



JOHN BEN SNOW
MEMORIAL TRUST
ANNUAL REPORT 2020

A photograph of a grand, multi-story red brick building with intricate architectural details, including many windows and a prominent corner tower. In the foreground, a large fountain with multiple water jets is spraying water upwards. An American flag is visible on a pole in front of the building.

INVESTING IN THE COMMUNITY

A close-up photograph of a diverse group of graduates wearing black academic caps and gowns. They are all smiling and looking towards the camera. The focus is sharp on the graduates in the foreground, with those in the background slightly blurred.

INVESTING IN PEOPLE

A photograph of a group of diverse young children of various ethnicities and ages. They are all smiling and looking directly at the camera. They are arranged in a circle, with their heads tilted upwards, creating a sense of unity and hope.

INVESTING IN THE FUTURE

THE JOHN BEN SNOW MEMORIAL TRUST

About John Ben Snow



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 BNY Mellon N.A.. 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 Memorial Trust strategically focuses funding within core geographic regions of the United States and across specific program areas (prioritized below) while responding to the ever-changing needs of targeted populations, especially to the needs of youth and people who are disadvantaged economically, emotionally, or physically.

Primary Focus Area: Dating back to the inception of the Memorial Trust in 1973, the primary and overarching grant making priority has been and continues to be programs that focus on education.

- **Education:** Targets funds to organizations that provide educational opportunities or academic assistance to individuals who demonstrate an intellectual aptitude and a financial need. Examples include scholarships, fellowships, academic tutoring or counseling, literacy, and journalism.

Secondary Focus Areas: Secondarily, the Memorial Trust considers proposals within the areas of Arts and Culture, Community Initiatives, and Youth Programs. The Trustee's objective is to extend the primary educational focus by providing funding support within these additional program areas.

- **Arts and Culture:** Offers grants that promote arts education and appreciation, particularly for young adults, via the development of educational curriculum and professional instruction including visiting artists and performance support for targeted populations.
- **Community Initiatives:** Provides funding for programs or services that directly improve the quality of life within the geographic focus areas that we serve. Examples include support for libraries, food pantries and shelters, and neighborhood revitalization. Generally, the Memorial Trust does not seek proposals for health care initiatives or animal welfare programs.
- **Youth Programs:** Offers grants that provide character education or enrichment opportunities via mentoring or after-school programming.

Tertiary Focus Areas: As a third priority, the Memorial Trust does consider proposals in the areas of Disabilities and Universal Access, Environmental, and Historic Preservation. As these are not core focus areas, funding is often limited. Priority is given to proposals with an educational focus.

- **Disabilities and Universal Access:** Offers grants to organizations in complying with ADA requirements within their facilities (e.g. elevator, handrails, automatic doors, and ramps) or offering services targeted for individuals with physical, mental, or emotional disabilities.
- **Environmental:** Provides funds for organizations that strive to protect strategic parcels of land and bodies of water as well as programs that educate the public on key environmental issues such as conservation and water management.
- **Historic Preservation:** Provides funding for organizations that preserve historical artifacts (e.g. sites, structures, objects) and accounts (e.g. events), and educate the greater community on their significance. Examples include museums, historical societies and educational programming.

Geographic Focus: The majority of the Memorial Trust's grant funding is focused within three core geographic regions (i.e. Central New York, Northern Nevada, and New Jersey). While there is not a geographic restriction, the Trustees prefer to be directly engaged and have oversight of the grants that are made.

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. First-time grants to organizations typically range from \$5,000 to \$10,000.

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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 via the Trust's online grant management system between **November 1st** and **January 31st** of the year in which a grant is requested. If the proposal meets the stated guidelines and priorities of the Memorial Trust, grant application instructions will be sent to the applicant. If invited after the receipt of the letter of inquiry, all grant applications must be submitted via the Trust's online grant management system by **April 1st** of the year in which a grant is requested.

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 of the Trustees decision by July 1st. All approved grant applicants are required to sign a Grant Acceptance Agreement prior to any funds being released by the Memorial Trust.

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 grant report via the Trust's online grant management system by **March 1st** of the year after the approval of the grant. 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

Valerie A. MacFie

Jonathan L. Snow

Emelie M. Williams

BNY Mellon, N.A.

