



JOHN BEN SNOW
MEMORIAL TRUST
ANNUAL REPORT 2021



INVESTING IN THE COMMUNITY



INVESTING IN PEOPLE



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.

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.

THE JOHN BEN SNOW MEMORIAL TRUST

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 2020

Total Assets:.....	\$ 35,677,261
Excise Taxes:.....	\$ 13,020
Investment Revenue:.....	\$ 1,131,431
Grants Paid:	\$ 1,425,411

GRANTS APPROVED FOR PAYMENT IN FISCAL YEAR 2021

PRIMARY FOCUS AREA:

EDUCATION

Alice Paul Institute – Mt. Laurel, NJ....	\$ 10,000
<i>API Virtual Spaces</i>	
Asbury Park Music Foundation – Asbury Park, NJ	\$ 12,000
<i>Technology Tool Chest</i>	
Bethel Woods Center for the Arts – Liberty, NY	\$ 5,500
<i>Cooperstown Graduate Program Internship</i>	
Colonial Williamsburg Foundation – Williamsburg, VA.....	\$ 50,000
<i>2022 Teacher Institute</i>	
Dag Hammarskjold Fund for Journalists, Inc. – New York, NY....	\$ 10,000
<i>Training Program for Career Journalists</i>	
Eagle Wings Academy – Syracuse, NY	\$ 12,000
<i>Scholarships and Student Support Program</i>	
Envirovolution Inc. – Reno, NV	\$ 10,000
<i>Project ReCharge</i>	
Girl Scouts of the Sierra Nevada – Reno, NV	\$ 15,000
<i>Financial Aid Program</i>	
Hope House – Washington, DC	\$ 12,000
<i>Summer Camp, Boost Baskets, and College Challenge</i>	
Inkululeko – Lockport, NY.....	\$ 7,500
<i>Fellowship 2.0</i>	

JOIN, Inc – Carson City, NV.....	\$ 11,500
<i>Career Bound</i>	
Journey Through Hallowed Ground – Leesburg, VA	\$ 15,000
<i>National History Academy</i>	
Literacy New Jersey – Edison, NJ	\$ 6,000
<i>Pathway to a High School Credential</i>	
Monmouth University – West Long Branch, NJ.....	\$ 12,000
<i>Nursing Skills Program</i>	
National Braille Press – Boston, MA ...	\$ 5,000
<i>ReadBooks! Because Braille Matters</i>	
New City Kids – Jersey City, NJ.....	\$ 16,000
<i>Covid-19 Youth Academic Recovery</i>	
On Point for College – Syracuse, NY ...	\$ 25,000
<i>John Ben Snow Scholars Program</i>	
Pulaski Academy & Central School – Pulaski, NY	\$ 40,000
<i>Snow Academic Achievement Awards</i>	
Rahway Community Action Organization – Rahway, NJ.....	\$ 6,500
<i>Helping Hands Learning Academy</i>	
Raising Hands Tutoring – Highland Park, NJ	\$ 10,000
<i>Reading Readiness and Tutoring</i>	
Reno Gazette Journal Fund – Reno, NV	\$ 25,000
<i>Fund for Public Service Journalism</i>	

THE JOHN BEN SNOW MEMORIAL TRUST

Ronald McDonald House Charities Northern Nevada – Reno, NV	\$ 15,000
<i>Scholarship Program</i>	
Shore House – Long Branch, NJ.....	\$ 10,000
<i>Technology Upgrade</i>	
Sierra Nevada Journeys – Reno, NV ...	\$ 12,500
<i>Overnight Outdoor Learning</i>	
Spread the Word Nevada – Henderson, NV	\$ 10,000
<i>Building Home Libraries</i>	
Sultana Education Foundation – Chestertown, MD	\$ 25,000
<i>The Lawrence Wetlands Preserve Nature Center</i>	
The Children’s Cabinet – Reno, NV	\$ 15,000
<i>Redfield Academy Alternative High School</i>	
The Montpelier Foundation – Orange, VA	\$ 25,000
<i>Constitutional Education for Teachers</i>	
The Nevada Independent – Las Vegas, NV	\$ 10,000
<i>Northern Nevada Expansion of Coverage</i>	
Union County College Foundation – Cranford, NJ.....	\$ 10,000
<i>Respiratory Care Program</i>	
United Way of Northern Nevada and the Sierra – Reno, NV	\$ 7,500
<i>Improving Foundational Literacy Skills</i>	
University of Nevada, Reno Foundation – Reno, NV	\$ 25,000
<i>RSJ Bilingual Media Program Expansion</i>	
University of Nevada, Reno Foundation – Reno, NV	\$ 15,000
<i>Support for The Lilley Museum of Art</i>	
Urban Roots – Reno, NV	\$ 20,000
<i>Scholarships for Seed-to-Table Garden Boxes</i>	

\$516,000

SECONDARY FOCUS AREAS:

ARTS & CULTURE

Born Dancing, Inc. – New York, NY	\$ 5,000
<i>Dance Education and Apprenticeships</i>	
Churchill Arts Council – Fallon, NV	\$ 15,000
<i>Oats Park Art Center: Core Programs</i>	
Earlville Opera House – Earlville, NY ..	\$ 10,000
<i>Facility Renovation and Operational Support</i>	
Garden State Film Festival – Sea Girt, NJ.....	\$ 10,000
<i>Sustainable Technology</i>	
George Eastman Museum – Rochester, NY	\$ 5,000
<i>Sharing George Eastman’s Legacy</i>	
Nevada Humanities – Reno, NV	\$ 20,000
<i>Environmental Literacy Programs</i>	
North Country Children’s Museum – Potsdam, NY.....	\$ 10,000
<i>Music and Sound Lab Exhibit</i>	
Paper Mill Playhouse – Millburn, NJ ...	\$ 25,000
<i>Preparing to Reopen</i>	
State Theatre Regional Arts Center at New Brunswick – New Brunswick, NJ.....	\$ 50,000
<i>Multi-Purpose Studio Space and Stage</i>	
The Everson Museum of Art – Syracuse, NY	\$ 15,000
<i>Expanding Live Virtual Lessons</i>	
The Vivian Beaumont Theater, Inc. – New York, NY	\$ 10,000
<i>HVAC Replacement Project</i>	
Thousand Islands Performing Arts Fund – Clayton, NY...	\$ 5,000
<i>Live Streaming Equipment</i>	

\$180,000

THE JOHN BEN SNOW MEMORIAL TRUST

COMMUNITY INITIATIVES

180 Turning Lives Around – Hazlet, NJ	\$ 8,000
<i>Staff Diversity and Inclusion Training</i>	
Adirondack Hamlets to Huts, Inc. – Saranac Lake, NY	\$ 10,000
<i>Marketing and Mapping Project</i>	
Cancer Hope Network – Chester, NJ ..	\$ 10,000
<i>Website Transition and Redesign</i>	
Central New York Community Foundation, Inc. – Syracuse, NY	\$ 10,000
<i>Greater Pulaski Community Appeal 2021</i>	
Community Foundation of Western Nevada – Reno, NV.....	\$ 15,000
<i>Village on Sage Street</i>	
Domestic Violence Resource Center – Reno, NV	\$ 10,000
<i>Professional Counseling Assistance Program</i>	
Huntington Family Centers, Inc. – Syracuse, NY	\$ 20,000
<i>Family Support Network (FSN)</i>	
Nevada Cancer Coalition – Reno, NV	\$ 15,000
<i>ThriveNV</i>	
Nevada Health Centers, Inc. – Carson City, NV	\$ 15,000
<i>Assistance for Under-Resourced Children</i>	
Northern Virginia Mediation Service, Inc. – Fairfax, VA...	\$ 5,000
<i>Creating Sustainability with Technology</i>	
Northern Nevada Dream Center – Carson City, NV	\$ 10,000
<i>Reach the Hungry</i>	
NV Woodchucks – Reno, NV.....	\$ 5,000
<i>Holiday Toys for Underserved Children</i>	
R2RCNY, Inc. – Manlius, NY.....	\$ 6,500
<i>In Support of Family Recovery</i>	

Reno Bike Project – Reno, NV.....	\$ 7,500
<i>COVID-19 Response and Recovery 2021</i>	
Rescuing Leftover Cuisine – New York, NY	\$ 10,000
<i>Rescuing MORE Leftover Cuisine</i>	
The Gateway Family YMCA – Elizabeth, NJ	\$ 7,900
<i>YMCA Emergency Housing Programs</i>	
Trauma Intervention Program of Northern Nevada, Inc. – Reno, NV	\$ 7,500
<i>Volunteer Recruitment, Training, and Retention</i>	
Village of Pulaski – Pulaski, NY	\$ 6,000
<i>Snow Memorial Building</i>	

\$178,400

YOUTH PROGRAMS

After-School All-Stars New Jersey – Newark, NJ	\$ 10,000
<i>Technology Expansion for Online Programming</i>	
Big Brothers Big Sisters of Coastal & Northern New Jersey – Asbury Park, NJ	\$ 17,000
<i>Youth Mentoring in Ocean County</i>	
Big Brothers Big Sisters of Northern Nevada – Reno, NV	\$ 20,000
<i>Community-Based Mentoring Program</i>	
Boys & Girls Clubs of Western Nevada – Carson City, NV....	\$ 20,000
<i>Youth Nutrition Program</i>	
High Sierra Area Health Education Center (AHEC) – Reno, NV	\$ 10,000
<i>K-12 Healthcare Pipeline Programs</i>	
Ithaca Children's Garden – Ithaca, NY	\$ 10,000
<i>A Yurt at ICG</i>	

THE JOHN BEN SNOW MEMORIAL TRUST

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

Lincoln Center for the
Performing Arts, Inc. – New York, NY.. \$ 12,000
Internship Program

More Than Words – Waltham, MA \$ 10,000
Textile Business Line Capital Investment

Taylor’s Closet – Fort Lauderdale, FL .. \$ 7,500
Bloom at Home

The Friends of the CanTeen –
Cicero, NY \$ 2,000
Leadership Retreat

\$128,500

TERTIARY FOCUS AREAS:

