



"IT IS EVERY MAN'S OBLIGATION
TO PUT BACK INTO THE WORLD AT LEAST THE EQUIVALENT
OF WHAT HE TAKES OUT OF IT."
ALBERT EINSTEIN

THE MCCONNELL FOUNDATION 25 YEARS OF IMPACT





Diestelhorst Landing



we are grateful
when gifts give forward to help communities.

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October 2014

Dear Friends,

On behalf of the Board of Directors of The McConnell Foundation and, as its current Chairman, I am proud to present this publication to you. I had the opportunity to work with Leah McConnell for many years and know that she would be pleased with the legacy she and husband Carl left to the North State. It was important for her to help others and, while she was alive, Leah gave generously. In the years since her death, the Foundation's directors and employees, and their many philanthropic partners, have continued to honor her giving. Our job is to be the best stewards of Carl and Leah's legacy that we can be.

PHILANTHROPY
THE PRACTICE OF GIVING
MONEY AND TIME TO HELP
MAKE LIFE BETTER FOR
OTHER PEOPLE

Grateful. Appreciative. Inspired. Enlightened. Entertained. Enriched. These are just a few of the words that come to mind when we think about the people and projects we have worked with through 25 years of giving. The Foundation has awarded more than 800 grants totaling \$158,000,000 to benefit the residents of the North State, as well as people in Laos and Nepal.

Featured in this publication is a profile of Lee Salter, the original and still serving McConnell Foundation CEO. Under Lee's vision and leadership, The McConnell Foundation has expanded and chartered new ground. Lee is a man who has a keen sense of short- and long-term needs and who also welcomes experimentation and risk taking. The Foundation has benefited from Lee's long-time working relationship with John Mancasola, the Foundation's Executive Vice President and In-House Counsel. John brings an abundance of real estate and investment expertise to the Foundation's financial portfolio.

It is fitting that as we prepared this publication to share with you, the Redding community celebrated the 10th anniversary of the Sundial Bridge. This gift to the city of Redding has become an icon, a gathering place, a conversation piece, and an architectural wonder. It's but one of the many examples of how The McConnell Foundation has helped enhance a community and the lives of its people.

I invite you to look inside these pages to learn more about the work the Foundation's dedicated and diverse team has accomplished in the past quarter century. We are grateful for what has been accomplished in 25 years and pledge to continue our efforts to enhance the health and wellbeing of the areas we serve.

With appreciation,



William W. Cox
Chairman of the Board

ABOUT THE MCCONNELLS



Carl and Leah McConnell

Carl Russell McConnell was born on October 27, 1905, the only child of Dr. Carl Philip McConnell and his wife, Dr. Agnes Russell Darling, respected physicians in the Chicago area. Carl visited Northern California with his parents, and they purchased a tract of land on Clear Creek near Happy Camp and Carl relocated to the area. Leah Fairchild was born Jan. 23, 1905, in Humboldt, California (then a mining camp near Yreka) to humble circumstances. Her father, Benjamin Fairchild, was a miner, and her mother, Maria Fairchild, kept house and raised their four children. Leah was the second eldest. She was working at a title company in Yreka when she met Carl McConnell. The couple, who came from very different backgrounds, married July 3, 1938 and shared an interesting life until Carl's death in 1985. The couple had no children together, and divided their time between homes and ranches throughout Northern California. The McConnells were involved in a variety of business and real estate partnerships, and were among the largest shareholders of Farmers Insurance Group. The Foundation's assets derive substantially from that long-held insurance stock, which was sold in 1988.

THE LEADERSHIP OF LEE SALTER

Carl and Leah McConnell formed their namesake Foundation in 1964. It reached new heights of giving during the past 25 years under the leadership of Chief Executive Officer Lee W. Salter and the Foundation Board of Directors. The McConnell Foundation will have other leaders in the future, but none will possess Lee's unique viewpoint developed by working side by side with Leah for a decade, observing and absorbing her approach to philanthropy.

When Lee answered his office phone 25 years ago at the law firm of Carr, Kennedy, Peterson and Frost in Redding, he couldn't have known the chain of events that would be set in motion. Leah McConnell called seeking legal advice. On January 23, 1985, the two met for the first time in the living room of her Redding home. That meeting, which coincided with her 80th birthday, led to a 10-year friendship and business relationship that would profoundly affect both of their lives and those of the countless individuals and organizations that would benefit from The McConnell Foundation's generosity.

Lee's background in finance (he is a licensed certified public accountant) and his knowledge of the law (he was in private practice for 15 years) suited Leah's need for sound business advice. In her journals, she writes of her enthusiasm for their time together. The two would meet in the Foundation's offices, at her Sunset Terrace home, or drive around the county to view the many properties she owned. They discussed possible acquisitions, strategizing about ways to grow her personal wealth as well as the Foundation's.

Those hours in the car provided interaction free of distraction and helped solidify the relationship between the woman who controlled a fortune and the man who had a vision for how Leah could benefit the North State with her assets. Lee was instrumental in implementing Leah's decision to donate \$42 million from one of her trusts to the Foundation in 1988, thus ramping up the charitable giving in Shasta and Siskiyou counties. That same year Leah insisted that Lee leave his law practice to work full time as her personal advisor and the Foundation's CEO. After her death in 1995, Lee continued as President and CEO of the Foundation, overseeing assets at that time totaling \$250 million.



Lee Salter - President & CEO

The Foundation's directors and talented staff, under Lee's leadership, have engaged in meaningful grantmaking in many areas such as healthcare, culture, education, and recreation, as reflected in support of such institutions as Mercy Regional Cancer Center, Turtle Bay Exploration Park, Redding School of the Arts, and the Sundial Bridge. The Foundation's scholarship program has helped hundreds of North State students turn the dream of college into a reality. Additionally, the geographic breadth of McConnell's giving has expanded with grant funding now going to three neighboring counties: Modoc, Trinity, and Tehama, as well as to the countries of Laos and Nepal. The Foundation's mission of helping build better communities through philanthropy reflects a shared vision starting with Carl and Leah, and perpetuated through Lee and the McConnell Board.

UPON REFLECTION, LEE SAYS,
"I THINK LEAH WOULD BE PROUD OF WHAT WE
HAVE ACCOMPLISHED."

BOARD OF DIRECTORS



Board of Directors ~ left to right:
Lee W. Salter, Doreeta J. Domke, William W. Cox, John A. Mancasola, Robert P. Blankenship

“WE NEED WOMEN AND MEN WHO CAN DREAM
OF THINGS THAT NEVER WERE AND ASK WHY NOT.”

GEORGE BERNARD SHAW

Past Directors' Years of Service

Carl R. McConnell 1964-1985 Leah F. McConnell 1964-1993 Benjamin H. Fairchild 1964-1982
Samuel Taylor 1964-1992 Leonard B. Nelson 1985-2000 William B. Nystrom 1988-2002 Richard J. Stimpel 2000-2012

About Our Directors

Robert P. Blankenship was born in Arcata, California, and spent most of his life in Redding as a career police officer. In 2001 Bob served as the President of the California Police Chiefs Association, and in 2002 he retired after serving as Redding's Chief of Police for 13 years. That same year, he joined the Foundation's Board and recently served as its Chairman. Bob and his wife Jean enjoy gardening and raising birds and miniature animals. They each have a grown daughter and grandchildren.

William W. Cox was born and raised in Redding. He has been a real estate consultant and broker since 1974. He retired from Cox Real Estate Consultants in 2007. When Leah McConnell was alive, Bill managed her real estate, and he represented her in property acquisitions and sales. Bill joined the Foundation Board in 2012 and is currently serving as its Chairman. Bill and his wife, Juanita, have two grown children and three grandchildren.

Doreeta J. Domke was born in Henryetta, Oklahoma. She and her husband, Donald, moved from Southern California to Redding in 1956 when the population was just 12,000. In 1957 Doreeta "Dee" went to work for Redding's first, and then only, television station where she met Carl and Leah McConnell, who were principal stockholders in KRCR Channel 7. She joined the Foundation Board in 1993, and retired as the General Manager of the television station in 1995. The Greater Redding Chamber of Commerce honored Dee as the 2013 Citizen of the Year. She's active in the nonprofit community, and enjoys traveling and spending time with her grown children and grandchildren.

