



THE
JOHN BEN SNOW
MEMORIAL TRUST

Annual Report 2012

THE JOHN BEN SNOW MEMORIAL TRUST



John Ben Snow
THE DONOR

John Ben Snow was born and raised in Pulaski, New York, a small village north of Syracuse. He graduated from New York University in 1904 and soon thereafter entered F.W. Woolworth & Company. A man of vision, he was attracted to mass market sales and introduced innovative retailing techniques. He rose rapidly through the ranks from stock boy to corporate director, initially in New York, and finally in Great Britain, where he accumulated a small fortune through hard work, savings and wise investments. After retiring from Woolworth in 1939, Mr. Snow devoted the remainder of his life to building the Speidel chain of newspapers and publishing the Western Horseman. He was fond of animals, especially horses, enjoyed racing, fox hunting, polo and range riding. Throughout his life, John Ben Snow shared his wealth with relatives, friends, business associates and fellow Pulaskians. He gave generously and freely to those persons and causes he cherished. He preferred to "invest" in people, especially the young, by making available financial assistance. He also believed in improving the quality of life in a variety of communities. To further these and other philanthropic causes, he provided in his will for a charitable trust.

In 1975, two years after his death, The John Ben Snow Memorial Trust was established in New York. The four original trustees were a member of the Snow family, a lawyer, a publishing associate and a corporate trustee, the Irving Trust Company, now Bank of New York Mellon. All were close to the donor and aware of his beliefs, values and ideals. The individuals named as trustees and their successors were empowered to grant funds for educational, scientific and humanitarian purposes to qualified organizations. They meet once a year, usually in June. ■

THE JOHN BEN SNOW MEMORIAL TRUST

FUNDING POLICIES

The mission of the Memorial Trust is to make grants within specific focus areas to enhance the quality of life in many geographic regions. Historically, the Memorial Trust has made grants in the following program areas:

- ✓ Arts and Culture
- ✓ Community Development
- ✓ Education
- ✓ Environment
- ✓ Historic Preservation
- ✓ Journalism

The Memorial Trust responds to the ever-changing needs of various segments of the population, especially to the needs of young people and people who are disadvantaged either physically or economically.

It is the Memorial Trust's general policy to give preference to proposals seeking funds for new or enhanced programs, one-time, short-term grants to sustain a program until funding is stabilized, matching grants used to encourage the participation of other donors, and "last dollars" towards a capital campaign.

The Memorial Trust will not accept proposals from individuals or for-profit organizations. Additionally, the Memorial Trust does not encourage proposals from religious organizations or proposals for endowments, contingency funding, or debt reduction. There are no minimums or maximum grant amounts; however, most grants range from \$10,000 to \$25,000. ■

GRANT APPLICATION PROCEDURES

The Memorial Trust is pro-active in seeking grant proposals from qualifying 501(C)(3) organizations. Additionally, the Memorial Trust accepts unsolicited proposals from qualifying organizations.

An initial letter of inquiry must be submitted on organization letterhead and received by January 1st of the year in which a grant is requested. The initial letter of inquiry should include the background of the organization, a description of the proposed project detailing the time frame and anticipated outcomes, and a high-level project budget. The letter of inquiry should be addressed to the nearest regional office:

The Snow Memorial Trust
C/O Jonathan L. Snow, Trustee
50 Presidential Plaza, Suite 106
Syracuse, NY 13202
Phone: (315) 471-5256
Email: johnbensnow@verizon.net

The Snow Memorial Trust
C/O Emelie M. Williams, Trustee
P.O. Box 5605
Reno, NV 89513
Phone: (775) 830-4454
Email: jbs.nevada@gmail.com

The Snow Memorial Trust
C/O Valerie A. MacFie, Trustee
4057 Route 9 North #383
Howell, NJ 07731
Phone: (732) 962-8588
Email: vmacfiejbs.nj@gmail.com

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If the proposal meets the stated guidelines and priorities of the Memorial Trust, grant application instructions will be sent to the applicant.

