



# New Castle County Pride

Report to New Castle County Council

May 2019

# What does New Castle County Pride (County Pride) do?

- Accepts contributions from individuals, businesses, and foundations, to support the activities that serve the residents of New Castle County.
- This is almost exclusively done through the support of planned activities of New Castle County government with the principal partner in the Department of Community Services.
- Grants are limited to activities in New Castle County.

# When and why was it created?

- New Castle County Pride was created during the Coons administration to assist with the solicitation of contributions from individuals and entities that could come before county government for approvals of any type.
- Having an “arms length” distance between charitable support and governmental business would be highly desirable.

# County Pride evolution

- County Pride was originally incorporated as a separate 501(c)3 foundation in approximately 2006 by Rich Przywara, who was no longer employed by county government, along with several other volunteers.
- The Foundation had a board of directors and accepted contributions and reviewed and approved requests from County government for many years. It was run solely by volunteers who received no compensation.
- Understanding that the Foundation had annual costs for insurance, accounting and gift processing, the Delaware Community Foundation invited County Pride to fold the Foundation and become a fund at the Community Foundation.

# How does the donor-advised fund work and keep funds separate?

- Over the years, as County Pride and County government worked together, different funds have been created at DCF to keep funds separate by projects.
- For example, a gift to the Brandywine library is deposited into that specific fund and proceeds used during the year as the department requests them.
- Requests are reviewed for appropriate use of funds, donor intent, and then released; most often to pay vendors directly.

# What exists today?

## Current balances:

|                    |          |
|--------------------|----------|
| John Cartier Fund  | \$ 258   |
| Stephen Cope Fund  | \$ 458   |
| K9 Fund            | \$ 4,337 |
| Glasgow Park       | \$ 304   |
| Rockwood           | \$ 1,885 |
| Live Healthy       | \$ 2,245 |
| Friends of Mounted | \$ 7,874 |

# Additional Funds

|                    |           |
|--------------------|-----------|
| NCC Special Events | \$ 41,633 |
| Paramedics 5k      | \$ 2,431  |
| Platinum Picnic    | \$ 274    |
| Sleep Under Stars  | \$ 250    |
| Ciro Poppiti Wills | \$ 509    |
| Love Libraries     | \$ 4,098  |
| Appo Library       | \$ 541    |

# Additional Funds

|                    |           |
|--------------------|-----------|
| Brandywine Library | \$ 1,345  |
| Hockessin Library  | \$ 304    |
| Kirkwood Library   | \$ 249    |
| Woodlawn Library   | \$ 1,018  |
| NCC Pride Fund     | \$ 15,605 |
| Brandywine Library | \$ 1,345  |
| Hockessin Library  | \$ 304    |

# What fundraising success have we had?

- **Fiscal Year 2019**

Total Contributions: \$38,774

Grants paid out: \$26,046

- **Fiscal Year 2018**

Total Contributions: \$10,920

Grants paid out: \$11,232

- **Fiscal Year 2017**

Total Contributions: \$13,549

Grants paid out: \$58,788

- **Fiscal Year 2016**

Total Contributions: \$72,117

Grants paid out: \$10,824

# Press about County Pride

Last week, members of the Friends of Newark Free Library presented a check for \$10,000 to Newark Free Library manager Pat Birchenall, as part of the Love Your Library Campaign, a month-long event sponsored by the New Castle County Libraries in an effort to raise funds to purchase materials and to keep library resources current and updated.

The campaign is being overseen by **New Castle County Pride, Inc.**, the non-profit organization that makes it possible for individuals, groups and businesses to support New Castle County initiatives through tax-deductible donations or in-kind pledges of support.



## **Middletown Transcript**

### **January 2011**

New Castle County Pride Inc. donated nearly \$3,000 to New Castle County Police for the purchase of six bulletproof vests for its K-9 dogs on Thursday, Dec. 30.

The nonprofit New Castle County Pride presented a check made out for \$2,932.16 to county police at the Judge Morris Estate on the grounds of White Clay Creek State Park near Pike Creek.



## **Delaware Public Media (NPR News) 2010**

The effort to cut municipal budgets without compromising critical public services has taken a toll on programs that support communities' quality of life: library services, job training, help for the elderly and for children.

One volunteer group, **New Castle County Pride**, has formed several private/public-sector partnerships to help plug the gaps in government services. The group has raised more than \$100,000 in contributions and grants to fund several new local initiatives.

This week, for example, New Castle County held its annual Historic Preservation awards, which had been suspended since 2004 because of funding cuts. Volunteer help from County Pride put the ceremony back on track. County Executive Chris Coons calls the group, "a wonderful partner for county government."

# How much has County Pride raised and disbursed for the county?

- In total from inception, County Pride has received about \$750,000, which has been paid out in grants to County Government over the years.
- Key contributions were about \$270,000 in a grant to create and run a youth build training project and an employment program which lasted several years. The ReWire to be ReHired employment program has been sustained by the Department of Community Services.
- ING paid for a parks clean-up day in approximately 2010 which was included an \$80,000 grant.
- Contributions for an injured County Police Dog were over \$45,000 to defray the vet bills.

# County Pride's new strategy



- Under the leadership of **County Executive Matt Meyer and Marcus Henry**, the **General Manager of the Department of Community Services**, the county has written a contract with the Delaware Community Foundation to pay for a part-time contractor to increase the fundraising capacity of County Pride's donor-designated funds.

## Results from January 2019 through May 15:

- \$86,000 has been committed this year through the efforts of the Contractor- Sally Loessner
- \$31,000 has already been received.
- 19 companies are supporting New Castle County since January

To make contributions, contact Sally Loessner or  
the Delaware Community Foundation

Delaware Community Fnd.

- <https://www.delcf.org/>
- 302-571-8004

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