John A. Mancasola was born and raised in Redding, where his family owned a chain of grocery stores. John attended Stanford University and earned a law degree from USC. While working for the law firm Carr, Kennedy, Peterson and Frost in Redding, John represented Leah McConnell and the Foundation. In 1991 John joined the Foundation Board. In 1993 he became an employee of Leah McConnell and of the Foundation. John became a full-time employee of the Foundation upon Leah's death in 1995. John and his wife Molly have five children, and are involved in homeschooling and family activities.

Lee W. Salter was born in Waukesha, Wisconsin. He earned a degree in accounting at CSU, Chico and began his career as an IRS agent, which led to his receiving his CPA certificate. Lee then attended McGeorge School of Law and in 1977 went to work at Carr, Kennedy, Peterson and Frost. In 1985 he began representing Leah McConnell, joining the Board the same year. Leaving the law partnership in 1989 he became an employee of Leah McConnell and the Foundation. After Leah's death in 1995, he became the full-time President & CEO of the Foundation. Lee and his wife Judy enjoy traveling and spending time with their grown children and grandchildren.

Richard J. Stimpel, Director Emeritus, was born in Norman, Oklahoma. In his twenties, he was a rodeo cowboy and rode horses and bulls. In 1958 he moved to Redding from Idaho for a highway construction job. In 1969 he started his own construction company, Stimpel Wiebelhaus and Associates. He retired in 2000, the same year he joined the Foundation Board. In 2012, Dick retired from the Foundation Board. He and his wife Mary enjoy traveling and spending time with their grown children and grandchildren.

GRANT PROGRAMS

The General Grant Program

The Foundation has been a broad-based funder, giving in the areas of arts & culture, the environment, education, community vitality, recreation, and social services. The grants described in the pages that follow are a small sampling of the past 25 years of giving. Periodically, the Board focuses on strategic planning, carefully considering its current giving and its future areas of interest. As new areas are identified, the Board can respond to needs that arise within the communities it serves – initially Shasta and Siskiyou counties, but that has expanded to include Modoc, Tehama and Trinity counties, as well as the countries of Nepal and Laos. In establishing the Foundation, the McConnells placed no geographic or programmatic restrictions on the areas of giving, allowing an entrepreneurial approach to funding. The Board attempts to identify worthy projects — projects for which it can leverage the creative energy that grant seekers have already demonstrated. Key to the culture and the success of its grant-making programs is the recognition that, as a funder, the Foundation is just one element in the success of a project. Community organizers, committed volunteers, and mission-driven nonprofits all provide the vision and the focus it takes to realize the success of their projects.

SOCIAL CONSCIENCE
AN ATTITUDE OF SENSITIVITY
TOWARD AND SENSE OF
RESPONSIBILITY IN SOCIETY

The McConnell Fund Program

In 2001 the Foundation established a fund at the Shasta Regional Community Foundation to pass some of its grant-making dollars, and decisions related to that giving to community leaders and the Community Foundation. Community leaders serve as grant review panels, making decisions on funding. These committees, which the Community Foundation oversees, are given the opportunity to learn about grant-making processes and put into practice the principles of philanthropy. This fund distributes approximately \$700,000 annually in grants of \$50,000 or less to Modoc, Shasta, Siskiyou, Tehama and Trinity counties. In addition the Foundation has provided general operating support of \$1.7 million to the Community Foundation.





Wagon Creek Bridge - General Grant

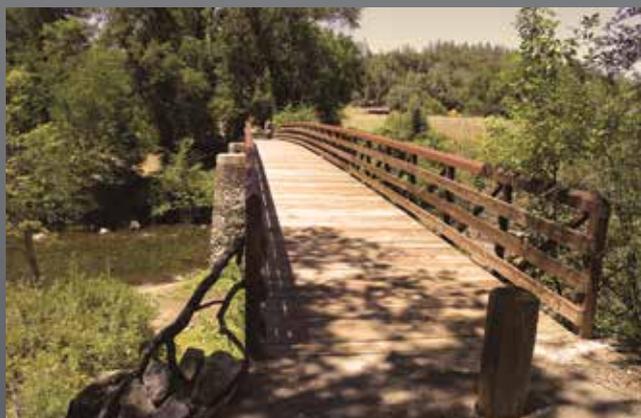
The McConnell Foundation partnered with Siskiyou County by awarding a \$600,000 grant for the Wagon Creek Bridge. “The Lake Siskiyou Trail is a wonderful attraction for Siskiyou County residents and its visitors. This trail — which is enjoyed by walkers, hikers, runners, and mountain bikers — meanders through deep dark forests, wide open meadows, and everything in between as it circumnavigates the lake. The crown jewel of the Lake Siskiyou Trail is the Wagon Creek Bridge, where you can gaze downwards onto the lake and watch boaters or waterfowl plying its waters, or view upwards to the snowy peak of Mount Shasta as it is framed by the tall conifers along the lake shore.”

John Schuyler, Mount Shasta Trail Association

Tower Bridge - General Grant

Whiskeytown National Recreation Area

This footbridge crosses Clear Creek in the Tower House Historic District of the Whiskeytown-Shasta-Trinity National Recreation Area. A \$120,000 grant awarded in 1990 by The McConnell Foundation helped fund the construction.



GRANT PROGRAMS



Weed Warehouse - The McConnell Fund

The grant provided for a walk-in freezer and refrigerator to allow for fresh food storage at the Weed Warehouse of Great Northern Services.

Fort Crook Historical Society - The McConnell Fund

Recognizing the historical importance of the Round Barn, community members in the Fall River Valley undertook a campaign to restore the structure to its original glory. After dismantling and moving the barn from the Beaver Creek Ranch, volunteer efforts helped place and rebuild the barn at its present home at the Fort Crook Museum. The Fort Crook Historical Society was awarded a grant from the The McConnell Fund that provided for the roof restoration as the final piece of the project. Today, the Round Barn stands as a prominent landmark welcoming travelers to the Fall River Valley.





Tehama State Theatre for the Arts - The McConnell Fund

The State Theatre has long been a prominent landmark in the Red Bluff community. After completing a large fundraising effort to purchase and renovate the State Theatre, the nonprofit organization State Theatre for the Arts was awarded a grant from The McConnell Fund. With this grant, the organization was able to complete the renovation project by replacing the neon-lit "STATE" blade and marquee. This blade, which has served as a beacon for many generations, has been restored and will contribute to the vibrancy of downtown Red Bluff.

GRANT PROGRAMS



Madrone Hospice - General Grant

Yreka and Weed, California

The McConnell Fund provided a \$100,00 grant for Madrone Hospice. Madrone Hospice provides in-home respite care for terminally ill persons and their caregivers, along with medical and social service networking and bereavement counseling.

Golden Umbrella Expansion - General Grant

Redding, California

The McConnell Foundation provided a \$150,000 expansion grant to Golden Umbrella, affiliated with Catholic Healthcare West and Mercy Foundation North. The organization provides services to seniors and people with disabilities, to promote independence and to enhance the quality of life.





Lewiston Sparkies - The McConnell Fund

Lewiston, California

The Lewiston Bridge Lighting and Fireworks event is a small-town, community tradition that gathers residents and visitors from all over the region to celebrate and kick off the holiday season. The Lewiston Sparkies received a grant from The McConnell Fund to replace the rope lighting on the bridge. The new lighting is sure to brighten the lives of those who attend the many special events in the Lewiston community.

GRANT PROGRAMS



4-H and FFA Clubs - General Grant

Since 1997 The McConnell Foundation has supported local 4-H and FFA clubs by purchasing animals at junior livestock auctions. Not only does this annual tradition benefit the youth who raise and sell the animals, but the Foundation donates the meat to many local organizations including One SAFE Place (formerly the Shasta Women's Refuge), Shasta Senior Nutrition Center, Great Northern Services, Anderson-Cottonwood Christian Assistance, and Trinity County Food Bank.



Restored Antique Carriages - General Grant

Fort Jones, California

Carriages donated by Scott Valley (Siskiyou County) pioneer families were restored to their original state, allowing future generations a glimpse of the past, and promoting pride in the history of the area. The completed project includes restoration of seven vehicles and refurbishment of the Carriage House and viewing area near the Scott Valley Community Center.



