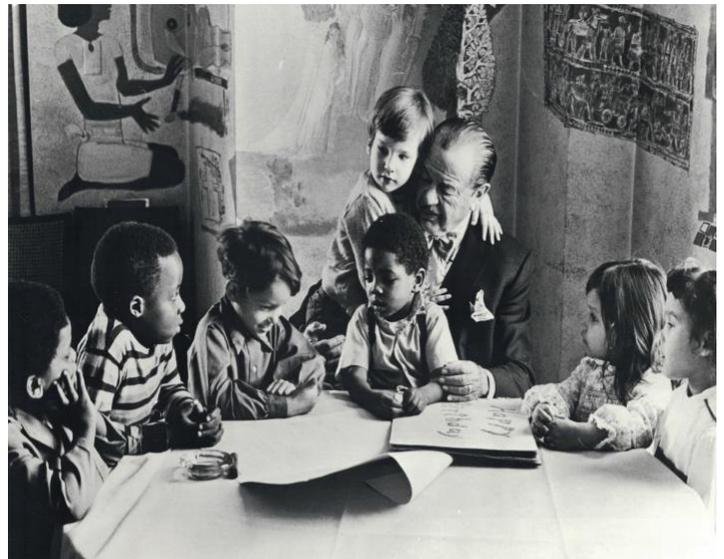


W. Clement & Jessie V.  
Stone Foundation



*Making the world a better place for this and  
future generations...since 1958*



# Norman C. Stone, Ph.D.

## *Chairman of the Board*



My father W. Clement Stone (WCS) was a visionary philanthropist with wide-ranging interests. He made well over a hundred million dollars in charitable investments during his lifetime, supporting causes at every level from the individual to the international. In 1958, WCS's extraordinary personal generosity was institutionalized in the form of the W. Clement & Jessie V. Stone Foundation. When I became the Foundation President, I wanted to continue WCS's philanthropic legacy as a family foundation. In the sixty years since, the Foundation has been governed by three generations of WCS's descendants, drawing on the strengths of four exceptional executive directors.

As times have changed and social landscapes shifted, so too have the Foundation's strategies; late in WCS's life, the Foundation sharpened its focus to make a significant targeted impact on the lives of children, youth, and their families. Today, we support landmark organizations in the fields of Early Childhood Development, Education, and Youth Development in five U.S. cities.

To commemorate the Foundation's 60th anniversary in 2018, the Trustees have invited our executive directors to reflect on their tenure. We hope you will enjoy reading their thoughts, will share our celebration of sixty remarkable years, and will join us on the road ahead, making the world a better place for this and future generations.



# Sara Slaughter

## *Executive Director, 2015-Present*



Congratulations to the trustees of the W. Clement & Jessie V. Stone Foundation as the Foundation marks its sixth decade of working to make the world a better place for children, youth and their families!

I was named the executive director in June of 2015. While it feels premature to reflect on “accomplishments” during my tenure, it nonetheless feels appropriate-- and indeed instructive--to use this milestone as an opportunity to reflect on the direction of the Foundation in the context of its past.

In 1958, when W. Clement Stone set his philanthropic north star of making the world a better place for this and future generations, the landscape for children, youth and families was very different. In 1954, just four years before the Foundation was launched, the Supreme Court decided *Brown vs Board of Education*, declaring that separate education was not equal education. By 1958, schools were still struggling to integrate and many black students were faced with hostility simply for trying to walk into their schools. In 1958, Head Start had not even been created. It was not until 1965 that President Lyndon Johnson declared a “War on Poverty” and launched Head Start, providing early childhood services to our most vulnerable preschoolers.

Much has changed since 1958. Yet, much remains to be done in order to achieve excellence and equity for all children. Our advocates still struggle to get adequate funding for Head Start, and while integration is the law of the land, many schools lack diversity and data underscores racialized outcomes.

These facts remind me that in 2018 systemic challenges remain barriers to all children and youth receiving the supports they need to succeed. That is why I am proud of the Foundation for supporting those who are advocating for policy and budgetary changes, particularly those policies that benefit our most vulnerable children, youth, and families. Many foundations shy away from tackling the big, systemic problems that take years to resolve, but those are the challenges that philanthropy is best suited to tackle.

Systems aren’t the only barriers to change. What we saw in 1954 was that a Supreme Court ruling alone could not break down the obstacles standing in the way of black students’ access to an excellent education. Sustainable change also depends on shifts in mindsets and culture. That is why I am proud of the Foundation for using its “non-grantmaking tools” of grantee convenings and staff leadership. The Stone Foundation continues to convene thought leaders and connect its grantees in order to create a learning community and to share the best ideas for all children and youth. For example, at the Foundation’s 2016 and 2017 grantee convenings, we brought together key actors from across the nation and across age groups--those serving our youngest children, K-12 students, and youth—to create a learning community around creating excellence and equity for all children. In addition, the Stone trustees support staff’s use of “non-grantmaking tools” to play active roles in our communities such as serving as leaders in philanthropic learning circles, acting as thought partners with our grantees, and lending financial/organizational technical support to some of the smaller grantees.