THE JOHN BEN SNOW MEMORIAL TRUST

FINANCIAL HIGHLIGHTS

Year Ended: 31 December 2019

Total Assets:.....	\$ 32,733,963
Excise Taxes:.....	\$ 20,070
Investment Revenue:.....	\$ 1,640,654
Grants Paid:	\$ 1,415,500

GRANTS APPROVED FOR PAYMENT IN FISCAL YEAR 2020

PRIMARY FOCUS AREA:

EDUCATION

Adirondack Sky Center & Observatory - Tupper Lake, NY	\$ 5,000
<i>Community Education Capacity Expansion</i>	
Allaire Community Farm - Wall, NJ	\$ 4,000
<i>Learning to Grow</i>	
Boyce Thompson Institute - Ithaca, NY	\$ 12,000
<i>High School Internships</i>	
Clean Ocean Action - Long Branch, NJ	\$ 15,000
<i>Student Summit</i>	
Communities in Schools of Nevada - Las Vegas, NV	\$ 12,500
<i>Integrated Student Supports Expansion</i>	
Eagle Wings Academy - Syracuse, NY..	\$ 8,000
<i>Student Scholarships</i>	
Girl Scouts of the Sierra Nevada - Reno, NV	\$ 20,000
<i>Low-Income Families and Neighborhoods Program</i>	
Horizons of Kent and Queen Anne's - Chestertown, MD	\$ 10,000
<i>Reading Resources for Academic Success</i>	
Inkululeko - Lockport, NY	\$ 10,000
<i>Fellowship Support</i>	
Lake Tahoe Shakespeare Festival - Incline Village, NV	\$ 10,000
<i>Educational Outreach Programs</i>	

Latinas On the Verge of Excellence - LOVE, Inc - Queens, NY	\$ 7,500
<i>College Tours</i>	
Marist College - Poughkeepsie, NY	\$ 10,000
<i>Summer Internships</i>	
MEFIYI Foundation - Gardnerville, NV	\$ 5,000
<i>Me for Incredible Youth</i>	
Midtown Utica Community Center - Utica, NY	\$ 10,000
<i>Education Initiative</i>	
National Aquarium, Inc. - Baltimore, MD	\$ 15,000
<i>STEM Scholarship and Fellowship Opportunities</i>	
New Hope Development Daycare Center - Newark, NJ	\$ 10,000
<i>Security System</i>	
New Jersey Audubon - Bernardsville, NJ	\$ 10,000
<i>Education Initiatives</i>	
New York Botanical Garden - Bronx, NY	\$ 10,000
<i>After-School Program</i>	
Northern Nevada Children's Cancer Foundation - Reno, NV	\$ 10,000
<i>Inspire Scholarship Program</i>	
Northern Nevada Electrical Workers (NNEJATC) - Reno, NV	\$ 15,000
<i>Motor Control Lab</i>	

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On Point for College - Syracuse, NY ... \$ 20,000
Scholars Program

PBS Reno - Reno, NV \$ 12,500
Ready to Learn

Pulaski Academy & Central School -
Pulaski, NY \$ 40,000
Academic Achievement Awards

Sultana Education Foundation -
Chestertown, MD \$ 25,000
Virtual Classroom

The Children's Cabinet - Reno, NV \$ 15,000
Alternative High School

The Cooper Union for the
Advancement of Science and Art -
New York, NY \$ 12,000
STEM Saturdays

The Society for the Prevention
of Teen Suicide - Freehold, NJ \$ 20,000
Partnership for Youth Suicide Prevention

Truckee Meadows Parks Foundation -
Reno, NV \$ 12,500
Student Stewards Program

University of Nevada,
Reno Foundation - Reno, NV \$ 15,000
Bilingual Media Program Expansion

\$381,000

SECONDARY FOCUS AREAS:

ARTS & CULTURE

Arts for All Nevada - Reno, NV \$ 10,000
Youth Art Month Exhibit & Festival

Capital City Arts Initiative -
Carson City, NV \$ 12,500
Visual Arts for the Community