The North State Symphony – Classical Music for Children - General Grant

Recognizing that children today do not have much exposure to or familiarity with classical music, The McConnell Foundation gave a multi-year grant to the North State Symphony to introduce area students to classical music. The North State Symphony provides musicians-in-residence to area elementary schools that have a Classics for Kids strings program; performs small, individual concerts at the same schools; and provides complimentary tickets and bus subsidies for area elementary schools to attend the Symphony's full concerts at the Cascade Theatre.

The North State Symphony also partnered with Cory Cullinan (aka Doctor Noize) to commission a new orchestral piece written with, and performed by students at Redding School of the Arts, together with the North State Symphony. This new orchestral piece, "Phineas McBoof Crashes the Symphony," had its local debut at the Cascade Theatre in September 2012, featuring local students performing various roles in the story, and playing to a packed house of area students. Future plans include sharing the piece with students across the country by recording with nationally-recognized opera stars and distributing the work as part of a comprehensive music curriculum.

GRANT PROGRAMS



McCloud Healthcare Clinic, Inc. - The McConnell Fund

Meeting local needs for dental care, in both children and adults, is a priority for the McCloud Healthcare Clinic. The McConnell Fund helped fulfill that priority by awarding a grant to the clinic to purchase equipment to establish a dental clinic for residents of McCloud and surrounding areas. Since the clinic's opening, staff members have been able to not only provide dental services, but also to increase community outreach through dental health education.



Lassen Park Foundation - The McConnell Fund

Over 25,000 hikers each year are benefiting from improvements made along the Lassen Peak Trail in Lassen Volcanic National Park. A grant was awarded to the Lassen Park Foundation for the design, fabrication, and installation of interpretive panels and completion of a mobile phone tour. The educational information presented with these infrastructure improvements educates hikers about the surrounding environment and preservation concerns. This grant award from The McConnell Fund was an integral component of a larger, multi-million dollar project to rehabilitate the entire trail and provide rich learning opportunities for many outdoor enthusiasts.



National Park Service - The McConnell Fund

Tulelake Unit

The National Park Service -Tulelake Unit was awarded a grant from The McConnell Fund for the purpose of restoring barracks of Camp Tulelake and providing education to the many visitors that stop by the location each year. Noting the historical significance of this facility, which was used as an internment camp for Japanese, German and Italian citizens during World War II; this project is part of a larger, multi-phase initiative to restore the buildings and educate the public about this era in American history.

Siskiyou Free the Need - The McConnell Fund

Born out of the idea that there is enough of what people need to go around, Free the Need found a way to distribute surplus food and resources to those in need. The dedicated volunteers of Free the Need purchased a van with the help of a grant from The McConnell Fund. Volunteers frequently utilize the van to pick up surplus food and clothing donations from areas such as Medford and San Francisco to be distributed to remote areas of Siskiyou County. The program supplies between 25 and 50 families each week with boxes full of fresh produce, bread, dairy items, and dry goods. Thousands of people receive food each year because of the work of volunteers of Free the Need.



GRANT PROGRAMS



Butte Valley Community Center - General Grant

Dorris, California

The McConnell Foundation awarded a \$285,000 grant for the construction of the Butte Valley Community Center. Dedicated in 2011, this is a center of activity for the tiny town of Dorris in Siskiyou County. "Words can't express the value that this building, and the park project as a whole, have provided for this small, rural community."

Rennie Cleland, BVCC board member



Ribbon Bridge - General Grant

Redding, California

The Ribbon Bridge spans the Sacramento River, connecting the south and north legs of the Sacramento River Trail in Redding. Leah McConnell visited this bridge while it was being built and marveled at its construction.



Lassen National Park - General Grant

The historic Loomis Museum welcomes visitors at the northwest entrance to Lassen National Park. Originally built in 1929, a significant grant from The McConnell Foundation helped restore the facility that houses exhibits, an auditorium, and an educational bookstore.



Mercy Regional Cancer Center - The McConnell Fund

Mt. Shasta, California

Carl and Leah McConnell both donated regularly to healthcare organizations during their lives. A grant to the Mercy Regional Cancer Center from the The McConnell Fund perpetuates their legacy.



Hill Country Health and Wellness Center - General Grant

Round Mountain, California

Hill Country Health and Wellness Center is a true health care home for its patients, dedicated to healing the whole person. Integrated medical, dental, chiropractic and mental health services are available to everyone, regardless of their ability to pay. Patients can find information, education, services and support to keep them well, and help when they are sick. Hill Country serves people from all over Shasta County. The McConnell Foundation's role in this project was a \$1 million grant.





Shasta Community Health Center, Redding - The McConnell Fund

Shasta Community Health Center is a nonprofit primary health care system based in Redding, serving Shasta and surrounding counties since 1988. In 1999 the former Citizens Utilities building was purchased and renovated. The McConnell Foundation contributed more than \$2 million to this effort. The mission of the Center is to provide comprehensive, high quality, efficient health care services delivered in a holistic, caring, and compassionate manner. The Center also supports the training of health professionals who have a strong interest in caring for the disadvantaged.



YMCA Projects - General Grant

Shasta and Siskiyou counties, California

Leah McConnell purchased the former Coca-Cola building in Yreka and gifted it to the city to establish a YMCA. She also set up an endowment fund at the Shasta Regional Community Foundation to provide perpetual funding. Recently the Foundation helped fund the YMCA's outdoor expansion, including a teen center, locker room additions, and outdoor fitness trail. McConnell also contributed to the capital campaign of the Shasta Family YMCA in Redding for construction of an indoor pool, new locker rooms, climbing wall, computer lab, and Child Watch room.



The Dancer, by Bryan Tedrick - General Grant

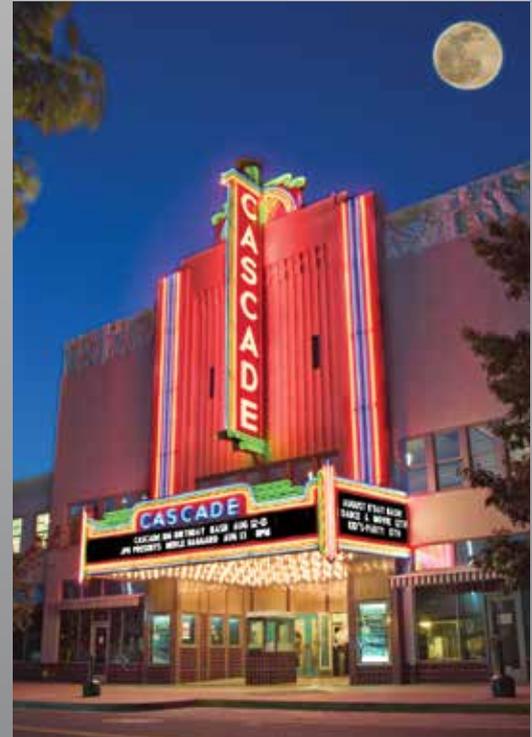
The McConnell Foundation awarded a \$5,000 grant to Viva Downtown for Art Around Town. The statue is located at Old City Hall in downtown Redding.

Cascade Theatre, Redding - General Grant

Redding, California

The Cascade Theatre was constructed in 1935 as a movie palace and vaudeville stage. It was a magnificent example of Art Deco architecture, complete with gold- and silver-gilded walls, period chandeliers, ornate plasterwork, a grand neon facade and marquee, and beautiful murals. But, like many downtown theaters of its era, the Cascade struggled to survive during the 1990s with the rise of shopping mall-based multiplex cinemas. In 1997 the Cascade ceased operating and its doors were boarded up.

A gift of \$750,000 in funding by The McConnell Foundation helped with the restoration of the Cascade Theatre, which was completed on August 14, 2004 when it reopened as a regional nonprofit performing arts center. The restoration was carried out in a way that honored the heritage of the building while providing the functionality of a modern professional performing arts facility, complete with state-of-the-art sound, lighting, and theater technology. The theater is now capable of hosting a wide range of arts and cultural events, including concerts, dance, stage, and film presentations. Restoration was made possible by many partners and funders.



GIVING GLOBALLY

In 1998, directors and staff of The McConnell Foundation attended the annual conference of the Council on Foundations. At that conference, Jim Wolfensohn, president of the World Bank, gave a keynote speech urging all foundations to consider earmarking some portion of their grantmaking dollars to cross-border giving. Wolfensohn made a persuasive argument that a small number of grant dollars could affect an entire community in a developing country. Foundation directors were deeply moved by his speech and, after much discussion, established some base criteria for selecting a country – criteria that parallel the Foundation’s local giving: rural, small enough to enable careful oversight, with social welfare indicators that demonstrate need.



