------	--------

**NORTHLAND EARLY EDUCATION CENTER**

Early Education and Intervention Services	15,000	15,000
---	--------	--------

**OZANAM**

BIST Program Evaluation (2009-12)	75,000	25,000
-----------------------------------	--------	--------

Program Support	50,000	50,000
-----------------	--------	--------

**RESTART**

Additional Capital Campaign Support (2010-11)	200,000	0
---	---------	---

**ROSE BROOKS CENTER**

Domestic Violence Shelter Support	200,000	200,000
-----------------------------------	---------	---------

**SAFEHOME**

Program Support	50,000	50,000
-----------------	--------	--------

**SALVATION ARMY–KANSAS CITY**

	GRANT AMOUNT	AMOUNT PAID*
Capital Campaign for Homeless Shelter in Olathe, Kansas	500,000	0

**SAMUEL U. RODGERS HEALTH CENTER**

Capital Campaign for New Facility (2008-10)	1,000,000	1,000,000
---	-----------	-----------

**SHEFFIELD PLACE**

Program Support	50,000	0
-----------------	--------	---

**SOCIETY OF ST. ANDREW**

Program Support	25,000	25,000
-----------------	--------	--------

**SPOFFORD HOME**

Strengthening Families Program (2008-10)	450,000	150,000
--	---------	---------

**SUNFLOWER HOUSE**

Program Support	50,000	50,000
-----------------	--------	--------

**SYNERGY SERVICES**

Homeless Youth Campus (2010-11)	112,500	75,000
---------------------------------	---------	--------

**TLC FOR CHILDREN AND FAMILIES**

“Bringing Our Children Home: Continuing Our Journey” Campaign (2010-11)	500,000	0
--	---------	---

**UNITED INNER CITY SERVICES**

St. Mark Child and Family Development Center	50,000	50,000
--	--------	--------

**UNITED WAY OF GREATER KANSAS CITY**

United for Hope/United to Help Fund	250,000	250,000
-------------------------------------	---------	---------

**YMCA OF GREATER KANSAS CITY**

Challenger Adaptive Sports and Youth Leadership Programs (2008-10)	300,000	100,000
---	---------	---------

Program Support	50,000	50,000
-----------------	--------	--------

**YWCA OF GREATER KANSAS CITY**

Program Support	75,000	46,000
-----------------	--------	--------

**YOUTHFRIENDS**

Mentor Program	100,000	33,000
----------------	---------	--------

**Total Children, Youth and Families**

GRANT AMOUNT	\$30,911,400
AMOUNT PAID	\$13,143,401

ARGENTINE NEIGHBORHOOD DEVELOPMENT	GRANT AMOUNT	AMOUNT PAID *
Capacity Building	25,000	25,000

Program Support	40,000	40,000
-----------------	--------	--------

Project Management Capacity	40,000	40,000
-----------------------------	--------	--------

Program Support	30,000	30,000
-----------------	--------	--------

NeighborhoodsNOW Fund Phase II (2010 and 2011)	1,800,000	1,200,000
--	-----------	-----------

Program Support	150,000	150,000
-----------------	---------	---------

Program Support (2009-10)	125,000	50,000
---------------------------	---------	--------

Bi-State Childhood Obesity Initiative	40,000	40,000
---------------------------------------	--------	--------

“Envision, Educate, Engage” TV Series	75,000	75,000
---------------------------------------	--------	--------

Community Development Program	30,000	30,000
-------------------------------	--------	--------

Regional Housing Capacity Study	30,000	30,000
---------------------------------	--------	--------

Program Support	30,000	30,000
-----------------	--------	--------

<b>Total Community Development</b>	GRANT AMOUNT	\$2,415,000
	AMOUNT PAID	\$1,740,000



## EDUCATION

## ASSOCIATED YOUTH SERVICES

	GRANT AMOUNT	AMOUNT PAID*
Program Support for AYS Academy	10,000	10,000

## ASSOCIATION OF MISSOURI CHARTER SCHOOLS

Charter School Association Support (2008-10)	300,000	100,000
--	---------	---------

## CRISTO REY KANSAS CITY HIGH SCHOOL

Start-up Support (2007-10)	400,000	100,000
Student Workers at Non-Profits (2009-10)	34,500	11,500

## DELASALLE EDUCATION CENTER

Capital Campaign (2008-10)	1,000,000	1,000,000
Transition to Charter School	48,400	48,400

## GREATER KANSAS CITY COMMUNITY FOUNDATION

PREP-KC Reform Initiative (2006-10)	1,765,000	355,000
Education Funders Collaborative	200,000	200,000

## KANSAS ACTION FOR CHILDREN

Early Childhood Education	25,000	25,000
---------------------------	--------	--------

## KANSAS UNIVERSITY ENDOWMENT ASSOCIATION

MD/PhD Program and Internal Research		
Programs (2006-10)	2,572,316	274,464
Hall Center Initiatives (2008-10)	210,000	70,000
Hall Center Initiatives (2011-13)	210,000	0
Reach Out and Read	10,000	10,000

## KIPP ENDEAVOR ACADEMY

Two "Mentee" Teachers and the		
Recruitment Director (2010-11)	126,000	126,000

## LITERACY KANSAS CITY

	GRANT AMOUNT	AMOUNT PAID*
Pilot Remediation Program at Penn Valley Campus	30,000	30,000

