



# DEED FOUNDATION

THE DELTA ATHENAEUM

## ANNUAL REPORT 2019

The Foundation for Delta Educational and Economic Development

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Kansas City, MO 64109

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Dear Friends,

We are proud to present the 2019 Annual Report of The DEED Foundation. This report highlights our accomplishments and financial status for fiscal year 2018 – 2019, as we celebrate the 20<sup>th</sup> anniversary of our founding as a Missouri non-profit corporation.

*Our mission is to improve the lives of youth, women, and families in the greater Kansas City area by sharing educational resources, advancing economic development, and promoting leadership opportunities through strategic partnerships, programs, and community initiatives.* Aligning our efforts with this charge, we have engaged in a three-year strategic planning process with four core objectives:

- Asset Management
- Community Partnerships
- Economic Development
- Educational Programming

During the past year, we made substantial progress on these objectives through management of our historic property, The Delta Athenaeum, and by partnering with the Kansas City MO Alumnae Chapter of Delta Sigma Theta Sorority Inc. to sponsor three youth development programs: Cotillion, Delta Gems, and Delta Academy.

We appreciate the generous support of our donors and volunteers whose contributions brought us to new levels of success in fundraising, project development, and community engagement. *This collaborative effort is the key to our vision of empowering youth, women, and families to lead successful and productive lives.*

With Gratitude,  
Lisa White Hardwick  
President, Board of Directors

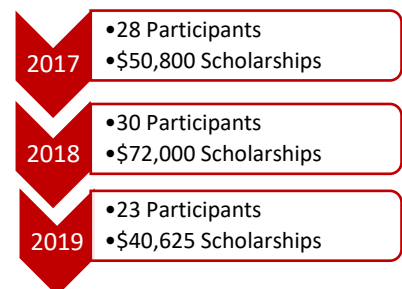
# EDUCATIONAL DEVELOPMENT

DEED provides mentoring, leadership development, and academic enrichment for urban youth by co-sponsoring three educational programs with the Kansas City MO Alumnae Chapter of Delta Sigma Theta Sorority, Inc.: Cotillion, Delta Academy, and Delta Gems. These programs are hosted at the Delta Athenaeum with the active participation of more than 100 students in a variety of age groups.



## Cotillion

Cotillion is a youth development and scholarship program for college-bound high school seniors. The co-educational program features a 3-day college tour, community service opportunities, workshops for college readiness, an essay competition, talent show, and formal scholarship presentation with a waltz performance. During the past three years, Cotillion awarded \$163,000 in scholarships to 81 selected scholars based on their academic and extra-curricular achievements. This continues a 35-year tradition with more than \$1.1 million in college scholarships awarded to 973 male and female Cotillion participants since 1986.





## Delta Academy

The Dr. Betty Shabazz Delta Academy offers mentoring, educational activities, and service learning experiences for girls in the 6<sup>th</sup> through 8<sup>th</sup> grades. With a major focus on math, science, and technology, the Academy provides early exposure to college and career options in non-traditional fields. Recently, the class of 25 scholars conducted electrostatic experiments with engineers at the Honeywell Plant, and they learned about personal health and hygiene from a nurse at Children’s Mercy Hospital. Service projects include volunteering at Harvesters Food Pantry to sort fruit and vegetables for healthy meals. The Academy year concluded with a Graduation Ceremony showcasing the unique talents of the class in performances of music, dance, and poetry.

## Delta Gems

**G**rowing and **E**mpowering **M**yself **S**uccessfully is the motto and impetus of the Dr. Jeanne N. Noble Delta GEMS program. Each month, the program engages 25-30 high school girls in two-hour modules focused on empowerment, personal growth, fiscal responsibility, and leadership. Through experiential learning and dialogues with career professionals, the teens build self-esteem and confidence with a mindset for success. They create vision boards, family budgets, and entrepreneurial business plans as a roadmap for the future. Last Christmas, the girls volunteered for community service at Santa’s North Pole Unwrapped by assisting young children with arts & crafts, face painting, and letters to Santa. The GEMS closed out the year fashionably adorned in hats, gloves, and fans at the Ethnic High Tea. This cultural celebration featured messages and gifts of self-affirmation, as well as powerful artistic performances by the talented teens.