Ultimately, Nepal was selected as a country where a small amount of money could make a significant difference. Foundation funding goes to projects in Nepal that promote community wellness and an equitable society. The Foundation’s support of community conflict facilitation mechanisms and women’s leadership initiatives aim to create greater access to decision-making roles among marginalized people.

In 2006, The McConnell Foundation expanded its international grantmaking to a second country. Among the countries that met its base criteria and logistical considerations, Laos was the obvious choice due in part to the large community of people from Laos. McConnell has partnered with The Asia Foundation to work on greater access to justice for citizens of Laos and to support the Ministry of Justice in developing systems of legal aid. In addition, the Foundation supports women’s leadership efforts and sustainability of Laos’ pristine natural resources.

“CHARITY BEGINS AT HOME,
BUT SHOULD NOT END THERE.”

SCOTTISH PROVERB



The McConnell Foundation's project partnerships are undertaken with the goal of creating long-term, sustainable social change, and are therefore typically projected for a ten-year time frame. The Foundation invests in strengthening local capacity to voice and address priorities and assists partners toward meeting their goals. The Foundation is able to be risk tolerant and attempts to fund issues that are less attractive to most streams of foreign aid.



NEPAL & LAOS

NATUREBRIDGE YOSEMITE PROGRAM



In 1989 The McConnell Foundation began funding tuition and transportation for North State high school students to participate in NatureBridge at Yosemite, a week-long environmental field science education program operated by NatureBridge in partnership with Yosemite National Park. NatureBridge, originally founded as Yosemite National Institute, is a nonprofit organization that has been in the field of environmental education since 1971. With the Foundation's funding and support, more than 2,800 students have participated in the program, along with more than 500 teacher chaperones.

In this program, selected students spend the week in Yosemite National Park exploring nature and science first-hand; developing a connection to the natural world; strengthening interpersonal relationships and skills; and facing challenges through physical activity. The program is offered to public high school and charter school students in Shasta, Siskiyou, Trinity, Tehama, and Modoc counties, and Big Valley High School in Lassen County. The program is for students of all academic levels who enjoy the outdoors, are adventurous and open to learning outside the classroom, and who like making new friends.

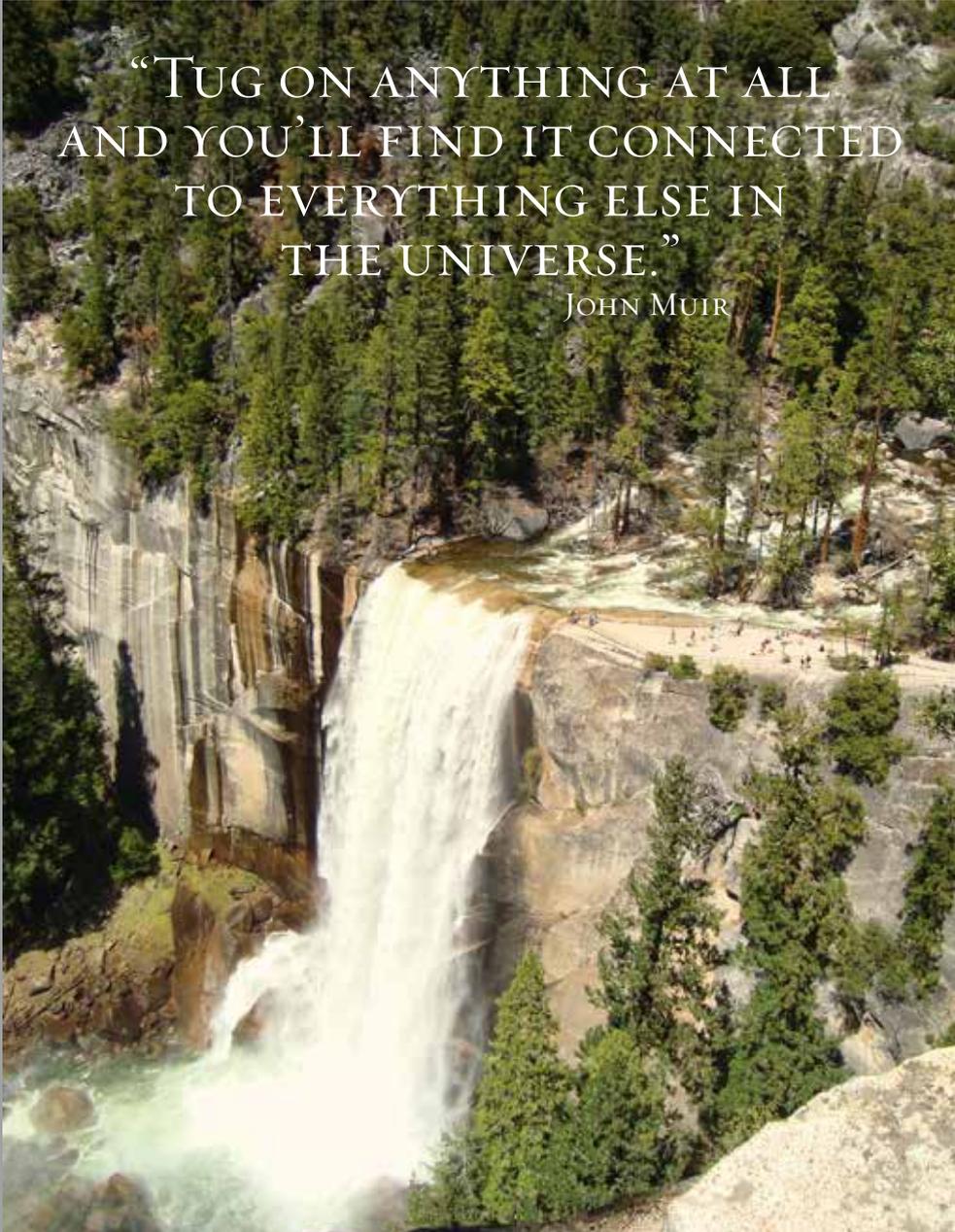
To date, the Foundation has awarded \$2 million in financial support for student and chaperone participation in the program.

In addition, in 2008 the Foundation awarded a \$5 million grant to NatureBridge for the development of a new campus in Yosemite National Park. The campus is designed as an example of environmental sustainability, according to Leadership in Energy and Environmental Design (LEED) Green Building standards, and the project cost is estimated at \$57 million.



“TUG ON ANYTHING AT ALL
AND YOU’LL FIND IT CONNECTED
TO EVERYTHING ELSE IN
THE UNIVERSE.”

JOHN MUIR



This is the type of feedback students share about the Program:

“Getting the opportunity to see Yosemite for the first time, not as a typical tourist, but as a student on a guided trip, learning along the way was truly a gift that I will never forget! Great memories, students, chaperones, instructors, facilities, and program!”

“Meeting all of the new, wonderful people interested in the same things as me and learning so much about Yosemite, national parks, natural resources, and ways to help the earth was the best part of the program for me.”



COLLEGE OPTIONS



College OPTIONS: celebrates ten years!

College OPTIONS recently celebrated ten years of helping North State students decide what to do when they graduate high school. With many options — from career preparation and training to community colleges and four-year universities — College OPTIONS provides students of all ages and their families with the information and tools necessary to make the right choice for them. College OPTIONS serves residents of Shasta, Siskiyou, Tehama, Trinity and Modoc counties with free career and college-readiness services including community events, financial aid counseling, scholarships, college campus visits, and advisors in middle and high schools.

College OPTIONS partners with the University of California and the California State University systems, local community colleges, local private colleges and universities, local non-profit organizations, County Offices of Education, and the California Education Round Table Intersegmental Coordinating Committee. The McConnell Foundation's funding wraps around College OPTIONS' federal grants, ensuring services are available for ALL students in the five counties.

Additionally, College OPTIONS spearheaded The North State Promise, a program that guarantees admission to certain universities for students who meet the basic requirements, provides admission priority and financial aid to other universities, and transfer assistance to students enrolled in the local community colleges.