## METROPOLITAN COMMUNITY COLLEGE FOUNDATION

Youth Worker Pathways Program (2010-11)	40,000	20,000
---	--------	--------

## METROPOLITAN COUNCIL ON EARLY LEARNING

Early Learning Initiative (2008-10)	1,675,000	505,000
-------------------------------------	-----------	---------

## PEMBROKE HILL SCHOOL

Hall Student Center (2010-13)	2,000,000	1,000,000
-------------------------------	-----------	-----------

## SCIENCE PIONEERS

Program Support (2010-13)	45,000	15,000
---------------------------	--------	--------

## TEACH FOR AMERICA

Start-up Support (2007-10)	750,000	250,000
Additional Corps Members for Charter Schools and		
Hickman Mills (2009-10)	100,000	50,000

## W.E.B. DUBOIS LEARNING CENTER

Program Support	15,000	11,000
-----------------	--------	--------

## WILLIAM JEWELL COLLEGE

The Campaign for Jewell:		
Shaping the Journey (2008-10)	6,510,000	296,667

## WONDERSCOPE CHILDREN'S MUSEUM OF KANSAS CITY

Program Support and Curriculum Alignment	30,000	30,000
--	--------	--------

## Total Education

GRANT AMOUNT	\$18,106,216
AMOUNT PAID	\$4,538,031

## THE ARTS

## CHARLOTTE STREET FOUNDATION

	GRANT AMOUNT	AMOUNT PAID*
Visual Arts Awards (2008-10)	150,000	25,000

## FRIENDS OF CHAMBER MUSIC

35th Anniversary Season	15,000	15,000
-------------------------	--------	--------

## KANSAS CITY BALLET

Todd Bolender Center for Dance and Creativity		
Capital Campaign (2004-10)	1,500,000	750,000
Tom Sawyer: A Ballet in Three Acts for PAC Opening	150,000	150,000

## KANSAS CITY REPERTORY THEATRE

Program Stability (2009-10)	100,000	100,000
Innovative Programming (2010-11)	100,000	100,000

## KANSAS CITY PUBLIC TELEVISION

Television Program–		
Roxy Paine Sculpture Installation	36,000	36,000

## KANSAS CITY SYMPHONY

Marketing Support for PAC Opening	100,000	100,000
-----------------------------------	---------	---------

## KANSAS CITY YOUNG AUDIENCES

Arts Education and Arts Partners (2010-11)	50,000	50,000
--	--------	--------

## LYRIC OPERA OF KANSAS CITY

Program Support	15,000	15,000
Set Building for PAC Opening	150,000	0

## MID-AMERICA ARTS ALLIANCE

Capital Campaign (2008-10)	250,000	250,000
----------------------------	---------	---------

## NELSON GALLERY FOUNDATION

	GRANT AMOUNT	AMOUNT PAID*
Principal – Bloch Building Bond Issue	60,000,000	0
Annual Interest on 30-Year Bond Issue	0	1,511,447
Photography Acquisitions (2009-10)	1,500,000	623,628
Photography Acquisitions (2010-11)	1,500,000	868,337
Roxy Paine “Ferment” Sculpture in Honor of		
Martin Friedman	1,000,000	500,000
Two Drawings of Roxy Paine’s “Ferment” Sculpture	35,000	35,000

## UNICORN THEATRE

Technology Improvements	39,937	37,911
-------------------------	--------	--------

## WILLIAM JEWELL COLLEGE

Harriman-Jewell Series	25,000	25,000
------------------------	--------	--------

## Total The Arts

	GRANT AMOUNT	AMOUNT PAID
	\$66,715,937	\$5,192,323

## OTHER INTERESTS

## KANSAS CITY AREA LIFE SCIENCES INSTITUTE

Life Science/NCI Program		
Commitment (2008-17)	50,000,000	5,000,000

## Total Other Interests

	GRANT AMOUNT	AMOUNT PAID
	\$50,000,000	\$5,000,000

## GRAND TOTAL

	GRANT AMOUNT	AMOUNT PAID
	\$168,148,553	\$29,613,755

\*These columns reflect only the amounts paid on grants in 2010.  
Additional payments may have been made in prior years.







# Hall Family Foundation Directors

## **Donald J. Hall**

*Chairman of the Board, Hallmark Cards, Inc.*

*Chairman of the Board, Hall Family Foundation*

## **Richard C. Green, Jr.**

*Chairman, Corridor Energy LLC*

## **Robert E. Hemenway, Ph.D.**

*Former Chancellor, University of Kansas*

## **Irvine O. Hockaday, Jr.**

*Retired President and Chief Executive Officer,*

*Hallmark Cards, Inc.*

## **Robert A. Kipp**

*Retired Vice President, Hallmark Cards, Inc.*

## **Sandra A.J. Lawrence**

*Executive Vice President and Chief Financial Officer,*

*Children's Mercy Hospitals and Clinics*

## **Margaret H. Pence**

*Community Volunteer*

## **Morton I. Sosland**

*Chairman, Sosland Companies, Inc.*

## **David A. Warm**

*Executive Director, Mid-America Regional Council*



# HALL FAMILY FOUNDATION

---

P.O. Box 419580/Dept. 323 • Kansas City, Missouri 64141-6580 • 816-274-8516  
[www.hallfamilyfoundation.org](http://www.hallfamilyfoundation.org)