All grant applications must be submitted using the Memorial Trust grant application form and must be received by **April 1st** of the year in which a grant is requested. The following information must also be included with the formal grant application:

- ✓ Executive summary (*not to exceed one page*)
- ✓ Detailed project budget including itemized expenses and sources of income
- ✓ Listing of the Board of Directors including names and board positions held
- ✓ A copy of the organization's 501(c)(3) determination letter from the IRS
- ✓ Most recent audited financial statement
- ✓ Organization budget

Failure to provide all of the required information will result in the rejection of the grant application.

The Trustees may require additional information and possibly an interview or site visit. Any discussions or indications of interest should not be construed as a commitment by the Trustees. All complete grant applications are carefully considered and evaluated by the Trustees. Applicants are notified in writing of the Trustees decision by **July 1st**. All approved grant applicants are required to sign and return a Grant Acceptance Agreement prior to any funds being released by the Memorial Trust.

Beginning in 2013, the Trustees will periodically consider off-cycle grant proposals between **July 1st** and **December 1st** for projects whose timing does not fall within the standard grant application cycle outlined above. These proposals must be submitted using the Memorial Trust grant application form and must include all supporting documentation as noted above. The funding for these proposals fluctuates yearly based on investment performance as well as prior grant commitments. The grant seeker must contact the Memorial Trust and obtain approval prior to submitting an off-cycle grant proposal. ■

REPORTING RESPONSIBILITIES

Because the Trustees assume that the grantee has a moral and legal obligation to account for all funds received, each grantee is required to submit a formal report accounting for the expenditures of the grant funds by **March 1st** of the year after the approval of the grant. This report should include:

- ✓ Executive summary (*not to exceed one page*)
- ✓ Detailed narrative
- ✓ Financial accounting
- ✓ Relevant attachments

All grant reports are reviewed by the Trustees. Any change in plans must be approved by the Trustees. If a grantee fails to submit a formal report, the Trustees reserve the right to request that the grant funds be returned. Additionally, further grants will not be considered until a final report is received. ■

TRUSTEES

Bank of New York Mellon

Valerie A. MacFie

Jonathan L. Snow

Emelie M. Williams

THE JOHN BEN SNOW MEMORIAL TRUST

FINANCIAL HIGHLIGHTS

Year Ended: 31 December 2011

Total Assets:	\$ 24,272,703
Excise Taxes:	\$ 19,060
Investment Revenue:	\$ 1,067,057
Grants Paid:	\$ 908,650

GRANTS APPROVED AT THE 2012 ANNUAL MEETING

*Denotes matching grant

ARTS AND CULTURE

Capital City Arts Initiative – Carson City, NV	\$ 10,000
<i>Exhibitions and education</i>	
Central New York Community Foundation – Syracuse, NY	\$ 40,000
<i>IDEAS collaborative</i>	
Chenango County Council of the Arts – Norwich, NY	\$ 5,000
<i>Furnishings for community room</i>	
Churchill Arts Council – Fallon, NV	\$ 12,000
<i>Challenge match</i>	
Lake Tahoe Shakespeare Festival – Incline Village, NV	\$ 12,000
<i>Educational outreach program</i>	
Mainstay (The) – Rock Hall, MD	\$ 4,500
<i>Jazz concert workshop</i>	
Nevada Museum of Art – Reno, NV	\$ 10,000
<i>Center for art and environmental programming</i>	
Paper Mill Playhouse – Millburn, NJ	\$ 10,000
<i>Computer upgrades</i>	
Reno Youth Jazz Orchestra – Reno, NV	\$ 5,500
<i>Support for new youth band</i>	
Signature Band & Choir Camp, Inc. – Syracuse, NY	\$ 20,000
<i>Near Westside youth music program</i>	