INVESTING IN SUCCESS

A COMPREHENSIVE SCHOLARSHIP MODEL

Scholarship Programs

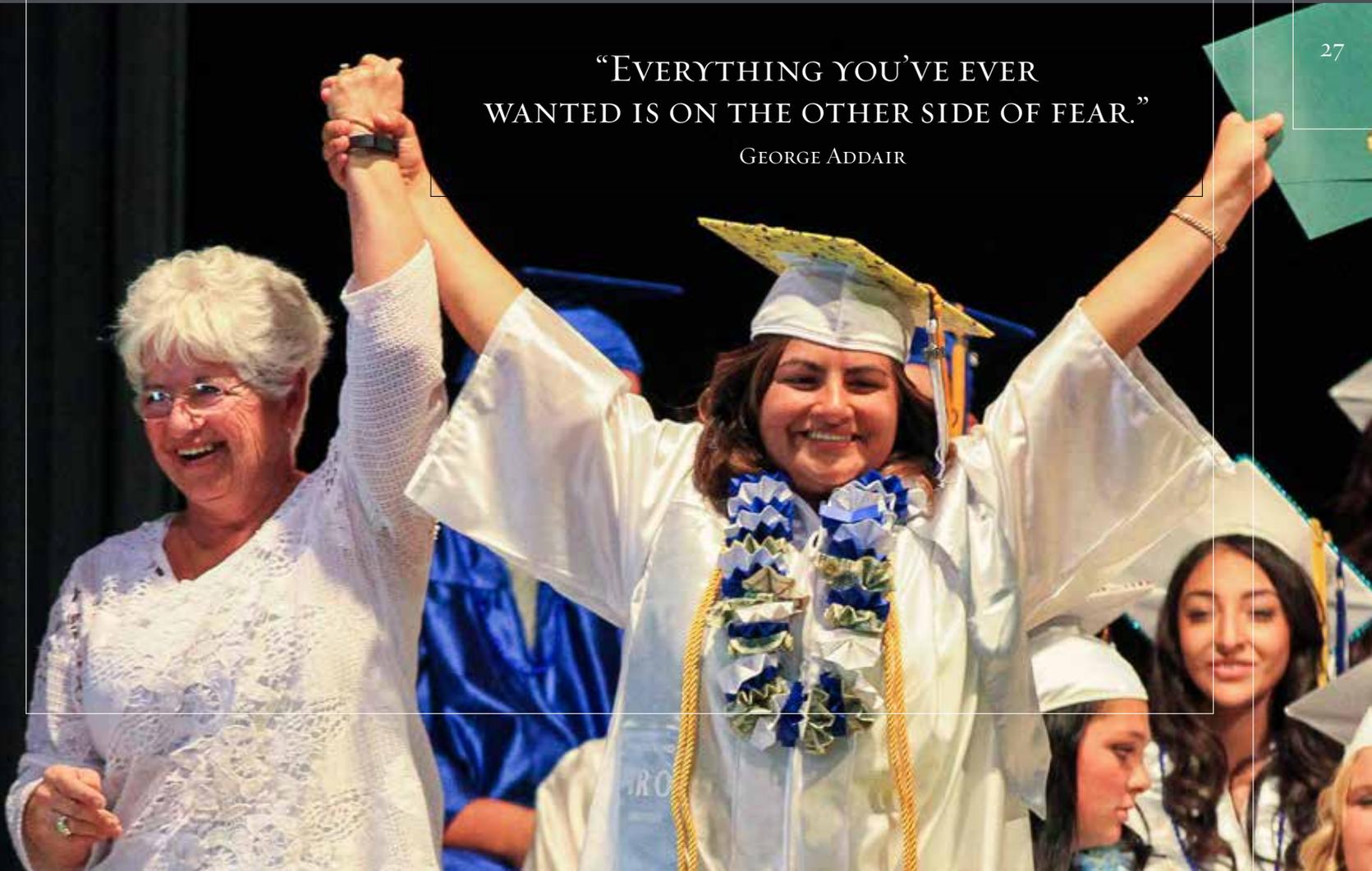
The McConnell Foundation has learned that one of the best ways it can further its mission is by investing in the success of North State students. The Foundation offers two scholarship programs to students attending high school in Modoc, Shasta, Siskiyou, Tehama and Trinity counties, as well as Big Valley High School District in Lassen County.

The McConnell Scholars program is for students who will be entering qualified four-year colleges and universities as first-time freshmen or transfer juniors from Shasta College or College of the Siskiyous. The Vista program provides support for students entering Shasta College or College of the Siskiyous who have the potential to achieve associate's or transfer degrees, or complete a certificate program. Each scholarship program provides generous financial support, a community of other recipients, and comprehensive mentoring from the Scholarship Program Officer. The programs are a collaborative effort. The selection committees are made up of community volunteers from every county in the Foundation's service area and over 100 community members have served on the committees since 2007. The work couldn't be accomplished without them. They attend annual trainings so they can identify the students who have the greatest potential to fully utilize the scholarship opportunities, and each community makes its own final selections.

All recipients have financial need, most are among the first generation in their families to attend college, and many are facing significant challenges and hardships. The one characteristic they all share is a genuine concern for the wellbeing of others. Even before the committees selected them, the recipients were already making a difference in their homes, schools, and communities. The McConnell Foundation is honored to assist these exemplary students achieve success so that they in turn can help others succeed.

“EVERYTHING YOU’VE EVER
WANTED IS ON THE OTHER SIDE OF FEAR.”

GEORGE ADDAIR



PROMOTING HEALTHY LIVING



Healthy Shasta Partnership

Healthy Shasta is a local partnership that promotes healthy and active living in Shasta County. The McConnell Foundation became a funding partner in Healthy Shasta out of concern over increasing rates of childhood obesity and other chronic diseases. Healthy Shasta's partners commit to making healthy eating and physical activity choices easier for the people they employ and serve. In addition to working with their partners on walking and cycling projects, The McConnell Foundation is making it easier for their employees to make healthy choices. Healthy Shasta work groups are focusing on: increasing fruit and vegetable consumption; decreasing consumption of sugary beverages; increasing walking and bicycling; and increasing fitness and play. The Foundation is fortunate to have such great partners in the effort to help our community make healthier choices.





Healthy Students Initiative

Research has shown that the academic success of students is strongly linked to their health. Students who are more physically active and consume a balanced diet perform better in school, and it is easier for students to be more active and eat healthfully when their environment encourages it. Schools play a key role in shaping how and what students eat and how and when they exercise.

Recognizing the importance of schools to the health of students, The McConnell Foundation and local partners launched the Healthy Students Initiative as a seven-year Healthy Shasta project to improve the health and academic success of students in three pilot schools and to develop a road map for other local schools. The Healthy Students Initiative is funded by The McConnell Foundation, Shasta Family YMCA, and Shasta County Public Health, in partnership with Bella Vista, Cypress, and Lassen View elementary schools. With a long-term commitment, the Healthy Shasta partners and the pilot schools are contributing substantial resources and time to find solutions to address childhood obesity within our local school communities.

Since its inception in the 2008 – 2009 school year, the Healthy Students Initiative has seen successes in physical activity, school meals, and school gardens. The pilot schools have increased access to physical activity, and the physical education programs promote structured physical activity to increase students' physical fitness and joy of being active.

The school gardens provide outdoor classrooms for hands-on learning. The gardens produce vegetables and fruit for use in the school meal programs. The students love to eat and share their harvest with the rest of the school. Much research has shown that garden experiences open students up to trying more produce.



Working with the school cafeteria is another key component to encouraging healthy eating among students. The pilot schools are committed to creating delicious, nutritious foods to help fuel students' education and physical activity.

Taking the lessons learned in the three pilot schools, the Healthy Students Initiative has also begun to create a road map for other schools seeking to improve health outcomes for their students. The Healthy Students Initiative is providing training and grants to other Shasta County schools to improve their school meal programs, school gardens, and physical activity programs.



THE SUNDIAL BRIDGE

The Sundial Bridge

The story of the Sundial Bridge began when a citizens' committee was charged with selecting an engineer to design a bridge that would span the Sacramento River, linking the Turtle Bay campus to the Arboretum site. McConnell Foundation Executive Vice President John Mancasola served on the committee that interviewed four bridge designers, but the members couldn't reach consensus. Impressed with designs he saw in a book of Santiago Calatrava's work, John phoned the famed architect's office in Zurich, Switzerland. To his surprise, Calatrava himself answered the phone. That call resulted in the architect's visit to Redding where Calatrava discovered an affinity for the terrain, which reminded him of his native city — Valencia, Spain.