DISABILITIES AND UNIVERSAL ACCESS

CARE Chest of Sierra Nevada –
Reno, NV \$ 20,000
Medical Resource Program

Fanwood-Scotch Plains
Rotary Frazee House Inc. –
Colonia, NJ \$ 10,000
ADA Compliant Restrooms and Ramp

Fenimore Art Museum –
Cooperstown, NY \$ 15,000
Main Gallery Accessibility Project

INCLUDEnyc – New York, NY..... \$ 10,000
High School Launch

KEYS – Sherrill, NY..... \$ 5,000
Music Therapy Expansion Project

LADACIN Network –
Wanamassa, NJ..... \$ 8,600
Access to Technology to Advance Education

Paul Smith’s College of
Arts and Sciences – Paul Smiths, NY ... \$ 7,500
Opening Doors for Everyone

Special Recreation Services, Inc. –
Reno, NV \$ 10,000
Amplify Life Operating Support

The Seeing Eye, Inc. –
Morristown, NJ..... \$ 35,000
The Seeing Eye Kennel Expansion Project

Westfield Area Y – Westfield, NJ \$ 15,000
Girls Locker Room

\$136,100

ENVIRONMENT

Raritan Baykeeper, Inc. – Hazlet, NJ ... \$ 10,000
Office Space and Computer Workstations

Save The Bay – Providence, RI \$ 8,500
STEM Equipment for Education Vessel

\$ 18,500

HISTORIC PRESERVATION

Sagamore Institute of the Adirondacks –
Raquette Lake, NY \$ 5,000
Preservation and Interpretation

University of Nevada, Reno Foundation –
Reno, NV \$ 10,000
Photo Archives Acquisition and Preservation

\$ 15,000

RESPONSIVE GRANTS:

ABC Cayuga, Inc. – Auburn, NY \$ 10,000
Help Us Grow Capital Campaign

Bessie Green Community, Inc. –
Newark, NJ \$ 5,000
Full Belly Project

Boys & Girls Clubs of Mason Valley –
Yerington, NV \$ 10,000
Power Hour

Building Men Program, Inc –
Syracuse, NY \$ 3,500
Coaching

THE JOHN BEN SNOW MEMORIAL TRUST

CASA of Morris and Sussex Counties –
Morristown, NJ..... \$ 5,000
Enhancing CASA Advocacy through Spanish

Center for the Arts of Homer, Inc. –
Cortland, NY \$ 10,000
Theater & Social Room HVAC

Center for Community Alternatives –
Syracuse, NY \$ 15,000
Student Transition Advocate Program

Central New York Diaper Bank Inc. –
Manlius, NY \$ 10,000
"Make a Mother's Day" Drive-Matching Grant

Community Chest, Inc. –
Virginia City, NV..... \$ 3,500
The Nevada Prison Education Project

Contact Community Services, Inc. –
East Syracuse, NY \$ 15,000
Suicide-Safer Community Project

Dieu Donné – Brooklyn, NY..... \$ 6,000
Internship: Improving Access and Equity

Eddy House – Reno, NV..... \$ 10,000
Renovation of Homeless Youth Shelter Facility

Fellowship of Christian Athletes
(FCA) – Syracuse, NY..... \$ 2,500
Sustainability and Expansion

GLSEN (Southern New Jersey
Chapter) – Mullica Hill, NJ \$ 4,000
New Jersey Rainbow Library Project

Habitat for Humanity
in Monmouth County – Freehold, NJ .. \$ 5,000
Increased Lumber Costs

Home Headquarters – Syracuse, NY .. \$ 25,000
SMNC Agency Capacity Building

Horizons of Kent and Queen Anne's –
Chestertown, MD \$ 5,000
Summer Program COVID-19 Grant

Note-Able Music Therapy Services –
Reno, NV \$ 10,000
Regional Center for Music, Health, and Wellness

Ocean County YMCA –
Toms River, NJ..... \$ 5,000
Ocean County YMCA Summer Day Camp

Public Broadcasting Council
of CNY (WCNY) – Syracuse, NY \$ 10,000
Broadcast of K-5 Instructional Content

Reno Philharmonic Association –
Reno, NV \$ 8,000
Kids Programming

Ridge House – Reno, NV \$ 15,000
Carlin Hope Transportation Services

Schweinfurth Art Center –
Auburn, NY..... \$ 10,000
West End Arts Campus

Seward House Museum –
Auburn, NY..... \$ 10,000
Museum Campaign Study

Special Strides – Monroe, NJ..... \$ 5,000
Climate Control and Technology Build Capacity

The English Language Learners
In-home Program – Carson City, NV ... \$ 10,000
English Language Education

The Midland School –
North Branch, NJ..... \$ 6,000
Computers for Classroom

The Society for the Prevention
of Teen Suicide – Freehold, NJ \$ 5,000
Postvention Response Training

Trinitas Health Foundation –
Elizabeth, NJ \$ 5,000
New Day Residential Unit for Teen Girls

Village of Pulaski – Pulaski, NY \$ 7,500
Handicap Accessible Doors

\$251,000

GRAND TOTAL \$1,423,500