Syracuse Children's Chorus – Syracuse, NY	\$ 5,000
<i>Scholarship support for 2012-2013 season</i>	
Union County Performing Arts Center – Rahway, NJ	\$ 15,000
<i>Furnishings for Hamilton Stage</i>	
	<u>\$149,000</u>

COMMUNITY INITIATIVES

180 Turning Lives Around – Hazlet, NJ	\$ 5,000
<i>Update website capabilities</i>	
CARE Chest of Sierra Nevada – Reno, NV	\$ 5,000
<i>Diabetic program</i>	
Casa De Vida – Reno, NV	\$ 6,000
<i>Wanda's Closet</i>	
Friends of Washoe County Library – Reno, NV	\$ 14,000
<i>Purchase and install book lockers</i>	
Frost Valley YMCA – Claryville, NY	\$ 30,000
<i>Rebuild Pigeon Lodge</i>	
Greater Pulaski Community Fund – Syracuse, NY	\$ 15,000*
<i>Community challenge grant</i>	
KUNR-FM Radio – Reno, NV	\$ 8,000
<i>Community based programming</i>	
Light House Annapolis Area Ministries, Inc. – Annapolis, MD	\$ 3,000
<i>Homeless job assistance</i>	
Monmouth Neighborhood Housing, Inc. – Cliffwood, NJ	\$ 6,000
<i>Classroom supplies</i>	

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Trinitas Health Foundation – Elizabeth, NJ	\$ 10,000
<i>Building Leaders for Tomorrow</i>	
Village of Pulaski – Pulaski, NY	\$ 25,000
<i>Resurface parking lot</i>	
	<u>\$127,000</u>

Seeing Eye, Inc. (The) – Morristown, NJ . . .	\$ 7,000
<i>Seeing Eye Dog Test Drive program for youth</i>	
YMCA/YWCA - Westfield Area – Westfield, NJ	\$ 15,000
<i>Rest room accessibility</i>	
	<u>\$139,000</u>

DISABILITIES AND UNIVERSAL ACCESS

ARC of Monroe – Rochester, NY	\$ 15,000*
<i>Lambert Enrichment Campus accessibility</i>	
Camp Git Along – Sun Valley, NV	\$ 3,500
<i>Camp for children with special needs</i>	
Camp Lotsafun – Reno, NV	\$ 7,000
<i>Camp scholarships</i>	
Franziska Racker Centers – Ithaca, NY . . .	\$ 15,000
<i>Facility expansion/ renovation</i>	
Hearing and Speech Agency (The) – Baltimore, MD	\$ 2,500
<i>Language and speech therapy</i>	
Midland School Foundation (The) – North Branch, NJ	\$ 6,000
<i>Sound equipment and career kits</i>	
Musical Theatre Festival, Inc. – Auburn, NY	\$ 25,000
<i>New facility accessibility</i>	
New Jersey Institute of Technology – Newark, NJ	\$ 5,000
<i>Therapeutic computer games for children</i>	
Northern Nevada RAVE Family Foundation – Sparks, NV	\$ 10,000
<i>Respite care for families</i>	
Note-ables (The) – Sparks, NV	\$ 8,000
<i>Musical based therapy</i>	
Pathfinder Village Foundation – Edmeston, NY	\$ 20,000
<i>Construction of greenhouse in village commons</i>	