Calatrava is identified worldwide with bridge design. The Sundial Bridge at Turtle Bay is his first freestanding bridge in North America, and it is the first steel, inclined-pylon, cable-stayed bridge in the United States. The Foundation provided the majority of the funding for construction, with assistance from the city of Redding, the state and federal governments, and Turtle Bay Exploration Park. Upon completion, the bridge was given to the city. Although it links the two parts of the private, nonprofit Turtle Bay Exploration Park, the bridge itself is part of the city's Sacramento River Trail system and is thus open to the public free of charge.

The Foundation funded a 30-minute documentary, "Angle of Inspiration," which premiered at the newly restored Cascade Theatre in downtown Redding on July 3, 2004, the day before the grand opening of the bridge itself. "Angle of Inspiration" documented the process of envisioning and building the bridge without shying away from the controversy it generated in the community. The film has been shown on public television stations nationwide and has been warmly received at film festivals.



Photo credit: Suzanne DeChillo/™© The New York Times





Turtle Bay Exploration Park

Turtle Bay Exploration Park is a diverse 300-acre cultural complex and environmental education center that has grown to become an integral part of the community and a popular tourist destination. It is the visionary result of efforts that began in the 1980s to merge Redding's small local museums into one entity. In the mid-1990s, the vision emerged on 60 acres of riparian property provided by the city of Redding on the Sacramento River. The Foundation initially pledged \$10 million, but that has grown to an investment of \$70 million. Turtle Bay opened Paul Bunyan's Forest Camp in 1997, the Visitor Center in 2000, and the Museum (the heart of the campus) in 2002. Straddling the Sacramento River as it meanders through Redding, the Park is crowned by the Sundial Bridge, the capstone of the world-class experience that the Park strives for in all of its programming. In addition to the various exhibits featured at the museum, locals and tourists alike come to visit the gardens, walk along the trails, cross the famous bridge, and attend the myriad community events held at the Park.



TURTLE BAY EXPLORATION PARK



THE MCCONNELL ARBORETUM & BOTANICAL GARDENS





The McConnell Arboretum & Gardens

The McConnell Arboretum & Gardens opened May 30, 2005. Twenty acres of Mediterranean gardens are a showcase within the 200-acre arboretum, which links to the Sacramento River Trail. The gardens represent climates found throughout the world, and include children’s and medicinal gardens, as well as beautiful and unique water features. The Arboretum & Gardens is the newest phase of development at Turtle Bay Exploration Park. The Redding Arboretum supporters, one of four organizations that merged to create Turtle Bay Exploration Park, initially drove the development of a series of gardens on the arboretum site. Turtle Bay inherited and embraced the plan to develop the site as seen today.

Nonprofit Administration Building & Sustainability Gardens

Opened in January 2006, this eco-friendly building near The McConnell Arboretum & Gardens, houses the staffs of Turtle Bay Exploration Park and the Shasta Regional Community Foundation. The walls of the 15,000-square-foot building are rammed earth with 18-inch-thick earthen walls designed to maintain a constant internal temperature despite Redding’s blistering summers and cold winters. The building’s steel girders and roof are comprised of as much as 60 percent recycled material. The gardens surrounding the office building include native oaks, poplars, and grasses that require little water. The grass-spiked cone of soil visible from North Market Street is a water feature that directs runoff into channels that flow into a wetlands marsh, and functions as a demonstration system for water conservation and biofilters. The Foundation developed this property to enhance its investments in and commitments to Turtle Bay and the Shasta Regional Community Foundation, and to provide another outdoor experience for the public.



THE MCCONNELL FOUNDATION IS PLEASED TO OFFER ITS MEETING FACILITIES TO GROUPS WHO SHARE THE COMMON GOAL OF IMPROVING THE QUALITY OF LIFE IN THE REGION.



More than simply a place to hold meetings, the facilities provide nonprofits, school groups, and government agencies the opportunity to retreat to a serene setting that removes them from their everyday workplace and concerns. The large conference room in the Headquarters Building and the meeting space at the Guest House were envisioned as places where groups would be given the opportunity — on a complimentary basis — to gather in a tranquil setting in order to realize some of their best work.



“WE WERE VERY HAPPY WITH THE EVENT - THE VENUE WAS JUST PERFECT, THE ROOM SET - UP EXACTLY RIGHT AND WE HAD MANY COMMENTS FROM OUR GUESTS ABOUT WHAT A WELCOMING AND ENJOYABLE EXPERIENCE IT WAS FOR THEM.” CA NATIVE PLANT SOCIETY

HOW WE SHARE OUR SPACE

The 200-acre Lema Ranch and the adjacent Churn Creek property include more than eight miles of walking trails that are open to the public from daylight until dark every day of the year.



At Lema Ranch and along the Churn Creek Trails, walkers, joggers, and groups using meeting space at the Foundation, enjoy diverse species of birds and other wildlife. The serene environment protects the wildlife along the trails and in the five different ponds. The ponds, built by the Lema family in the early 1950s, were enhanced in 1997 to encourage aquatic plant communities that provide wildlife habitat and improve the water quality. Biofilters – heavy plantings of aquatic plants intended to slow down and cleanse the water as it runs into the pond – were incorporated into the redesign of the ponds. An ongoing effort to establish perennial grasses and to reduce the quantity of invasive, non-native plants is underway.

The trails are maintained by Foundation staff, based at the Maintenance Facility, where equipment is stored, seedlings and trees are started, and work plans are established for all the Foundation's properties.



The Foundation values sustainability and has a staff committee representing each department that meets regularly. Simply put, this group is charged with making choices as an organization that meet the needs of the present without compromising those of future generations.

MISSION: TO MAKE RESPONSIBLE CHOICES IN OUR PURCHASING AND USE OF PRODUCTS AND MATERIALS IN ORDER TO PROTECT AND ENHANCE THE ENVIRONMENT.

LESSONS LEARNED

Whether grantor or grantee, there will always be surprises and deviations from initial expectations.

An early Foundation grant to the “Big Brother Big Sister” program in Redding turned out to be a **Grantmaking 101 Lesson**. The Foundation funded a van for the purposes of transporting “Big Brother Big Sister” participants to and from activities. The program operated in the red. Maintenance and insurance of the van eventually put the program over the edge, and its doors closed. The used van came back to the Foundation. In reviewing future grant requests, the Foundation staff learned to ask important questions about how organizations will care for and maintain their grants.

In the late 1990s, Leah McConnell personally offered to contribute millions of dollars to help fund a new Redding library if a local tax initiative called “Measure L” passed. The measure didn’t pass. The citizens of Redding weren’t ready for a new library, or a new tax. A few years later, a grassroots group of citizens formed New Library Now! (NLN) and determined the time was right to compete for a state library grant. To do so, NLN needed lead gifts, which would be the last dollars needed if Shasta County and the city of Redding were successful in receiving the state grant. The Foundation Board found it easy to say “yes” to NLN’s request, and committed \$1 million toward the effort. In the 15 years or so between Measure L and New Library Now’s success, Foundation board and staff learned that timing is critical for major projects. It also reconfirmed that strong grassroots support and broad-based financial support are a recipe for success.

“LIFE IS LIKE PLAYING THE VIOLIN
SOLO IN PUBLIC AND LEARNING THE
INSTRUMENT AS YOU GO.”

EDWARD G. BULWER-LYTTON



Photo: Martlys Johnson



Fairchild Medical Center

In the early 1990s, Siskiyou General Hospital representatives traveled from Yreka to Redding to meet with Foundation representatives. They requested that the Foundation consider committing funds to a capital campaign to build a new hospital in Yreka. The Foundation Board challenged the group to go back to their active medical community and raise \$500,000. They not only met this challenge, they exceeded it. In a community of 7,000 people, this sent a significant message that their community would support a new hospital. The Foundation honored their success with a \$1 million grant, which Leah McConnell matched, totaling a \$2 million contribution to Fairchild Medical Center, named in memory of Leah McConnell's family.