# ECONOMIC DEVELOPMENT



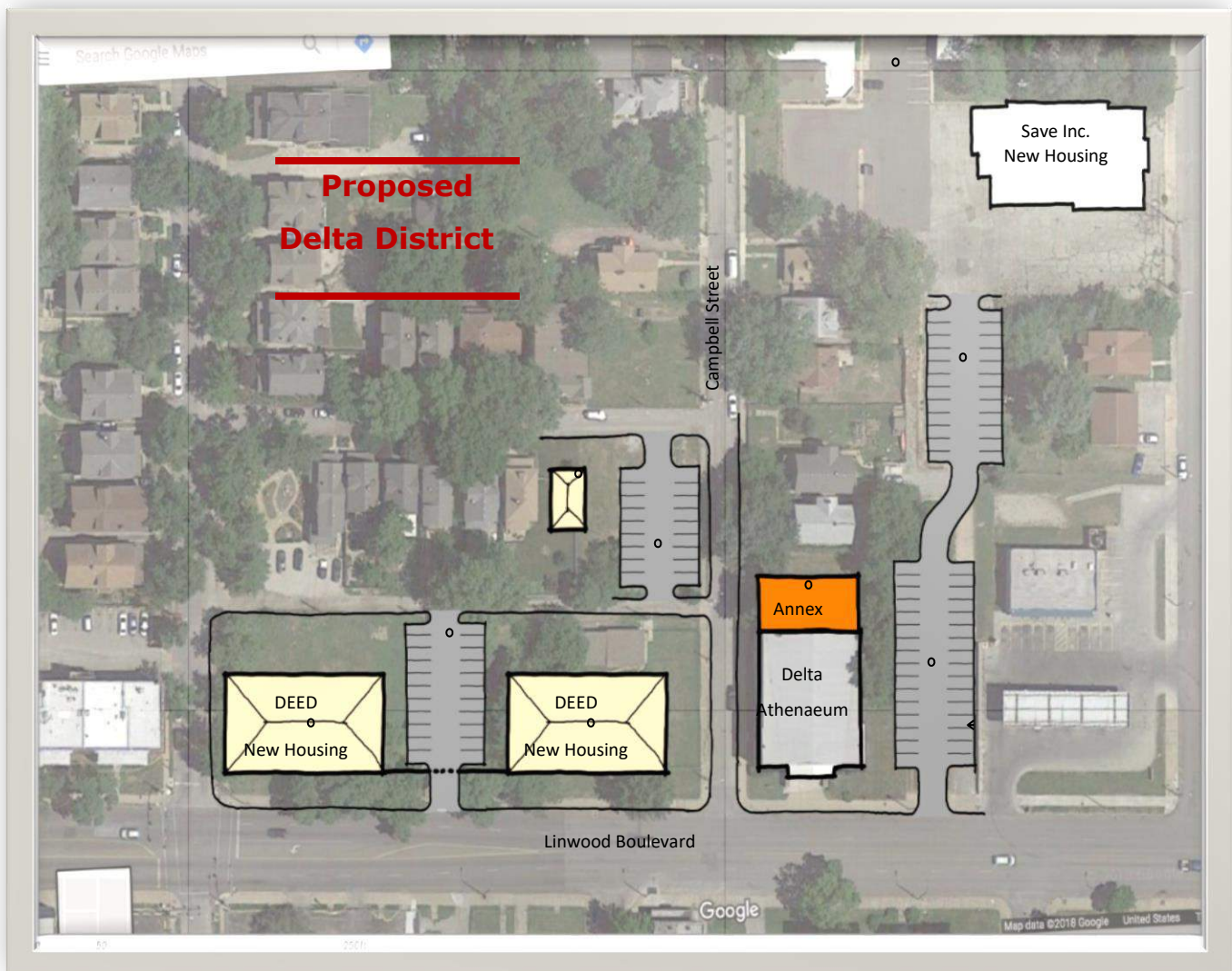
## The Delta Athenaeum: Preserving and Making History

Since 1913, the Athenaeum has been owned and operated by women as a gathering place for philanthropy and civic activism in Kansas City's Hyde Park neighborhood. The Greek-revival style building was originally commissioned as the "Clubhouse" for the Athenaeum Club, whose members raised more than \$33,000 after their downtown meeting location was destroyed by fire in 1907. With more than a century of service, the Athenaeum Clubhouse became a landmark venue for women's advocacy, charitable causes, and social change.

