



JOHN BEN SNOW
MEMORIAL TRUST
ANNUAL REPORT 2024



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.

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FUNDING POLICIES

The Memorial Trust strategically focuses funding within core geographic regions of the United States and through prioritized investment in the following grant programs (prioritized below).

Primary Grant Program: 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:** Primary and secondary education, literacy, and vocational training are essential ingredients to improving life outcomes.
 - **Program Goal:** To reduce barriers that limit equitable opportunities and expand equal access to quality education
 - **Program Strategy:** Supporting early childhood education, academic tutoring, literacy, college access, internships, scholarships, fellowships, and journalism focused on underrepresented populations and first generation students

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

- **Arts and Culture:** Engagement in the arts creates a stronger and more vibrant community and culture.
 - **Program Goal:** To foster arts education and appreciation.
 - **Program Strategy:** Through educational curriculum, instruction, and engagement of young adults via visiting artists or performances.
- **Community Initiatives:** A resilient social infrastructure is essential to a healthy local community.
 - **Program Goal:** To directly enhance the lives of the residents within our core geographic regions by expanding services that bridge the poverty gap.
 - **Program Strategy:** Investing in community centers, safe and affordable housing, human services delivered by shelters and food pantries, and veterans services.

- **Youth Programs:** Encouraging young adults to dream and equipping them to succeed can change the trajectory of their lives.
 - **Program Goal:** To empower young adults in their personal development and to equip them in their professional aspirations.
 - **Program Strategy:** Developing sustained relationships that offer one-on-one mentoring, character education, skills training, and violence prevention.

Tertiary Grant Programs: The Memorial Trust does consider proposals in the areas of Disabilities and Universal Access, Environment, and Historic Preservation. As these are not core focus areas, funding is often limited. Priority will be given to proposals with an educational focus.

- **Disabilities and Universal Access:** A person with a physical, mental, or emotional disability should have equal access to opportunity within the community.
 - **Program Goal:** To support services for individuals with a disability as well as provide universal access to facilities for these individuals.
 - **Program Strategy:** Supporting programs for people with disabilities as well as required facility renovations to enable universal access.
- **Environment:** Stewardship of the local environment is a fundamental responsibility.
 - **Program Goal:** To support environmental education and conservation initiatives.
 - **Program Strategy:** Through educational instruction and materials (e.g., curriculum, brochures, signs) coupled with protection of strategic parcels of land and water.
- **Historic Preservation:** Preservation of our history is important in order to educate the broader population on past events to inform current events.
 - **Program Goal:** To preserve historical accounts and artifacts to benefit future generations.
 - **Program Strategy:** Through educational instruction and materials (e.g., curriculum, brochures, signs) coupled with protection of sites, structures, objects, and events.

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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.

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 **December 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 **June 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.

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FINANCIAL HIGHLIGHTS

Year Ended: 31 December 2023

Total Assets:	\$ 33,691,33
Excise Taxes:	\$ 78,140
Investment Revenue:	\$ 3,693,414
Grants Paid:	\$ 1,638,780

GRANTS APPROVED IN FISCAL YEAR 2024

PRIMARY GRANT PROGRAM:

EDUCATION

Alice Paul Institute – Mt. Laurel, NJ... <i>Amending Your Future</i>	\$ 10,000	Eagle Wings Academy – Syracuse, NY..... <i>Scholarships and Student Support</i>	\$ 12,000
VIEW – Old Forge, NY	\$ 10,000	Elmcrest Children’s Center – Syracuse, NY..... <i>Early Education Program</i>	\$ 15,000
Assistance League of Reno-Sparks – Reno, NV	\$ 10,000	For Kids Foundation – Reno, NV	\$ 3,000
Boys & Girls Clubs of Mason Valley – Yerington, NV.....	\$ 12,000	Academic Success	
Boys & Girls Clubs of Monmouth County – Asbury Park, NJ	\$ 10,000	Friends of the New Jersey School of Conservation – Sandyston, NJ	\$ 7,500
Brookdale Community College Foundation Trust – Lincroft, NJ	\$ 10,000	Teacher Professional Development	
Center for Healthy Aging – Reno, NV	\$ 10,000	HomeFront, Inc. – Lawrenceville, NJ.....	\$ 10,000
Clean Ocean Action – Long Branch, NJ.....	\$ 17,500	Joy, Hopes and Dreams	
Colonial Williamsburg Foundation – Williamsburg, VA	\$ 50,000	Horizons of Kent and Queen Anne’s – Chestertown, MD	\$ 20,000
Dieu Donn� – Brooklyn, NY	\$ 10,000	Transportation for Summer Program	
		Inkululeko – Lockport, NY	\$ 10,000
		International Educational Exchange	
		KUNR Public Radio – Reno, NV	\$ 18,000
		Local Government Coverage	
		Lincoln Center for the Performing Arts, Inc. – New York, NY.....	\$ 12,000
		Internship Program	
		Literacy New Jersey – Edison, NJ.....	\$ 10,000
		The Path to a Diploma	
		Literacy Volunteers of Morris County – Morristown, NJ.....	\$ 5,000
		Adult Literacy Instruction	