RECREATION TRAILS



Recreation Trails

Trails enhance a community by providing physical activities such as walking, hiking, and cycling to foster good health; attracting visitors to generate tourism; allowing individuals to commute to school or work thus cutting costs and protecting the environment; and providing an opportunity for agencies to collaborate and volunteers to become involved. The McConnell Foundation has a long-term commitment to work with many partners to help build trails in the communities it serves. Some examples of this work are the Ribbon Bridge on the Sacramento River Trail, the Sundial Bridge on the Sacramento River Trail, Wagon Creek Bridge on the Lake Siskiyou Trail, Lema Ranch and Churn Creek Greenway trails, Swasey Recreation Area trails, Keswick Lake Area trails, Westside trails, and the Mule Ridge trail system. The McConnell Foundation has worked with many agencies and volunteers to help build approximately 80 miles of trail and numerous trail bridges.





FIREWORKS

AN ANNUAL TRADITION



Fourth of July Fireworks

The McConnell Foundation's annual tradition of funding Redding's 4th of July Freedom Festival Fireworks began originally as a personal gift from Leah McConnell to enhance the city's fireworks show. Though she was a frugal and private person, she loved fireworks and delighted in funding this spectacular regional show. Leah disliked frivolous expenditures, but of the fireworks she used to say, "At least you can see where your money is going." The annual fireworks display has become an event anticipated by the entire community.





ONGOING GIVING

The Gateway Unified School District Neighborhood Garden
Shasta Lake City



Left to right: Ford Family Foundation
President & CEO Anne Kubisch,
District Administrator Mike Rodríguez, and
McConnell Director Doreeta Domke

Grantseeker Spotlight

Michael (Mike) Rodríguez, wears three hats as District Administrator for the Weed, Mt. Shasta and Dunsmuir parks & recreation districts. In Siskiyou County he is a bit like Meryl Streep is to the movie industry. Mike plays varying and diverse roles successfully, back-to-back, and sometimes simultaneously, to represent the priorities of each community he serves in Siskiyou County.

McConnell has partnered with Mike, three separate boards, and full-time, part-time, and seasonal staff on more than 20 projects, such as the renovation of the Dunsmuir City Park restrooms and botanical garden, the Siskiyou Ice Skating Rink in Mt. Shasta, and the Weed Community Center. What Mike brings to a funder is a local hope, dream, or need, and then is able to demonstrate community support, propose how to complete the project, and include plans to maintain it. Most recently, The McConnell Foundation partnered with the Ford Family Foundation on the long anticipated Weed Community Center, which has been deemed an “absolute gem” for Weed. Though the center was lost in a fire that devastated Weed in September 2014, Mike and the partners are committed to rebuilding the facility.

“NATURE IS NOT A PLACE TO VISIT. IT IS HOME.”

GARY SNYDER

Sulphur Creek Restoration

In 1992 the Foundation purchased Benton Ranch for the future development of an arboretum. At the time of purchase it was noted that Sulphur Creek, which bisected the property, needed restoration because the creek had been rerouted when the Casa Blanca Motel was built. The banks were significantly eroded, and poor conditions stemming from the days of dredger mining stranded juvenile salmon and steelhead.

Lot line adjustments were made to assure that the stream channel was on the Foundation's property, ensuring that restoration could take place in the future. In 1997 the Sacramento Watershed Action Group (SWAG) began the process of restoring Lower Sulphur Creek from the mouth where it meets the Sacramento River traveling upstream.

The final phase of the restoration of Lower Sulphur Creek was completed in the summer of 2005 when the historic channel was opened in time for winter flows. On November 7, 2005, water flowed through the creek's historic channel for the first time in 60 years, providing much improved fish habitat. This phase was a partnership between SWAG, Shasta College, and The McConnell Foundation, with funding provided by The McConnell Foundation and the Cantara Trustee Council.

Many groups participated in the restoration efforts over the years. SWAG oversaw the effort, but it included many funders and dedicated workers, without whom the project never would have come to fruition.



REDDING SCHOOL OF THE ARTS

LEED Platinum School Campus

At the beginning of the 2011 school year, The McConnell Foundation and Redding School of the Arts celebrated the opening of RSA's new, state-of-the-art school facility. The Foundation funded the \$30 million building project as a program-related investment for the community, and the LEED Platinum certified building, owned by the Foundation, represents a fortuitous intersection between the Foundation's goal of creating a model energy-efficient project for the community and RSA's need for a permanent home.

The design of the school and the surrounding site is based on two essential ideas: that creative, colorful, healthy, and fun surroundings can inspire students to learn; and that the built environment should create opportunities to show students, teachers, and the community that sustainability is a part of each day. The school's features are terrific. Every aspect of the facility is purpose-built for a visual and performing arts school, with a focus on green architecture and sustainable use.

The two-story, 77,000 square foot building includes large, brightly-painted classrooms, art rooms, music and dance rooms, a library and information center, a cooking classroom, science lab and a technology room. A key feature of the space is an indoor/outdoor amphitheater seating up to 600 people and offering three enclosed dance and drama rooms that can be opened to create performance venues. The innovative playground offers areas for gross and small motor skills, imaginative play, organized team sports, and active free-play.

“IMAGINATION IS THE HIGHEST
KITE THAT CAN FLY”

LAUREN BACALL

Seasonally, classes grow produce in the school garden and orchard, gather eggs from the school's chickens, and eat their bounty in class or give it to the cooking classroom. Despite a changeable climate, half of the school's learning space is located outdoors. Teachers take advantage of this and often conduct classes outside or open windows for fresh air. Combined with non-toxic building materials and cross-ventilation in all classrooms, this has resulted in decreased student and staff illnesses from prior levels.

Of equal importance to its inspiring design is the fact that the facility serves as a national model of energy efficiency and sustainability. In 2012, RSA became the first school campus in the world to be certified Platinum under the stringent LEED for Schools 2009 standards. It was designed with an overall commitment to environmental sensitivity – a sustainable energy design costing only 3 percent of the total project budget – including a 121-kw photovoltaic system, solar water heaters, a wind turbine and a 175,000-gallon underground water storage tank for rainwater collected from the roof and used for the school's summer irrigation.





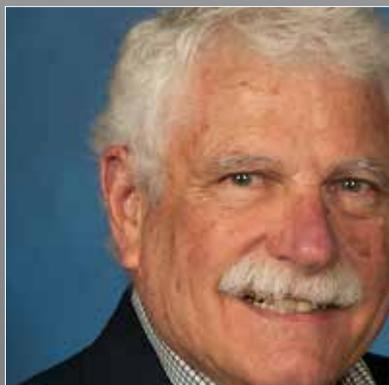
By combining basic design principles (siting the building well, keeping existing trees, and maximizing natural light) with advanced technology (lighting controls, geothermal HVAC and energy management systems) the facility uses less than 20 percent of the energy of typical schools of its size. Students learn daily about the building's green features as an integral part of attending RSA – by tracking the school's performance via a web-based "Building Dashboard" and hands-on experience – how the wind turns the turbine, the solar panels soak up the sun, the water level in the storage tank declines with irrigation, the lights automatically dim with bright sunlight, etc.

RSA's school building is not only a national model of energy efficiency and sustainability; it is a large sustainability laboratory for the students and community. Since moving in, the talk of the school and much of the students' initial lessons speak to the building's key green features and light load on the planet. Students are proud their school made LEED Platinum with points to spare and without prompting, will tell visitors about their favorite green feature of the facility. Having a school that is truly an environmentally responsible, vibrant, living learning environment filled with whimsical, child-centered features, engages students wherever they may be on campus and serves as a catalyst for formal and informal lessons on sustainability.





GENEROSITY



McConnell Foundation Staff
The staff of The McConnell Foundation is as varied as the terrain around Lema Ranch. Each employee lends expertise in his or her own area, whether it's accounting, land management, administration, grantmaking, communication, or investment planning. All roles are important, and the staff functions together to enable the Foundation to advance its mission of helping build better communities through philanthropy.





Matching Gifts

The Foundation's Matching Gifts Program is designed to encourage board members and staff to join with the Foundation in the financial support of charitable organizations of personal interest and passion. For each dollar contributed to an eligible nonprofit, the Foundation will contribute three dollars to the organization. In effect, each board member and staff is able to make "small grants" to causes he or she personally supports. To date, the Foundation has contributed \$1,702,559 to match board members' and employees' donations.