DEED purchased the historic property in 2015, investing more the \$500,000 to renovate and restore its elegance and purpose. The building was renamed **THE DELTA ATHENAEUM** and now serves as the home of the Kansas City MO Alumnae Chapter of Delta Sigma Theta Sorority Inc., as well as an event space and commercial catering kitchen. For the first time in more than 100 years, the Athenaeum is now equipped with accessibility for the disabled, a parking lot, and a catering prep area for the ballroom level.

## The Delta District: A Commitment to Urban Investment

DEED has purchased several properties located adjacent to the Delta Athenaeum, with the goal of developing a diverse residential community of affordable, market-rate, and special needs housing. The planning process for 50 - 90 apartment units is underway through engagement with neighbors, social services agencies, and housing developers. The revitalization of vacant lots and distressed homes will enhance the streetscape of Linwood Boulevard and complement the vibrant retail development in the Troost corridor. Improved parking, lighting, and security are key features of the new **DELTA DISTRICT** that will encourage residents and guests to enjoy the neighborhood amenities.



## DEED Foundation STATEMENT OF OPERATIONS FISCAL YEAR ENDED JUNE 30, 2019

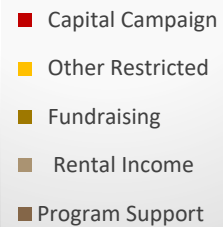
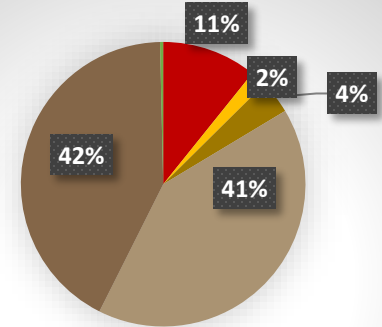
### REVENUE

<b>Contributions</b>	
Unrestricted	0.00
Restricted	
Capital Campaign	28,448.01
Other Restricted	4,791.90
Fundraising	10,028.30
Rental Income	108,278.93
Program Support	111,563.48
Other Income	935.00
<b>TOTAL REVENUE</b>	<b>264,045.62</b>

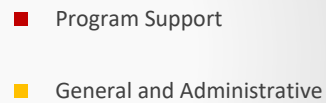
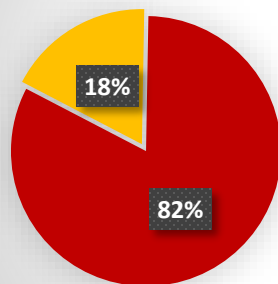
### EXPENSES

Program Support	210,500.83
General and Administrative	45,103.39
<b>TOTAL EXPENSES</b>	<b>255,604.22</b>
<b>CHANGE IN NET ASSETS</b>	<b>8,441.40</b>

#### Revenue By Category



#### Expenses By Category





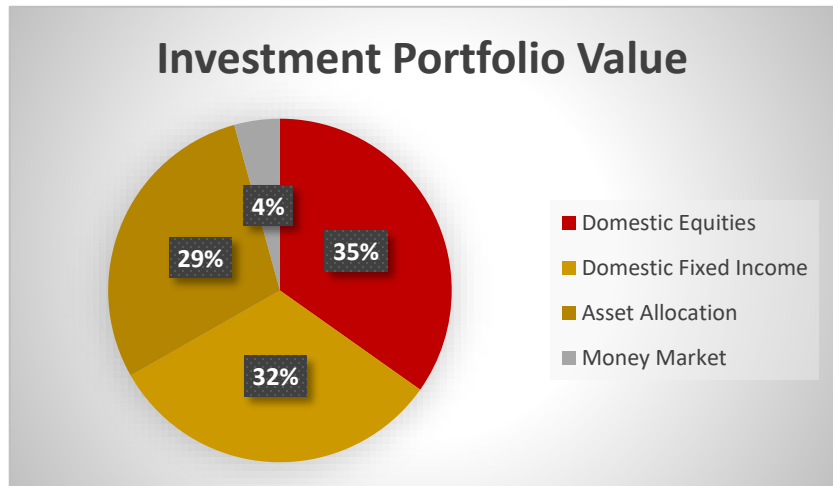
## DEED Foundation INVESTMENT PORTFOLIO VALUE FISCAL YEAR ENDED JUNE 30, 2019