Count Basie Theatre, Inc. -
Red Bank, NJ \$ 25,000
Capital Campaign

Dieu Donné - Brooklyn, NY \$ 8,000
Internship Program

Everson Museum of Art -
Syracuse, NY \$ 10,000
Live Virtual Lessons

Franklin Stage Company
at Chapel Hall - Franklin, NY \$ 4,250
Porch Replacement

Nevada Humanities - Reno, NV \$ 10,000
The Salon Conversation Series

State Theatre Regional Arts Center
at New Brunswick -
New Brunswick, NJ \$ 25,000
COVID-19 Impact Support

The Arts Guild of Old Forge
(aka View) - Old Forge, NY \$ 5,000
Audio Equipment Upgrades

TheatreWorks of
Northern Nevada Inc. - Sparks, NV \$ 5,000
Seasonal Support

Two River Theater - Red Bank, NJ \$ 50,000
Capital Campaign

\$164,750

COMMUNITY INITIATIVES

Central New York
Community Foundation, Inc. -
Syracuse, NY \$ 10,000
Greater Pulaski Community Fund Appeal

Domestic Violence
Resource Center - Reno, NV \$ 10,000
Trauma-informed Counseling Assistance Program

Dover Child Care Center - Dover, NJ .. \$ 5,000
Procurement of Computers

Food Bank of Northern Nevada -
McCarran, NV \$ 12,000
Northern Nevada Mobile Harvest

HABcore, Inc. - Red Bank, NJ \$ 10,000
Laurel House Renovation

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InterFaith Works of
Central New York - Syracuse, NY \$ 50,000
HVAC Replacement and Improvement

Note-Able Music Therapy Services -
Reno, NV \$ 7,500
Music Therapy for Seniors

Ocean County YMCA -
Toms River, NJ \$ 10,000
COVID-19 Impact Support

Parish Public Library - Parish, NY \$ 10,000
Library Expansion Project

Reno Bike Project - Reno, NV \$ 5,000
COVID-19 Impact Support

Rochester Institute of Technology -
Rochester, NY \$ 5,000
FoodShare Infrastructure

The Advocacy Institute,
A Project of the Tides Center -
Brooklyn, NY \$ 8,000
Technical Infrastructure

The Gateway Family YMCA -
Elizabeth, NJ \$ 15,000
Transitional Housing Programs

Trauma Intervention Program of
Northern Nevada, Inc. - Reno, NV \$ 5,000
Volunteer Recruitment, Training & Retention

Village of Pulaski - Pulaski, NY \$ 25,000
Heat Pump System

Village of Pulaski - Pulaski, NY \$ 6,000
Building Maintenance

\$193,500

YOUTH PROGRAMS

Bonnie Brae - Liberty Corner, NJ \$ 25,000
Capital Campaign

Boys & Girls Clubs of
Western Nevada - Carson City, NV \$ 20,000
COVID-19 Impact Support

Fulfill (The Food Bank of Monmouth
and Ocean Counties) - Neptune, NJ.... \$ 7,000
Garden Produce for At Risk Youth Programs

High Sierra Area Health Education
Center (AHEC) - Reno, NV \$ 7,500
K-12 Healthcare Pipeline Program

Ithaca Children's Garden - Ithaca, NY.. \$ 5,000
ICG@HOME

New City Kids - Jersey City, NJ \$ 7,000
City Sail for Urban Youth

NV Woodchucks - Reno, NV \$ 5,000
Holiday Toys for Underserved Children

Taylor's Closet - Fort Lauderdale, FL... \$ 10,000
Blooms Zine Expansion

\$ 86,500

TERTIARY FOCUS AREAS:

DISABILITIES AND UNIVERSAL ACCESS

CARE Chest of Sierra Nevada -
Reno, NV \$ 20,000
Medical Resource Programs

Disability Resources, Inc. -
Sparks, NV \$ 10,000
New2U Computers Program

Freedom Guide Dogs
for the Blind, Inc. - Cassville, NY \$ 12,000
Hometown Training: Transport Vehicle

Nevada Diabetes Association
for Children and Adults - Reno, NV \$ 8,000
Camp Buck

