



# THE WHITFORD CHARITABLE FUND

Est. 2011

*An Affinity for Sport | A Community of Friends*

**Why would a country club give over a half-million dollars to nonprofits?** Just ask any member of Whitford Country Club, and you'll find answers.

**Whitford was founded based on generosity.** In 1955, Al Ostheimer generously gifted 168 acres to "share the sporting experience with community neighbors." To determine what to do with the land, 60 people gathered. After much discussion of options, it was decided that the land would be used for golf, tennis and swimming. The farmhouse and barn would become clubhouses.

In 1956, the first nine holes were completed for the golf course. On Memorial Day 1957, the second nine holes, swimming pool, and tennis courts opened.

It turns out that Whitford's members are a generous group of people who provide time, money and resources to charitable causes. **Many of Whitford's members serve on nonprofit boards and committees throughout the region, and roll up their sleeves to do volunteer work.**

For 32 years, the Whitford Pro-Am was a widely known, well-attended golf tournament that took place the second weekend in September. When the outside organizers decided to move the event, Whitford had a decision to make: either open up that weekend to its own members, or begin a new event which Whitford would fully "own."

As with any club, members had a diverse array of opinions. Numerous discussions were held and ideas abounded. Several Club Board Members led the call to **"do something different...something that was inspiring and would make Whitford stand out."** A core group of visionaries met over a

drink at the clubhouse and conceived the Whitford Charitable Fund concept, which centered around the idea of raising funds for Chester County beneficiaries while having fun.

Explains Bruce Hockman, one of the visionaries, **"Instead of focusing on putting big prize money together for some Pros, we hit on the idea of putting the money together for nonprofits that do good community work."** The whole focus of the event changed, while the Pro-Am part and gala dance part stayed the same." The group presented the idea to the Whitford Board of Directors. In 2010, the Whitford Charitable Fund Committee was born, for the purpose of "Giving Something Back" to Chester County nonprofits.

Past and current members of the Whitford Charitable Fund Committee include Lynn Bevevino, Kim Brumbaugh, Bill Cain, Bob Gorr, Gwynne Gorr, Ed Hart, Bruce Hockman, Peter Hoover, Larry Kelly, Tom Myles, George Powers, Maryanne Parsons, Steve Seide, Daryl Tunno, James Terry, Lou Teti and Michael Williams.

The Charitable Fund Committee designed a signature fundraising event that played to the strengths of Whitford's members: **love of fun, sports, food and drink.** Over the last few years, the Whitford Charitable Fund Classic has developed into a fun-filled, weekend after Labor Day event:

- Friday: Women's Tennis Classic Tournament, Gala Dinner, Dance & Auction (live & silent)
- Saturday: Men's Tennis Classic & Whitford Classic Golf Sponsors' Tournament



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- Bruce Hockman



- Sunday: Whitford Charitable Golf Pro-Am, featuring the Best Professionals in the Philadelphia Section of the PGA. Cocktails and Awards following the Tournament.

The September Whitford Charitable Fund Classic is preceded by a “Give Something Back” kickoff in July, a one-day golf outing designed to reach even more friends of the nonprofit beneficiaries, and introduce them to Whitford while raising additional charitable funds.

While organizing the first event in 2011, the members soon ran into a bit of a roadblock. Jim Terry, Chairman of the Whitford Charitable Fund explains, “We were excited about getting our first Whitford Charitable Fund Classic off the ground in September 2011. We certainly knew how to get members and their friends together to golf, swim and play tennis; and to



dance, eat and drink. But we **discovered that the back-office administrative work was more than our committee volunteers could easily take on.**”

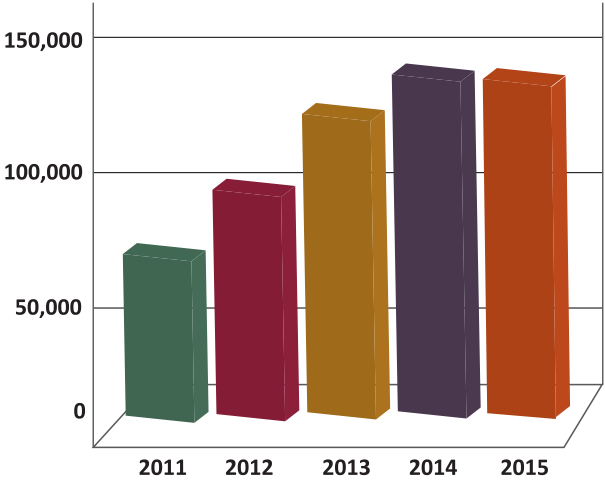
Adds Jim, “We didn’t have the desire nor the time to secure our own 501(c)(3) status. And no one was real thrilled about doing the banking, keeping the bookkeeping accounts, or generating contribution receipts. When Lou Teti Esq., a Whitford Charitable Fund Committee member, introduced us to the Community Foundation, **we decided to sign up with the Foundation because of its “full service offerings.”**