	Percentage	Dollar Amount
Domestic Equities	34.80%	\$ 19,308
Domestic Fixed Income	31.96%	\$ 17,732
Asset Allocation	28.95%	\$ 16,062
Money Market	4.29%	\$ 2,380
<b>TOTAL VALUE</b>	<b>100.00%</b>	<b>\$ 55,483</b>

### Financial Highlights

- At fiscal year-end, assets under management totaled more than \$50 thousand dollars. These funds are invested in equities, bonds, and cash under the prudent stewardship of our professional advisors and our Finance Committee.

Working in conjunction with our advisors, the Finance Committee reviews our portfolio performance regularly with the objective of providing a steady stream of spending in support of the Foundation’s mission, preserving the real purchasing power of the assets in perpetuity and maintain or growing the portfolio assets after adjusting for spending, fees, and inflation.



- Our targeted payout for Scholarships and Grants under Program Support is approximately 5% of our average assets. Scholarship assistance under our educational programs vary due to participants and fundraising.

## BURN THE MORTGAGE

### Capital Campaign 2015-2020

In December 2015, DEED began a five-year capital campaign to **BURN THE MORTGAGE** for the Delta Athenaeum and establish a property maintenance fund. The goal of the campaign is to raise at least \$311,000 by December 2020. During the past four years, donors have pledged nearly \$200,000 to the campaign and proceeds of \$153,000 have been collected. DEED is grateful to the following donors for their pledges and contributions. Donors with fully paid pledges are listed in **red**.

#### Diamond Donors: \$2,500 and up

Sandra Campbell  
Lora Griffin  
**Cynthia B. Franklin**  
Lisa White Hardwick  
**Cynthia Jackson**  
Lorene James  
**Patricia Jones Macklin**  
Tara McMiller  
Melanie Miller  
Phyllis Raasdale  
Kia Breaux Randle  
**Brenda Smith-Keene**  
**Melba Underwood**  
Francelle Watson  
**Carla Wilson**

#### Ruby Donors: \$1,500 - \$2,499

Gloria Love Allen  
**Sharon Harris Baugh**  
**Michelle Beasley**  
**Patricia Beatty**  
**Mary Beene**  
Rhonda Beene  
Bonita Benson  
Kelly Boyd  
Tausha Brooks  
Cheryl Brown  
Donna Brown  
Jimmie Bullard  
Gwendolyn Burke  
Lori Butler  
Jessica Byrd  
Sharon Byrd  
Keshia Canady McGee  
**Frances Cofield**  
Kimberly Crawford

Kym Lewis Daniels  
Jacqueline A. Dillard  
**Myra Everette**  
Tiauna Fanning  
Nola Faulkner  
Renee Fields  
**Johnnie Flemming**  
**Arnedra Foster**  
**Rashanda Fuller**  
Sylvia Gaitan  
**Lakesha Gordon**  
Carla Houston Gray  
Lenore Grayer  
Dionne Greenfield  
Dana Patrice Grissom  
**Getta Hall**  
Tiffany Hamilton  
Tiara Harris  
**Vickie Harris**  
**Evelyn Hedge**  
Corstella Henley  
Tiffany Hogan  
**Kaye Hughlon**  
Rachelle Hyder  
Jamila Jefferson  
Danielle Jenkins  
Anne L. Johnson  
**Trisha Johnson**  
**Kelly Denise**  
Diana Kolen  
**Lora Ledbetter**  
**Dionne Lewis**  
**Carolyn Lucas**  
Teresa Marshall  
Karen McCoy  
Tangie McGlothen  
**Etta McKenzie**  
**Melissa McKenzie**  
Kassaundra M-Young  
Merley McMurry  
M. Katherine Miller

Bernadette Murray  
Javonne Patterson  
**Melissa P. Hazley**  
P. Plomboy-Mitchell  
Bonita Powell  
**Dawn Rattan**  
LaKeesha Scott  
**Rosalyn Sykes**  
**Carmen Taylor**  
Qiana Thomason  
Kaye Thompson  
Rhonda Tigner  
**Maggie Townsend**  
Ellen Villars  
Janita Webb  
Launa Wells  
Adriene White  
Summor White  
**Anika Williams**  
Marjorie Williams  
Susan Wilson

