

WILLIAM S. LATOFF CHARITABLE FOUNDATION, *est. 2016*

When a community icon with a huge heart and an immense fighting spirit loses against cancer, what's to be done?

"On one hand, I just wanted to curl up and cry. But I knew that Bill would be so disappointed if I did that," reveals Mary Latoff. "During his fight with cancer, on the rare occasions when I did tear up, he'd look at me and say, 'Get it together, Mary, **You Can Do This.**' I needed to be strong for him. I wanted to make him proud."

Bill was never one for pity nor tears. Yet he was highly emotional and passionate about his family, his community, and his work. He cared so deeply, about so much. As his longtime friend Skip Brion explains, "Bill just wanted everyone to be their best."

Mary adds, "**Bill would do anything for anybody.** So many people came to him for advice: friends and family with difficulties; people trying to get into politics; churches such as his Lebanese church in Philadelphia or the local Catholic churches...they would always come to Bill for help. Bill took great pleasure in helping others and doing what he could. Always. For as long as I have known him."

How did this arise? Maybe it was his upbringing. William Salem Latoff was born in Coatesville in 1948 and raised in Downingtown. He was extremely proud of his Lebanese ancestry. Bill adored his father, who had a very bad accident when he was young. Bill's father had an incredible ability to greet every single person by name when walking down the street. Furthermore, the Latoff home had an open door, and Bill's mother had a generous heart. People knew they were welcome to just drop by and stop in, and they did. Bill's mother welcomed everyone with incredibly warm hospitality and wonderful homemade meals over animated conversation.

Mary was instantly charmed by Bill. She lights up, explaining, "What attracted me to Bill? It wasn't just one thing. It was the whole package. Bill was kind, generous, outgoing and loving...and a true gentleman. Our long term friendship blossomed into enduring love."

After starting an accounting firm and consulting firm, Bill went on to invest in various businesses and banks. He also invested in commercial real estate and high-end auto dealerships—Mercedes, Land Rover, Jaguar. Over the years, Bill became President/Chairman of Brandywine Automotive Group, and then Chairman/CEO of DNB Financial Corporation.

Amidst business responsibilities, Bill and Mary traveled the world together: Italy and France were favorites. Banking functions with the American Bankers Association Public Affairs Committee and the Pennsylvania Bankers Association took them throughout the U.S.

Locally, Mary and Bill were always attending a myriad of charity events, political forums, fundraising functions and receptions. Bill's community leadership was evident in the positions he held as Board Chair of the Chester County Industrial

Development Authority, Chester County Library Trust, and Chester County Historical Society. He also served as a Board member of the Chester County Economic Development Council, the Chester County Chamber of Business & Industry, and the Federal Reserve Bank of Philadelphia Nominating Committee.

Bill was honored by the Chester County Council Boy Scouts of America, the Chester County Historical Society, and the Foundation for Catholic Education for his efforts on their behalf. Bill was also a devoted supporter of St. Maron's, a Maronite Catholic Church in South Philadelphia. St. Maron's has served men and women who emigrated to the U.S. from Lebanon, as well as generations of their descendants, for over 125 years since 1887.

After Bill passed away in 2016, Mary, along with friends and colleagues, began to meet to discern the best way to commemorate his life. "**We knew we wanted to create a foundation to carry on Bill's legacy,**" explains Bill Heib, CEO of DNB First.

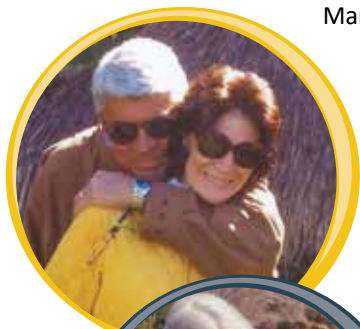
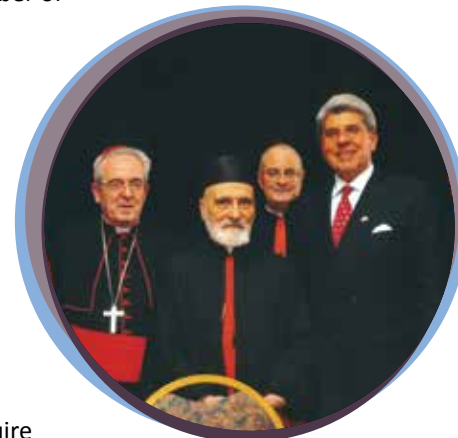
"We considered incorporating a private foundation," notes Skip Brion Esq. of Buckley Brion McGuire & Morris. "Then at one of our meetings, Mike DeHaven, a CPA, asked if we had thought about the **community foundation option.** We had heard of the community foundation, but didn't have much detail. We knew that Mike had recently joined the Board of Directors of our local community foundation, but other than that we hadn't had a lot of interaction with them."

