



**JOHN BEN SNOW**  
MEMORIAL TRUST  
ANNUAL REPORT 2022



**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. 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, 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 climate change, 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 **February 1st** 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 granted.

## 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 2021

Total Assets: .....	\$ 39,222,335
Excise Taxes: .....	\$ 86,601
Investment Revenue: .....	\$ 4,421,471
Grants Paid: .....	\$ 1,450,500

## GRANTS APPROVED FOR PAYMENT IN FISCAL YEAR 2022

### PRIMARY FOCUS AREA:

#### EDUCATION

After-School All-Stars New Jersey – Newark, NJ .....	\$ 10,000
<i>Programming Support</i>	
Bethel Woods Center for the Arts – Liberty, NY. ....	\$ 6,500
<i>Cooperstown Graduate Internship</i>	
Boys & Girls Clubs of Mercer County – Trenton, NJ .....	\$ 5,000
<i>Technology for Afterschool Program</i>	
Capital Region Sponsor-A-Scholar – Albany, NY. ....	\$ 10,000
<i>Pathways to College</i>	
Close Up Foundation – Alexandria, VA. ....	\$ 10,000
<i>Civic Education Program</i>	
Colonial Williamsburg Foundation – Williamsburg, VA .....	\$ 50,000
<i>2023 Teacher Institute</i>	
Dover Child Care Center – Dover, NJ. ....	\$ 9,000
<i>Implementation of Teaching Strategies</i>	
Down Syndrome Association of Central New Jersey, Inc. – Ewing, NJ ..	\$ 8,000
<i>Club DREAMS Programs</i>	
Eagle Wings Academy – Syracuse, NY. ....	\$ 12,000
<i>Student Scholarships</i>	

FISH- Friends In Service Helping – Carson City, NV .....	\$ 30,000
<i>Revitalization Project</i>	
Girl Scouts of the Jersey Shore – Farmingdale, NJ .....	\$ 8,000
<i>Educational Garden and Outdoor STEM Lab</i>	
Giving Hope Network – Whitehouse Station, NJ .....	\$ 5,000
<i>"Hear Me Now"</i>	
High Sierra Area Health Education Center – Reno, NV .....	\$ 12,000
<i>Programming Support</i>	
Journey Through Hallowed Ground – Leesburg, VA. ....	\$ 25,000
<i>National History Academy</i>	
Lime Hollow Nature Center – Cortland, NY .....	\$ 10,000
<i>Adaptive Conversion for Educational Space</i>	
Literacy Volunteers of Morris County – Morristown, NJ .....	\$ 5,000
<i>Programming Support</i>	
Lowcountry Gullah Foundation – Hilton Head Island, SC .....	\$ 8,000
<i>Stories of Courage and Survival</i>	
MEFIYI Foundation – Gardnerville, NV. ....	\$ 6,000
<i>Educational Enrichment</i>	
Monmouth University – West Long Branch, NJ. ....	\$ 30,000
<i>Scholarship Support</i>	

# THE JOHN BEN SNOW MEMORIAL TRUST

National Aquarium, Inc. –  
Baltimore, MD .....\$ 20,000  
*Next Generation Mentorship*

New Jersey Audubon –  
Bernardsville, NJ.....\$ 20,000  
*Climate Change Education and Agency*

N. Nev. Electrical Workers Joint Apprenticeship  
and Trng. Comm. – Reno, NV.....\$ 17,500  
*Fire Alarm Safety Certification*

Oasis -- A Haven for Women  
and Children – Paterson, NJ.....\$ 10,000  
*Rise and Shine Program*

PBS Reno – Reno, NV .....\$ 14,000  
*Curiosity Classroom*

ProLiteracy – Syracuse, NY .....\$ 15,000  
*Digital Learning Tools*

Raising Hands Tutoring –  
Highland Park, NJ.....\$ 8,000  
*Reading Readiness and Remediation*

Reno Gazette Journal Fund –  
Reno, NV .....\$ 25,000  
*Public Service Journalism*

Reno Philharmonic Association –  
Reno, NV .....\$ 14,000  
*Reno Phil Association Kids (RPAK)*