#### Pearl Donors: \$500 - \$1,499

Lynee' Anderson  
**Nicole Bohannon**  
Tanika Bullock  
Renee Clark  
Latrina Collins  
Dana Conley  
Tameka Dickerson  
Tracy Easter  
Michelle Edwards  
Yhanika Goins  
Pamela Henderson  
**Beverly Hill**  
**Andrea Johnson**  
**Dorthea Johnson**  
Nathanne Johnson

Sherelle Ledbetter  
K. McIntosh-Taylor  
Esther Ray  
Candice Reynolds  
Gwendolyn Riley  
**Iola Riley**  
Talishia Robins  
**Betty Roberts**  
Laquisha Ross  
**Tomoral Sams**  
Lakesha Scott  
**C. Scott-Rogers**  
Natalie Simms-Patton  
**Brenna P. Simpson**  
Heather Staggers-Frierson  
Melba Stroud  
**Angela Taylor**  
**Wanda Vaughn**  
**Robby Warren**  
Annice White  
Tammie F. Williams  
**Sharon Williamson**  
**Rosalyn Wilson**

#### Supporting Donors: Up to \$499

Margaret Arnold  
Clarice Dandridge  
Debra Davis  
Elaine Enyard  
Gladys H. Gossett  
Daffaney Haywood  
Sonya Henson  
Porshia Mitchell  
Janet Morgan  
Alisa Jo Thomas  
Carolyn Tillman

## LEGACY GIFTS

DEED was honored and grateful to receive major gifts from two faithful members of the Kansas City MO Alumnae Chapter of Delta Sigma Theta.

- ❖ Eugia Clark was 100 years old when she passed away in 2015. Her estate bestowed funds for the “Delta House” that paid for the complete renovation of two parlor restrooms at the Delta Athenaeum.
- ❖ Jessie Nave Carpenter is the former Central Region Director and President of the Kansas City Alumnae Chapter of Delta Sigma Theta Sorority, Inc. She donated funds for the lighted monument sign located on the front lawn of the Delta Athenaeum.

## DELTA HOUSE

### Capital Campaign 2000-2004

DEED laid the groundwork for the purchase of a “Delta House” with a Capital Campaign from 2000 - 2004 that raised \$60,861. Those funds ignited a search and planning process that resulted in the acquisition of the Delta Athenaeum in 2015. With gratitude, DEED acknowledges the following donors whose vision created a platform of success:

#### **Diamond Donors: \$2,500 and up**

Jesse Carpenter  
Georgia Gibson Love  
Getta Hall  
Alice Johnson  
Monica Maxwell  
Sandida Moss

#### **Ruby Donors: \$1,500 - \$2,499**

Frances Cofield  
Tina Gaddy  
Lora Griffin  
Karla Houston Gray  
Sherry Lumpkins  
Candida Moss  
Francelle Watson  
Tameka Williamson  
Grace Johnson

#### **Pearl Donors: \$500 - \$1,499**

Tausha Brooks  
Donna Brown  
Belinda Bynum  
Mary Cason  
Eugia Clark  
Cynthia B. Franklin  
Tracey Franklin  
Lillian Eason  
Sylvia Gaitan  
Denise Gilmore  
Alisa Harrison  
Janella Harrison  
Angela Hatley  
Sonya Henson  
Charlene Hunter  
Yvonne Jackson  
Jacquelyn Dillard  
Clara Knight  
Dianna Kolen  
Brenda Mack  
Dana McNeill  
DeAndra Means

Dorothy Patterson  
Bennie Peters  
Claudette Scott Rogers  
Nicole Thomas  
Jacque Thompson  
Maggie Townsend  
Robby Warren  
Annice White  
Anita Williams  
Charlotte Williams-Rice  
Yvonne Wilson  
Andrea Wise  
Yvette Witherspoon  
Carolyn Wright

#### **Supporting Donors: Up to \$499**

Darlicia Alexander  
Marguerite Allen  
LaTonya Ammons  
Lori Butler  
Sharon Byrd  
Sandra Campbell