Mike explains, "**It seemed like a natural fit to me.** Especially when we realized that we were looking for more information on community issues, local charities, and how to determine the health of potential nonprofit grantees, I thought of the Community Foundation," explains Mike.

"I asked the Community Foundation to send some basic materials for the committee to review. Then a few weeks later, Karen Simmons and Beth Harper Briglia of the Community Foundation joined our meeting. Actually, it was pretty easy. Karen and Beth made a brief presentation on the pros and cons of the Community Foundation, and then asked us about our goals and concerns. Our committee asked a lot of good questions, and they gave a lot of good answers."

Bill Heib notes, "**I am impressed with the community foundation's turn-key solution.**" There are standard fund agreements, a detailed financial reporting package, administrative assistance, and systems in place. There is also customization, based on our specific needs and circumstances. All we had to do was say 'yes' and we could begin immediately. The turn-key solution allows us to focus on the fundraising and grantmaking."

On the investment side, Controller Bob Ferguson explains, "DNB First has been one of our Gold Medallion Investment Partners for a few years now. This means that DNB First annually passes our due diligence review handling the investments of fund advisors who choose DNB First. It seems most fitting that DNB First handles the investment of this fund; something Bill Latoff would definitely want."



On the fundraising side, the Committee obtained pledges from a group of individuals who care deeply about Bill Latoff, his accomplishments, and his legacy; people who were loyal to Bill and wanted to commemorate him. "It was amazing," notes VP Beth Harper Briglia. "I've never seen a fundraising fund grow so quickly. From \$0 to \$six figures in just a couple of months. And more pledges coming in. The outpouring of support has been wonderfully generous, a testament to Bill Latoff's popularity and his drive to help others."

On the grantmaking side, the Committee intends to gather with Mary to make annual grants to causes that Bill cared about:

- Education
- Social & Human Services
- Community & Civic Engagement



Mary's first grant was obvious to her: a significant gift to Chester County Hospital Abramson Cancer Center. "This was an easy decision, but a tough one at the same time. I wanted to present the check Dr. Dennis Berman, head of the Cancer Center. Dr. Berman's care, concern and compassion for Bill and me was unwavering during those five months of treatment."

"Being back in the Cancer Center and walking past the station where Bill often received his treatments was extremely difficult. Memories came flooding back. Sadly, the demand for cancer treatment has gotten greater. Yet gratefully, the Chester County Hospital and the Cancer Center enable patients to receive excellent care locally, without having to travel long distances."

Working with Community Foundation staff, Mary is learning more about Chester County nonprofits. "I know a lot already, as I've been involved in this community for many years.

Yet at the same time, the Community Foundation helps me discover organizations that I was not familiar with. CCCF staff accompany me on site visits to various nonprofits, enabling me to discern more fully what is important to me. I'm rolling up my sleeves and volunteering in some new places, meeting new people. It's been fun, discovering new opportunities in my own backyard. There are some real hidden gems that do incredible work for the community."

The grants to charitable nonprofits, combined with hands-on volunteerism, are a strong testament to Bill. The Community Foundation is honored to help commemorate Bill Latoff's legacy, now and forever.



"BILL WILLINGLY GAVE OF HIS TIME, HIS TALENT AND HIS TREASURE. HE WOULD ASK THAT WE ALL DO THE SAME."



FOUNDING DONORS

These friends of Bill have made contributions and pledges to create the William S. Latoff Charitable Foundation. Additional gifts are welcome. We invite you to join us.

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| Ardmore Banking Advisors | Marcy & Rob Fenza | Phyllis & David Moser |
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| | Mary Demetor Latoff | Madeline & Jim Thornton |
| | Mark McCollum | Chris & Rick Weber |

LATOFF FUND SUGGESTED DONATION LEVELS

American Flag Pin Level	\$15,000
Tuxedo Level	10,000
Double Breasted Suit Level	5,000
Gold Cuff Links Level	2,500
Sport Coat Level	1,000
White Button-Down Shirt Level	500
Suede Loafers Level	100

To contribute, send a check made payable to the Latoff Charitable Foundation, CCCF, 28 W. Market St., West Chester PA 19382 or donate securely online at www.chescocf.org search Latoff. Thank you.