EDUCATION

Boys & Girls Club of Truckee Meadows – Reno, NV	\$ 10,000
<i>Power Hour tutoring program</i>	
Centenary College – Hackettstown, NJ . . .	\$ 10,000
<i>Equine Center</i>	
Children's Cabinet of Reno, Inc. (The) – Reno, NV	\$ 15,000
<i>Academic remediation</i>	
College of St. Rose (The) – Albany, NY . . .	\$ 5,000
<i>Day at the College program</i>	
Cooper Union (The) – New York, NY	\$ 10,000
<i>Summer high school engineering program</i>	
Cumberland College – Williamsburg, KY . .	\$ 8,000
<i>Student wellness center</i>	
Horizons at Radcliffe – Chestertown, MD .	\$ 10,000
<i>Summer enrichment programs</i>	
Maryland Historical Society – Baltimore, MD	\$ 8,000
<i>Summer teachers' institute</i>	
Montpelier Foundation (The) – Orange, VA	\$ 12,500
<i>Constitution seminars for teachers</i>	
National Judicial College – Reno, NV	\$ 18,000
<i>Administrative law judges support</i>	
Pulaski Academy & Central School – Pulaski, NY	\$ 50,000
<i>Academic achievement awards</i>	
Pulaski Academy & Central School Alumni Assoc. – Pulaski, NY	\$ 2,000*
<i>Scholarships</i>	

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St. Lawrence University – Canton, NY . . . \$ 11,000
Arts Center renovations

Sultana Projects, Inc. – Chestertown, MD . \$ 50,000
The Allen R. Malcolm Scholarship Fund

Union County College – Cranford, NJ . . . \$ 12,500
Need based scholarships

Washington Center (The) –
Washington, DC \$ 20,000*
Alumni matching challenge

WCNY Public Broadcasting of
Central New York – Syracuse, NY \$25,000
Education center

YMCA - Summit Area – Summit, NJ \$8,000
Achievers college and career tour

\$285,000

ENVIRONMENT

Keep Truckee Meadows Beautiful –
Reno, NV \$ 12,000
Environmental education

Scenic Nevada – Reno, NV \$ 8,000
Outreach toolkit

\$20,000

HEALTH SERVICES

Cancer Hope Network – Chester, NJ \$ 5,000
Patient matching program

Children's Specialized Hospital Foundation –
Mountainside, NJ \$ 10,000
Renovations to Toms River facility

HAWC Community Health Centers –
Reno, NV \$ 25,000
Medical devices for homeless outreach

\$40,000

HISTORIC PRESERVATION

Adirondack Museum –
Blue Mountain Lake, NY \$ 10,000
Audio tour project

Comstock Cemetery Foundation –
Virginia City, NV \$ 14,280
Historic preservation

Kent County Arts Council –
Chestertown, MD \$ 15,000
Facility renovation

New Jersey Historical Society –
Newark, NJ \$ 5,000
American Stories/Building a Community

\$44,280

JOURNALISM

Bucknell University – Lewisburg, PA \$ 15,000
Susquehanna Summer Writers' Institute

University of Nevada-Reynolds School –
Reno, NV \$ 75,000
Technical upgrades

\$90,000

SPECIAL GRANTS

Village of Pulaski – Pulaski, NY \$ 6,000
Maintenance of Snow Memorial Building

\$6,000

YOUTH PROGRAMS

American Museum of Natural History –
New York, NY \$ 10,000
Virtual Worlds Institute scholarships

Bonnie Brae – Liberty Corner, NJ \$ 15,000
Support for enrichment activities

Camp Speers-Eljabar YMCA –
Dingman's Ferry, PA \$ 10,000
Camp scholarships

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Collins Home & Family Ministries –
Seneca, SC\$ 5,000
Upgrade appliances and computers

Girl Scouts, Heart of New Jersey, Inc. –
Montclair, NJ\$ 4,000
Equipment upgrade

Hope House – Washington, DC\$ 8,000
Summer camp support

Kids First Family Services – Reno, NV ...\$ 10,000
Counseling services

Morton Golf Foundation –
Sacramento, CA\$ 7,500
California Eagles Golf program

Plainfield YMCA – Plainfield, NJ\$ 15,000
Summer camp support

Silver State Young Chautauqua Association –
Yerington, NV\$ 14,500
Youth history performance

Vitamin L Project (The) – Ithaca, NY ...\$ 10,000*
School scholarships

\$109,000

GRAND TOTAL: \$1,009,280