Latrina Collins  
Debra Davis  
Dwan Gardner  
Monica Glynn  
Nicole Harris  
Regina Hendricks  
Beverly Hill  
Anne Johnson  
Patricia Jones  
Terry Lewis  
Kesha Canady McGee  
Tangie McGlothen  
Jessie Moore  
Charice Nash  
Stephanie Pullings-Hart  
Stacia Reed  
Iola Riley  
Farella Robinson  
Ranal Robinson  
Canary Smith  
Melba Underwood  
Luana Wells  
Susan Wilson  
Trizia York

## STRATEGIC PLANNING - 2023

One of the major initiatives of the DEED Board this year was to build a strategic road map. Simply put, the strategic plan will allow the Board to formalize a road map that describes where the organization is going over the next three years and how it's going to get there. This will enable the Board to efficiently and effectively utilize everyone's energy, resources and time.

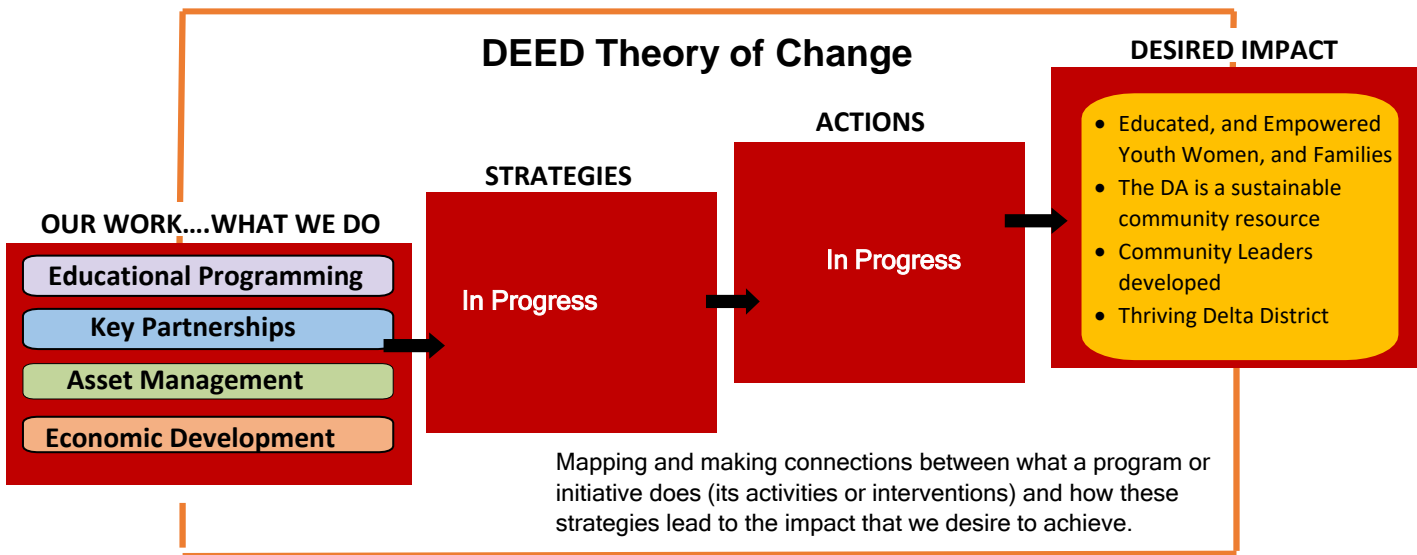
The Board utilized a process and framework which included a board questionnaire, research on other non-profit organizations as benchmarks, and a day-long strategic planning session to understand the current position of the organization, strengths, weaknesses, opportunities and threats. The Board also used the time to refine DEED's core values and define the greatest areas of community impact.

As a result of the strategic process, DEED has formalized its Mission and Vision Statements.

*Vision: Empower youth, women, and families to lead successful and productive lives.*

*Mission: To improve the lives of youth, women, and families in the Greater Kansas City area by sharing educational resources, advancing economic development, and promoting leadership opportunities through strategic partnerships, programs, and community initiatives.*

The organization has framed the strategy within a theory of change model which says:



As next steps, the Board is continuing to develop the plan to include strategies and actions steps, along with SMART goals and measures. The plan will also include financial projections and annual action plans for each of the 3 years.