HUMANITY
KINDNESS



EMPLOYEES WHO GIVE

The McConnell Foundation Statements of Financial Position

December 31, 1988 (unaudited)
December 31, 1996 (audited)
December 31, 2013 (audited)

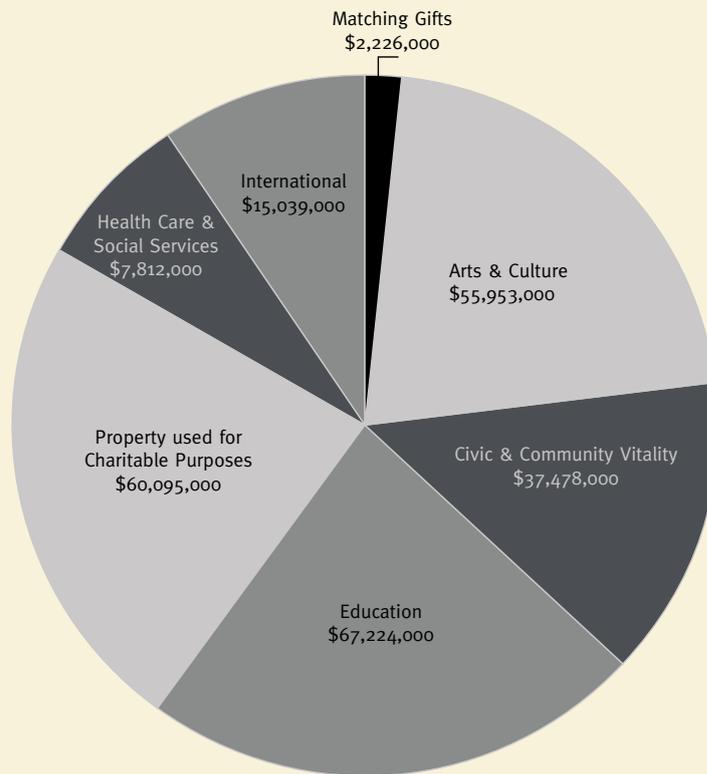
Assets	1988	1996	2013
Cash	\$97,846	\$6,257,471	\$3,056,729
Investments	42,211,168	238,681,989	265,216,096
Charitable Use Assets		42,439,900	72,848,559
Other Assets	47		
Total Assets	\$42,309,061	\$287,379,360	\$341,121,384
Liabilities and Net Assets			
Liabilities			
Accounts Payable and Other Liabilities	\$486,242	\$2,055,199	\$30,898,304
Grants Payable		1,816,961	8,970,293
Total Liabilities	486,242	3,872,160	39,868,597
Net Assets			
Unrestricted	41,822,819	241,067,300	283,316,374
Temporarily Restricted		42,439,900	17,936,413
Total Net Assets	41,822,819	283,507,200	301,252,787
Total Liabilities and Net Assets	\$42,310,000	\$287,000,000	\$341,121,384

Our asset base is about \$400 million. The Foundation's goal is to make 9% on its investments: 5% for annual charitable giving, 3% for inflation, and 1% for administrative costs.

Population (2013 estimates)

Modoc 9,147 | Shasta County 178,980
Siskiyou County 43,799
Trinity County 13,448 | Tehama County 63,057
Nepal 26.5 million | Laos 6.7 million

A FINANCIAL SNAPSHOT



“YOU GIVE BUT LITTLE WHEN YOU GIVE OF YOUR POSSESSIONS.
IT IS WHEN YOU GIVE OF YOURSELF THAT YOU TRULY GIVE.”

✪ KHALIL GIBRAN



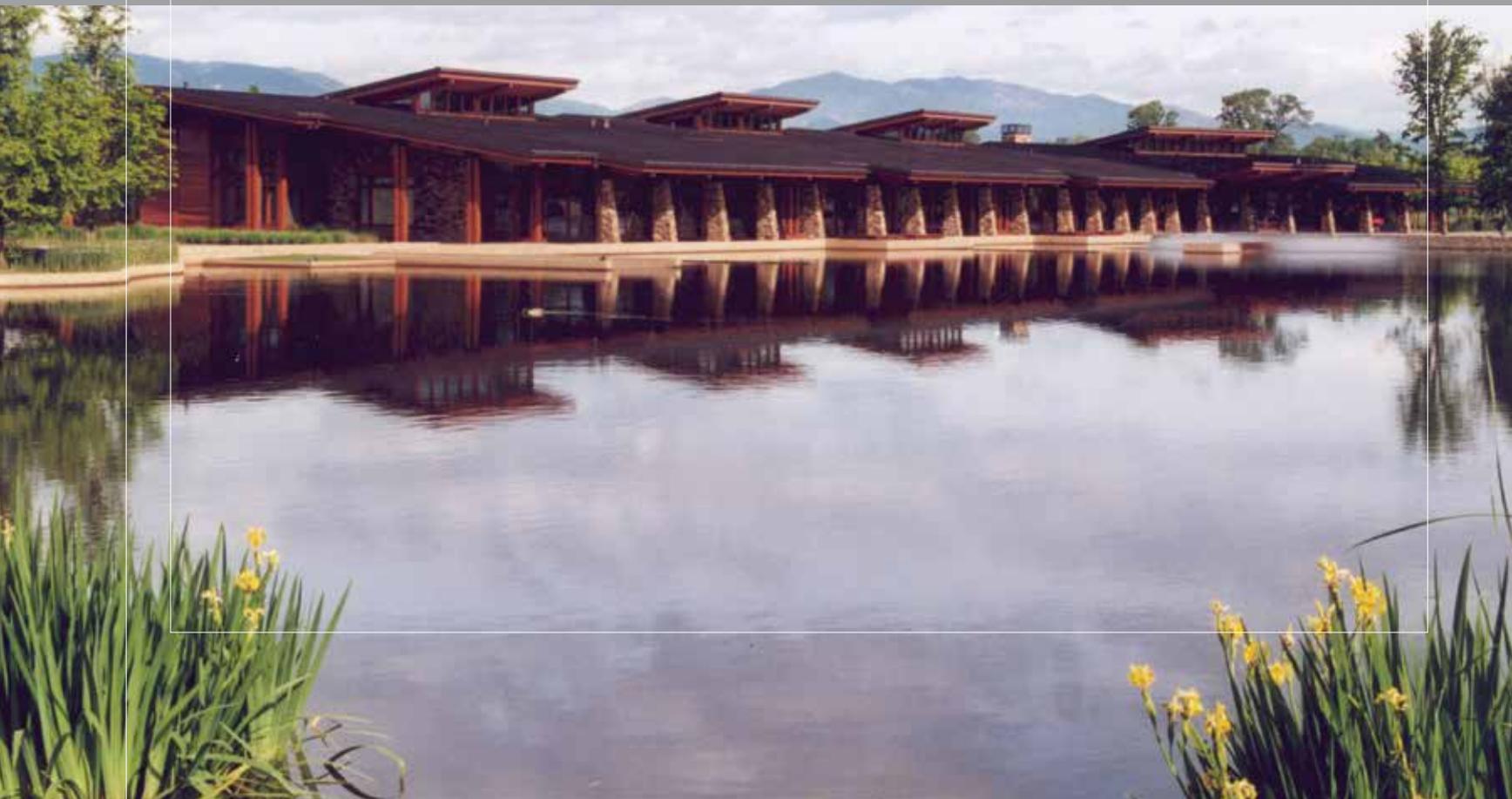
~ OUR MISSION ~

HELPING BUILD BETTER COMMUNITIES THROUGH PHILANTHROPY

~ OUR VALUES ~

At The McConnell Foundation, we value working in partnership to help build better communities. We value excellence and integrity, using our personnel, facilities, and financial resources for positive change. We value long-term planning, working responsibly and respectfully with others, as well as encouraging creative ideas and entrepreneurial strategies. Each individual at the Foundation makes a special contribution to our team, working to strengthen and enrich our communities.

TOGETHER, WE ARE MAKING A DIFFERENCE.



Thank you for taking the time to read this publication. We are proud of the positive impact our work has had over the past 25 years, but we aren't finished. The Foundation is well positioned to continue funding into the future, and soon, our Board of Directors will assess the Foundation's current priorities, add new goals and set new objectives. When they do, our staff will be ready to embrace the work. At the core of our giving is the shared desire by our board and staff to improve the quality of life for the people in the places we serve. We welcome any questions or comments you may have about our past, present or future endeavors.

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