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Lunch Break, Inc. – Red Bank, NJ \$ 10,000 <i>Alliance For Success Program</i>	Seton Hall University – South Orange, NJ. \$ 10,000 <i>Scholarship Support for Nursing Students</i>
MEFIYI Foundation – Gardnerville, NV. \$ 6,000 <i>Me for Incredible Youth</i>	Solomon R. Guggenheim Museum and Foundation – New York, NY \$ 20,000 <i>Expanding Resources for Teachers</i>
National Aquarium, Inc. – Baltimore, MD \$ 10,000 <i>Watershed Education</i>	Spread the Word Nevada – Henderson, NV. \$ 20,000 <i>Kids to Kids and Breakfast with Books</i>
Nevada Center for Civic Engagement – Sparks, NV. \$ 25,000 <i>Community Engagement through Inquiry-Based Learning</i>	SUNY New Paltz Foundation – New Paltz, NY. \$ 10,000 <i>Scholarships for Under-Resourced Students</i>
Nevada Museum of Art – Reno, NV \$ 12,000 <i>School Tours Program</i>	Syracuse University - College of A&S/Physics – Syracuse, NY. \$ 5,000 <i>Teaching High School Physics</i>
Nevada Sage Waldorf School – Reno, NV \$ 5,000 <i>Scholarships for Arts Education</i>	Trinitas Foundation – Elizabeth, NJ . . . \$ 10,000 <i>Nursing Assistant Training</i>
New City Kids – Jersey City, NJ \$ 10,000 <i>College Readiness Program</i>	Truckee Meadows Parks Foundation – Reno, NV \$ 15,000 <i>Student Stewards Program</i>
NNEJATC – Reno, NV. \$ 19,500 <i>Telecommunications Education</i>	Union County College Foundation – Cranford, NJ \$ 10,000 <i>Nursing Scholarship</i>
Olana Partnership – Hudson, NY \$ 15,000 <i>Community Engagement in the Arts</i>	Urban Roots – Reno, NV \$ 12,500 <i>Community Supported Education Scholarship Program</i>
On Point for College – Syracuse, NY. . \$ 23,750 <i>Student Transition and Success Program</i>	Write on Sports – South Orange, NJ. . \$ 10,000 <i>Write on Arts</i>
PBS Reno – Reno, NV. \$ 15,000 <i>Curiosity Classroom Program</i>	YWCA of Eastern Union County – Kenilworth, NJ \$ 10,000 <i>Counseling Leadership Team</i>
Reno Gazette Journal Fund – Reno, NV \$ 15,000 <i>Public Service Journalism</i>	
Reno Little Theater – Reno, NV \$ 7,500 <i>Education Program</i>	\$598,250
Renown Health Foundation – Reno, NV \$ 10,000 <i>Reach Out and Read in Nevada</i>	
Sciencenter – Ithaca, NY \$ 10,000 <i>Family Science Nights</i>	

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SECONDARY GRANT PROGRAMS:

ARTS & CULTURE

Adirondack Experience – Blue Mountain Lake, NY	\$ 20,000
<i>The African American Exhibition Planning</i>	
Arts for All Nevada – Reno, NV	\$ 15,000
<i>Artist in Residency Program</i>	
Center for the Arts of Homer, Inc. – Homer, NY	\$ 14,000
<i>Restoration Project</i>	
Count Basie Center for the Arts – Red Bank, NJ	\$ 10,000
<i>All-Access Arts</i>	
Garden State Film Festival – Sea Girt, NJ	\$ 12,000
<i>Film Festival</i>	
Grounds For Sculpture – Hamilton, NJ	\$ 10,000
<i>Afterschool Programs</i>	
REV Theatre Company – Auburn, NY	\$ 10,000
<i>Sequential Dramatics Program</i>	
Paper Mill Playhouse – Millburn, NJ . . .	\$ 10,000
<i>Capacity-Building Technology</i>	
Reno Philharmonic Association – Reno, NV	\$ 12,000
<i>RPA Kids</i>	
The Reno Dance Company Inc – Reno, NV	\$ 20,000
<i>Scholarships for Under-Resourced Students</i>	
Two River Theater – Red Bank, NJ	\$ 12,000
<i>Education Initiatives and Community Engagement</i>	
University of Nevada, Reno Foundation – Reno, NV	\$ 80,000
<i>Education and Public Programming</i>	
	\$225,000