Sierra Nevada Journeys – Reno, NV...\$ 17,500  
*Scholarship Fund*

Spread the Word Nevada –  
Henderson, NV.....\$ 12,500  
*Kids to Kids and Breakfast with Books*

SUNY New Paltz Foundation –  
New Paltz, NY.....\$ 7,500  
*Scholarship Support*

Sustainable Jersey, A NJ Nonprofit  
Organization – Lawrenceville, NJ .....\$ 10,000  
*Climate Change Education Initiative*

Taylor's Closet – Fort Lauderdale, FL ..\$ 10,000  
*Scholarship Support*

The Children's Cabinet –  
Reno, NV .....\$ 15,000  
*Wrap-Around Case Services*

The Fort Ticonderoga Association –  
Ticonderoga, NY.....\$ 7,500  
*Promoting Learning in the Classroom*

The Nevada Independent –  
Las Vegas, NV .....\$ 12,000  
*Northern Nevada Expansion*

The Reading League – Syracuse, NY...\$ 20,000  
*Reading Buddies Television Show*

The Society for the Prevention  
of Teen Suicide – Freehold, NJ .....\$ 20,000  
*Partners in Suicide Prevention*

The Trust for Public Land –  
Newark, NJ .....\$ 10,000  
*NJ Community Schoolyards Program*

The Wild Center – Tupper Lake, NY...\$ 20,000  
*Partnership with Finger Lakes Institute*

Truckee Meadows Parks Foundation –  
Reno, NV .....\$ 12,500  
*Student Stewards Program*

Union County College Foundation –  
Cranford, NJ .....\$ 10,000  
*Close the Gap Initiative*

University of Nevada,  
Reno Foundation – Reno, NV .....\$ 20,000  
*Local News Revitalization*

Write on Sports – South Orange, NJ ..\$ 10,000  
*Year-Round Literacy Programs*

**\$587,500**

## SECONDARY FOCUS AREAS:

### ARTS & CULTURE

Adirondack Experience –  
Blue Mountain Lake, NY.....\$ 25,000  
*Artists and Inspiration in the Wild*

# THE JOHN BEN SNOW MEMORIAL TRUST

Arts for All Nevada – Reno, NV . . . . . \$ 10,000  
*Artist in Residency Program*

Camden FireWorks – Camden, NJ . . . . \$ 4,000  
*Capital Support*

Capital City Arts Initiative –  
Carson City, NV . . . . . \$ 12,500  
*Visual Arts for the Community*

Dieu Donné – Brooklyn, NY . . . . . \$ 9,000  
*Internship Support*

Kirkland Art Center – Clinton, NY . . . . \$ 5,000  
*Raise the Roof*

Lantern Theater Company –  
Philadelphia, PA . . . . . \$ 5,000  
*Residencies and Production Program*

Nevada Humanities – Reno, NV . . . . . \$ 20,000  
*A More Perfect Union*

Paper Mill Playhouse – Millburn, NJ . . . \$ 20,000  
*Carriage House Infrastructure Project*

Schweinfurth Art Center –  
Auburn, NY . . . . . \$ 50,000  
*West End Arts Campus*

The 92nd Street Y – New York, NY . . . . \$ 7,500  
*Young Leaders Series*

Two River Theater – Red Bank, NJ . . . . \$ 25,000  
*Center for New Work, Education and Design*

University of Nevada,  
Reno Foundation – Reno, NV . . . . . \$ 15,000  
*The Lilley Co-Lab*

University of Nevada,  
Reno Foundation – Reno, NV . . . . . \$ 10,000  
*Fabrication Lab Support*

**\$218,000**

## COMMUNITY INITIATIVES

Arm In Arm – Hamilton, NJ . . . . . \$ 10,000  
*Hunger Prevention and Food Security*

Brady Social Enterprises, Inc. –  
Syracuse, NY . . . . . \$ 30,000  
*Hope, Health & Healing Initiative*

Central Current Inc. – Syracuse, NY . . . \$ 75,000  
*Independent Local News*

Domestic Violence Resource Center –  
Reno, NV . . . . . \$ 10,000  
*Counseling Assistance Program*