Nevada Rural Counties
RSVP Program, Inc. - Carson City, NV.. \$ 18,000
Carson and Rural Elder Law Program

Special Recreation Services, Inc. -
Reno, NV \$ 5,000
Amplify Life Operating Support

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Spectrum360 - West Orange, NJ \$ 10,000
Expanding Independence360

The Arc, Ocean County Chapter -
Lakewood, NJ \$ 10,000
Computer Literacy Grant

The Northern Nevada R.A.V.E.
Family Foundation - Sparks, NV..... \$ 10,000
RAVE Family Center

The Seeing Eye, Inc. - Morristown, NJ.. \$ 10,000
COVID-19 Impact Support

\$113,000

ENVIRONMENT

Association of Nature Center
Administrators - Logan, UT..... \$ 5,000
ANCA Connects

Friends of Nevada Wilderness -
Sparks, NV..... \$ 10,000
Northern Nevada Stewardship Program

Irvine Nature Center -
Owings Mills, MD \$ 2,000
New Raptor Aviary

League to Save Lake Tahoe -
South Lake Tahoe, CA \$ 18,000
Environmental Education and Citizen Science Programs

Riveredge Nature Center -
Saukville, WI..... \$ 10,000
River Outpost Node

The Nature Conservancy -
Rochester, NY \$ 15,000
Greening our Pulaski Office

\$ 60,000

HISTORIC PRESERVATION

Colorado Springs Pioneers Museum -
Colorado Springs, CO \$ 22,000
Offsite Collection Sustainable Preservation

The Goldfield Historical Society -
Goldfield, NV \$ 14,000
Window Replacement

University of Nevada,
Reno Foundation - Reno, NV..... \$ 10,000
Photo Archives Acquisition & Preservation

\$ 46,000

COVID-19 SUPPORT:

Arts for All Nevada - Reno, NV..... \$ 1,500
Remote Learning Art Education

Big Brothers Big Sisters of Coastal
& Northern New Jersey -
Asbury Park, NJ \$ 10,000
One-to-One Youth Mentoring

Blue Water Baltimore -
Baltimore, MD..... \$ 10,000
Online and Alternative Engagement

Bonnie Brae - Liberty Corner, NJ..... \$ 5,000
Emergent Technology Needs for Youth and Staff

Boys & Girls Clubs of Syracuse -
Syracuse, NY \$ 10,000
Teen Access Point

CARE Chest of Sierra Nevada -
Reno, NV \$ 3,500
Medical Equipment and Supplies

Central New York Community
Foundation, Inc. - Syracuse, NY \$ 10,000
COVID-19 Relief Support for Greater Pulaski

Central New York Diaper Bank Inc. -
Manlius, NY \$ 2,500
Diaper Donation Bin

Communities In Schools of Nevada -
Las Vegas, NV \$ 5,000
Continuation of Student and Families Support

Court Appointed Special Advocates -
Morristown, NJ..... \$ 5,000
COVID-19 Impact Support