COMMUNITY INITIATIVES

180 Turning Lives Around – Hazlet, NJ	\$ 10,000
<i>Shore Regional Outreach Program</i>	
Domestic Violence Resource Center – Reno, NV	\$ 20,000
<i>Counseling Assistance Program</i>	
Eddy House – Reno, NV	\$ 20,000
<i>Outreach to Homeless and At-Risk Youth</i>	
Food Bank of Central New York – Syracuse, NY	\$ 15,000
<i>Weekend Backpack Program</i>	
Food Bank of Northern Nevada – Sparks, NV	\$ 15,000
<i>Feeding Seniors Initiative</i>	
Frank H. Hiscock Legal Aid Society – Syracuse, NY	\$ 15,000
<i>Capacity Building</i>	
Freehold Area Open Door – Freehold, NJ	\$ 10,000
<i>Shelter Program</i>	
Frost Valley YMCA – Claryville, NY . . .	\$ 12,000
<i>Water Monitoring System Upgrade</i>	
Habitat for Humanity in Monmouth County – Freehold, NJ	\$ 10,000
<i>Home Safe Seniors</i>	
Horizon Hospice – Elko, NV	\$ 14,000
<i>Compassionate Care and Youth Program</i>	
Joseph’s House for Women, Inc. – Syracuse, NY	\$ 60,000
<i>Facility Renovation</i>	
Northeastern Nevada SAFE – Elko, NV	\$ 10,000
<i>Exploitation Support Program</i>	
Northern Ocean Habitat for Humanity – Toms River, NJ	\$ 10,000
<i>Critical Home Repair Program</i>	

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NV Woodchucks – Reno, NV\$ 6,000
Handcrafted Holiday Toys

The Advocacy Institute –
 New York, NY.....\$ 10,000
Next Generation of Advocacy Leaders

Trauma Intervention Program
 of Northern Nevada, Inc. –
 Reno, NV\$ 10,000
Volunteer Recruitment and Retention Program

Tu Casa Latina – Reno, NV\$ 15,000
Underserved Immigrant Outreach

Westfield Area YMCA –
 Westfield, NJ\$ 10,000
Gym Roof Renovation

\$272,000

YOUTH PROGRAMS

CASA of Ocean County –
 Toms River, NJ\$ 10,000
Advocacy For Older Foster Care Youth

Covenant House New Jersey –
 Newark, NJ\$ 10,000
Dove Learning Center Certificate Program

Fiver Children’s Foundation –
 New York, NY.....\$108,000
Year-Round Youth Programming

Good Life Youth Foundation –
 Syracuse, NY.....\$ 20,000
Administrative Staff Support

Hope House – Washington, DC\$ 10,000
Father to Child Summer Camp

Inspired Threads – Hamilton, NJ.....\$ 7,000
Career Development for Youth with Disabilities

Oswego Health Foundation –
 Oswego, NY\$ 10,000
Pediatric Psychiatric Patients Space

Tahoe Rim Trail Association –
 Stateline, NV.....\$ 10,000
Empowering Youth with Outdoor Education

\$113,000

TERTIARY GRANT PROGRAMS:

DISABILITIES AND UNIVERSAL ACCESS:

Access To Healthcare Network –
 Reno, NV\$ 10,000
Non-Emergent Medical Transportation

BluePath Service Dogs –
 Wappingers Falls, NY\$ 5,000
Autism Service Dog Training and Placement

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

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

\$45,000

ENVIRONMENT:

Food & Water Watch –
 New Brunswick, NJ\$ 10,000
Stop Fossil Fuel Expansion

Great Swamp Watershed Association –
 New Vernon, NJ.....\$ 10,000
Support for Watershed Preservation

New Jersey Audubon –
 Bernardsville, NJ\$ 12,000
Summer Institute for Climate Change

Theodore Roosevelt
 Conservation Partnership –
 Washington, DC.....\$ 15,000
Protecting Wildlife Corridors and Connectivity

\$47,000

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HISTORIC PRESERVATION:

Fanwood-Scotch Plains Rotary
 Frazee House Inc. – Colonia, NJ\$ 10,000
Frazee House Interior Restoration

\$ 10,000

OTHER:

A Tiny Home for Good –
 Syracuse, NY.....\$ 6,250
Property Management Improvements

Boys & Girls Clubs of Western Nevada –
 Carson City, NV\$ 20,000
Youth Art Room Transformation

Building Men Program Inc. –
 Syracuse, NY.....\$ 10,000
Summer Programming

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

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

Central New York Diaper Bank Inc. –
 Syracuse, NY.....\$ 10,000
Mother’s Day Challenge

Journey Through Hallowed Ground –
 Leesburg, VA.....\$ 10,000
National History Academy

Pulaski Academy & Central School –
 Pulaski, NY\$ 40,800
Snow Incentive & Academic Achievement Awards

Raising Hands Tutoring, Inc –
 Highland Park, NJ.....\$ 5,000
Student Teacher Pilot and Tutoring Program

Village of Pulaski – Pulaski, NY.....\$ 8,000
Building Maintenance

\$155,050

GRAND TOTAL \$1,465,300