Eddy House – Reno, NV . . . . . \$ 15,000  
*Youth Homelessness Diversion Program*

Edmeston Free Library –  
Edmeston, NY . . . . . \$ 5,000  
*Building Renovation Project*

FISH- Friends In Service Helping –  
Carson City, NV . . . . . \$ 30,000  
*Revitalization Project*

Food Bank of Northern Nevada –  
Sparks, NV . . . . . \$ 15,000  
*Northern Nevada Mobile Harvest*

HABcore, Inc. – Red Bank, NJ . . . . . \$ 10,000  
*Independence Pathways Program*

Northern Virginia Mediation  
Service, Inc. – Fairfax, VA . . . . . \$ 10,000  
*Sustainable Technology Infrastructure*

NV Woodchucks – Reno, NV . . . . . \$ 5,000  
*Holiday Toys*

Reno Bike Project – Reno, NV . . . . . \$ 7,500  
*Pandemic Response and Recovery*

Rescue Mission Alliance  
of Syracuse – Syracuse, NY . . . . . \$ 10,000  
*Clothing Outreach Program Support*

Rescuing Leftover Cuisine –  
New York City, NY . . . . . \$ 10,000  
*Food Rescue Expansion Program*

# THE JOHN BEN SNOW MEMORIAL TRUST

Road to Emmaus Ministry  
of Syracuse, Inc. – Syracuse, NY .....\$ 25,000  
*Health Services Education Suite*

The Advocacy Institute, a project  
of the Tides Center – Brooklyn, NY ...\$ 10,000  
*Technical Infrastructure*

Trauma Intervention Program  
of Northern Nevada, Inc. – Reno, NV..\$ 7,000  
*Volunteer Recruitment, Training, and Retention*

Village of Pulaski – Pulaski, NY .....\$ 6,000  
*Building Support*

**\$290,500**

## YOUTH PROGRAMS

Big Brothers Big Sisters of Coastal  
& Northern New Jersey –  
Asbury Park, NJ .....\$ 10,000  
*Youth Mentoring*

Boys & Girls Clubs of Mason Valley –  
Yerington, NV .....\$ 20,000  
*Yerington Early Learning Center*

Camden City Garden Club, Inc. –  
Camden, NJ .....\$ 6,000  
*Youth Employment and Training*

CASA of Ocean County –  
Toms River, NJ .....\$ 8,000  
*Training for Volunteers*

Fiver Children's Foundation –  
New York, NY .....\$ 10,000  
*Programming for Central New York Youth*

Lincoln Center for the  
Performing Arts, Inc. – New York, NY..\$ 10,000  
*Lincoln Center Internships*

Nevada Center for Civic Engagement –  
Sparks, NV .....\$ 20,000  
*Project Citizen in Northern Nevada*

Sciencenter – Ithaca, NY .....\$ 7,500  
*Peer to Peer Rural Outreach*

**\$ 91,500**

## TERTIARY FOCUS AREAS:

### DISABILITIES AND UNIVERSAL ACCESS

BluePath Service Dogs –  
Hopewell Junction, NY .....\$ 10,000  
*Autism Service Dog Training*

Capability Health and Human Services –  
Las Vegas, NV .....\$ 10,000  
*Northern Nevada Early Intervention Program*

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

Center for the Arts at Ithaca, Inc.  
(Hangar Theatre) – Ithaca, NY .....\$ 7,500  
*Performance Space Transformation*

Freedom Guide Dogs for the Blind, Inc. –  
Cassville, NY .....\$ 24,000  
*Mobility Instructor Apprenticeship*

Nevada Rural Counties RSVP  
Program, Inc. – Carson City, NV .....\$ 17,500  
*Carson and Rural Elder (CARE) Law*

Note-Able Music Therapy Services –  
Reno, NV .....\$ 15,000  
*Music Therapy Access*

Oswego Health Foundation –  
Oswego, NY .....\$ 10,000  
*Assertive Community Treatment Team*

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

Special Strides – Monroe, NJ .....\$ 9,000  
*Greater Than the Roof*

The Arc, Ocean County Chapter –  
Lakewood, NJ .....\$ 10,000  
*Healthy Lifestyles*