Domestic Violence Resource Center -
Reno, NV \$ 4,000
COVID-19 Impact Support

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Food Bank of Northern Nevada - McCarran, NV \$ 5,000 <i>Emergency Food Assistance</i>	On Point for College - Syracuse, NY ... \$ 5,000 <i>Student Laptop Fund</i>
Frank H. Hiscock Legal Aid Society - Syracuse, NY \$ 4,000 <i>Phone System Upgrades</i>	Onondaga Community College Foundation, Inc. - Syracuse, NY \$ 2,500 <i>OCC Students Assistance Fund</i>
Frost Valley YMCA - Claryville, NY \$ 10,000 <i>COVID-19 Community Response and Safety</i>	PBS Reno - Reno, NV \$ 4,000 <i>COVID-19 Impact Support</i>
Hope House - Washington, DC..... \$ 10,000 <i>Boost Baskets Food Support Program</i>	Public Broadcasting Council of CNY (WCNY) - Syracuse, NY..... \$ 10,000 <i>WCNY TV Classroom Network</i>
Journey Through Hallowed Ground - Waterford, VA..... \$ 10,000 <i>National History Academy Online</i>	Pulaski Academy & Central School - Pulaski, NY \$ 7,500 <i>Continuity of Learning Plan</i>
Literacy CNY - Syracuse, NY \$ 5,400 <i>Scenario Planning</i>	Raising Hands Tutoring - Highland Park, NJ \$ 2,000 <i>Laptops for Students</i>
Lunch Break, Inc. - Red Bank, NJ \$ 5,000 <i>COVID-19 Impact Support</i>	Rescue Mission Alliance of Syracuse - Syracuse, NY \$ 10,000 <i>Crossroads Adult Home Support</i>
Manlius Senior Centre - Manlius, NY .. \$ 5,000 <i>Feeding the Seniors Project</i>	STEAMpark, INC. - Rumson, NJ..... \$ 10,000 <i>Support (SOS) for Keansburg's Kids</i>
Marine Mammal Stranding Center - Brigantine, NJ \$ 10,000 <i>Computer Upgrades and Support</i>	Syracuse Stage - Syracuse, NY \$ 10,000 <i>Educational Programming</i>
Mercy Works - Syracuse, NY \$ 5,000 <i>Grocery Disbursement Relief</i>	The Children's Cabinet - Reno, NV \$ 5,000 <i>Client Emergency Needs Fund</i>
Metropolitan YMCA of the Oranges - Livingston, NJ \$ 7,500 <i>Distance Learning and Learning Loss Prevention</i>	The Gateway Family YMCA - Elizabeth, NJ \$ 5,000 <i>Emergency Housing Assistance</i>
Mid-Shore Pro Bono, Inc. - Easton, MD \$ 2,584 <i>Remote Technology</i>	The Northern Nevada R.A.V.E. Family Foundation - Sparks, NV..... \$ 5,000 <i>COVID-19 Respite Efforts</i>
Nevada Health Centers, Inc. - Carson City, NV \$ 4,000 <i>COVID-19 Impact Support</i>	Union County College Foundation - Cranford, NJ..... \$ 5,000 <i>Student Emergency Relief Fund</i>
Note-Able Music Therapy Services - Reno, NV \$ 5,000 <i>Virtual Music Therapy</i>	United Community Ministries - Alexandria, VA..... \$ 5,000 <i>COVID-19 Impact Support</i>
Ocean County YMCA - Toms River, NJ..... \$ 5,000 <i>Virtual Learning and Social Engagement</i>	

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Urban Roots - Reno, NV.....	\$ 22,000
<i>Elevating Garden Education</i>	
Wells College - Aurora, NY	\$ 10,000
<i>Scholarship Support</i>	
Westfield Area Y - Westfield, NJ.....	\$ 10,000
<i>COVID-19 Impact Support</i>	
Women and Children's Center of the Sierra - Reno, NV	\$ 5,000
<i>COVID-19 Impact Support</i>	
YMCA of Metuchen, Edison, Woodbridge & South Amboy - Metuchen, NJ	\$ 5,000
<i>Emergency Child Care Services</i>	
	\$297,984

George Street Playhouse - New Brunswick, NJ.....	\$ 5,000
<i>Streaming Platform</i>	
Northern Nevada HOPES - Reno, NV..	\$ 10,000
<i>Hope Springs, Reno's First Bridge Housing Community</i>	
Trinitas Health Foundation - Elizabeth, NJ	\$ 5,000
<i>COVID-19 Response</i>	
University of Nevada, Reno Foundation - Reno, NV.....	\$ 10,000
<i>The John and Geraldine Lilley Museum of Art Support</i>	
WAER (Syracuse University) - Syracuse, NY	\$ 5,000
<i>City Limits: Winds of Change</i>	
	\$ 83,417

RESPONSIVE GRANTS:

180 Turning Lives Around - Hazlet, NJ	\$ 5,000
<i>COVID Health and Safety Needs</i>	
CNY Arts, Inc. - Syracuse, NY	\$ 25,000
<i>CNY COVID-19 Impact Fund Challenge Grant</i>	
Coordinated Care Services, Inc. - Rochester, NY	\$ 13,417
<i>SCORE Leaders Program</i>	
Frost Valley YMCA - Claryville, NY	\$ 5,000
<i>Broadband Expansion Project</i>	

GRAND TOTAL \$1,426,151