The Whitford Charitable Fund at the Community Foundation is administered in two parts: a **short-term** provisional fund which houses the annual event income and expenses; and a **long-term** quasi-endowed fund. Started by an anonymous donor, the quasi-endowed funds are invested for the long-run, so the intent of the Whitford Charitable Classic can continue forever.

In its first year, the Whitford Charitable Fund granted \$65,000 to eight grantees. As of Fall 2015, over \$510,000 has been granted to 23 nonprofit charities.

Whitford’s members play a crucial role in deciding the charitable beneficiaries: **after all, they raise the money.** As the popularity of the event has grown, so have the grant monies and the number of grant applications. Whitford Charitable Fund has a Grants Committee which reviews all proposals, after disclosing interests and relationships they have with local nonprofits.

### WHITFORD CHARITABLE GRANTS NONPROFIT GRANTS TOTALING \$500,000+ 2011-2015



Grants are only awarded to nonprofits that provide a majority of services to residents of Chester County.

**It’s a competitive grant award process, befitting a sport-based fundraiser.** As Bruce points out, “The Grants Committee likes to focus on nonprofits with budgets under \$1 million, because we believe the money can go a longer way and have a larger impact. The process gets more difficult every year. It’s hard to say ‘no’ to good people who do good work.”

In his opening comments at Whitford’s 2014 Classic Gala, Sheldon Yellen, CEO of Presenting Sponsor Belfor USA, reminded members, “We can all make a difference in a person’s life, if we take the opportunity to do so.”

Jim Terry sees a lot of opportunity for the future. “We have a young membership at the Club, which is good. The Whitford Charitable Fund Classic gets them engaged. They soon find that it’s more than just a party. This year, the golf sold out right away, our aquatics members are now involved in a fund raising Swim- A-Thon, and men’s and ladies’ tennis events were a great success. So many more people have become engaged, and they find ways to ‘give something back’ and help others. **In addition to the event, people learn more about charities in their backyard.** And now we’ve seen more people volunteering for local charities. They’re involved in community service year round.”



Where does the Whitford Charitable Fund Classic go from here? Founding organizer Jim Terry has an idea: **“Maybe there is a way to take this to other Clubs and get them**



**involved.** We have a model. With other Clubs, we could make this a Chester County thing. Maybe we all pick one day for all the Clubs to Give Something Back and make it a regional initiative.”

Bruce Hockman enthuses, “There are lots of reasons to join a country club. We have found, more often than not, people want to help others. **There is an excitement, an electricity, and a synergy that comes from doing good works, and doing good works together.** At Whitford, we pride ourselves on being a community of friends. **If we can get the Club to think that giving something back is part of the membership deal at Whitford, then we will have gotten something right. It’s a good thing to do.”**

To learn more about the Whitford Charitable Fund Classic and how you can play a part in “Giving Something Back”, visit <http://www.whitfordcc.com/WhitfordCharitableFund>



### Whitford Charitable Fund grantees since inception include:

- Aidan’s Heart Foundation
- Camphill Special School
- Chester County Community Foundation Grant Fund for Chester County
- Chester County Food Bank
- Chester County Futures
- Chester County Hero Fund
- Chester County Public Safety Training Foundation
- Chester County SPCA
- Coatesville Youth Initiative
- Domestic Violence Center of Chester County
- Downingtown Area Senior Center
- Downingtown Library
- Family Lives On (formerly Mommy’s Light Lives On)
- Good Works
- Home of the Sparrow
- Hope Springs Equestrian Therapy
- Interfaith Housing Assistance Corporation of Chester County
- Lord’s Pantry of Downingtown
- Maternal & Child Health Consortium of Chester County
- Partners in Outreach
- Phoenixville Area Children’s Learning Center
- Safe Harbor
- SE PA Autism Resource Center
- Wings for Success

Whitford photos courtesy of David James Photography.