The Seeing Eye, Inc. –  
Morristown, NJ .....\$ 33,000  
*Kennel Expansion Project*



# THE JOHN BEN SNOW MEMORIAL TRUST

Westfield Area Y – Westfield, NJ .....\$ 15,000  
Open Outdoor Community Space

**\$191,000**

## ENVIRONMENT

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

Clean Ocean Action –  
Long Branch, NJ .....\$ 17,000  
Inspiring the Next Generation

Fairleigh Dickinson University –  
Teaneck, NJ .....\$ 12,000  
Informing Decisions and Actions on Climate Change

Friends of Nevada Wilderness –  
Sparks, NV .....\$ 12,500  
Northern Nevada Conservation Stewardship Program

League to Save Lake Tahoe –  
South Lake Tahoe, CA .....\$ 15,000  
Environmental Education

Safe Haven Wildlife Sanctuary –  
Imlay, NV .....\$ 17,000  
Special Care Building

Theodore Roosevelt Conservation Partnership –  
Washington, DC .....\$ 10,000  
Protecting Wildlife Corridors and Connectivity

**\$ 88,500**

## HISTORIC PRESERVATION

Historic Reno Preservation Society –  
Reno, NV .....\$ 12,000  
Increasing Online Access and Content

**\$ 12,000**

## RESPONSIVE GRANTS:

Black Wall Street Reno – Reno, NY ...\$ 7,500  
Black Wall Street- Outreach

Boyce Thompson Institute –  
Ithaca, NY .....\$ 12,000  
High School Research Internship

Building Men Program Inc. –  
Syracuse, NY .....\$ 7,500  
Programming Support

CASA of Ocean County –  
Toms River, NJ .....\$ 3,500  
CASA Inspire to Aspire for Aging Out and At-Risk Youth

CenterState CEO Foundation –  
Syracuse, NY .....\$ 40,000  
Work Train

CenterState CEO Foundation –  
Syracuse, NY .....\$ 20,000  
Work Train

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

Central New York Community  
Foundation, Inc. – Syracuse, NY .....\$ 25,000  
Black Equity & Excellence Fund

Central New York Diaper Bank Inc. –  
Manlius, NY .....\$ 10,000  
“Make a Mother’s Day” Match

Community Chest, Inc. –  
Virginia City, NV .....\$ 5,000  
Nevada Prison Education Project

Domestic Violence Resource Center –  
Reno, NV .....\$ 5,000  
Programming Support

DRI Research Foundation –  
Reno, NV .....\$ 25,000  
Update of Extreme Heat Risk in Las Vegas, NV

Eddy House – Reno, NV .....\$ 5,000  
Community Living Incentive Pilot

# THE JOHN BEN SNOW MEMORIAL TRUST

Garden State Film Festival –  
Sea Girt, NJ .....\$ 20,000  
*Technology Expansion*

Habitat for Humanity in  
Monmouth County – Freehold, NJ ....\$ 3,000  
*Electric Pallet Jack*

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

Hope House – Washington, DC .....\$ 8,000  
*Father to Child Summer Camp*

Horizons of Kent and Queen Anne's –  
Chestertown, MD .....\$ 10,000  
*Transportation*

Madison County Children's Camp –  
Eaton, NY.....\$ 10,000  
*Pavilion Replacement*

Note-Able Music Therapy Services –  
Reno, NV .....\$ 7,500  
*Regional Center for Music Therapy and Health*

Ocean County YMCA –  
Toms River, NJ .....\$ 5,000  
*Facility Renovations*

On Point for College – Syracuse, NY ..\$ 10,000  
*Student Success Supports*

Pulaski Academy & Central School –  
Pulaski, NY. ....\$ 40,000  
*Academic Achievement Scholarship*

The Midland School –  
North Branch, NJ .....\$ 2,000  
*Pre-Vocational Activity Kits*

WCNY – Syracuse, NY .....\$ 10,000  
*Broadcast Equipment Upgrade*

Toomey Residential and  
Community Services – Syracuse, NY ..\$ 2,600  
*New and Replacement Furniture for apartments in SILP  
Residence*

**\$308,600**

**GRAND TOTAL \$1,787,600**