Much has changed since 1958, but much work lies ahead. I am pleased to be at the helm of the Foundation in 2018 as staff and trustees continue to support our mission-driven grantees and evidence-based programs. I believe we are continuing to move in the right direction to do our part to bring about a system of excellence and equity for all children and youth.

# Tony Smith

## *Executive Director, 2013-2015*



Congratulations to the Stone Family!!

W. Clement Stone's passion, purposefulness, and positivity are traits that are alive and vibrant in all the Foundation grantees today. The W. Clement and Jessie V. Stone Foundation continues to support people working in the areas of early childhood, youth development, and education. The Foundation's deep commitment to honoring the work in the field and the practitioners who are doing the daily work to improve lives remains a positive, and distinguishing, attribute.

The early childhood grantees continue to change the national conversation about the importance of a strong start, youth development grantees are showing the public all the wonderful ways that youth are already leaders in their communities, and education partners are shaping future possibilities from pre-school to the principalship. A universal goal to make the world a better place is being met by targeted actions in all three areas.

Helping to strengthen the Foundation's long-standing commitment to listening to the lived experience and insight of practitioners, increasing explicit conversations about inquiry and equity, and guiding the Foundation's return home to Chicago are among my positive reflections at the Foundation. The opportunity to learn from and work with grantees, colleagues, and the trustees gave me invaluable experience. Those experiences improved my ability to work at the intersection of public, private, and philanthropic efforts to create healthier and more just communities.

Thank you for allowing me to play a part in the Foundation's work; I'm looking forward to seeing the grantees build more of W. Clement Stone's vision of a better world in the decades to come.

---

*Dr. Tony Smith was appointed Superintendent by the Illinois State Board of Education effective May 1, 2015. Dr. Smith and his wife, Kathleen, an Oak Park native, and their two daughters reside in River Forest.*

# Sandra Treacy

## *Executive Director, 1999-2013*



In 1998, when Norman Stone first approached me about working for the Foundation, he said that his father wanted the Foundation's legacy to be "to make the world a better place for this and future generations." He said that he and the trustees wanted "to create a really fine grantmaking institution," even though the Foundation would be relatively small, with \$120 million in assets. How could we leverage that amount of money to make a difference in the world?

We set our course over three grantmaking areas: education, early childhood education, and youth development. In the ensuing years, the Foundation funded the organizations that created better public schools for thousands of students; that created policy wins for greater access to and quality of early childhood education; and that gave young people skills and opportunities to impact their communities.

Given that the Foundation's budget was modest, how were we able to claim these achievements? I think there were four lessons we learned in our grantmaking that made our world a better place.

The first is in identifying the organizations and leaders that were tackling big problems with comprehensive, thoughtful approaches. In any field, there are many organizations competing for money, so it was important to find the leaders who understood the issue and implemented a course of action they designed to achieve the desired change. These were the people who knew how to assess their impact, who understood the complex forces impacting their field, and continuously honed their work for maximum effect.

The second was to connect the trustees to the grantees so that they had a real-world understanding of what the grantees were facing. "Continuous leaning" was occurring at the Foundation long before it became a catch-phrase. The trustees made site visits, and experts in our grantmaking fields came regularly to Foundation meetings to educate the trustees; the opportunity to engage in a dialogue provided the trustees with rich learning opportunities. Those experiences and that shared learning then informed their grantmaking.

The third lesson was the importance of staying with organizations over time. We understood that solving problems does not happen in one, two, or three years. The Foundation provided funding for organizations for long periods of time, ensuring that grantees regularly reported their achievements against their identified goals.

Which brings me to the fourth lesson. One of the unique features of the Foundation was the trustees' willingness not only to stay with organizations but also a desire to learn what the organizations were dealing with: the complexities of school change in an environment of changing personnel; of impacting policy in an unfriendly political climate; of working with young people who have experienced trauma, racism, and poverty. The trustees were interested in finding out what worked, what didn't, and why not. This gave the staff a rather unprecedented opportunity to be candid about the realities of what organizations were struggling with and how they were adapting to solve their problems.

In working for the Stone Foundation, I learned that if you want to make this world a better place for this and future generations, there is no magic wand, no silver bullet. It takes sustained, thoughtful, strategic work by philanthropy and the public sector. Working in that environment was one of the best experiences of my professional life.

---

*After her 14-year tenure at the Stone Foundation, Sandra has embarked upon a period of very active retirement. She and her husband travel extensively all over the world, with frequent trips to Washington DC to visit her two adorable grandchildren. Sandra also serves on two boards, and provides pro-bono consultancy to organizations facing issues of scale and sustainability.*

# Maree G. Bullock

## *Executive Director, 1974-1999*



**“All I want to do is change the world and make it a better place for this and future generations.”**

Stated in 1958 by W. Clement Stone, this served as the guiding principal for the Foundation created by W. Clement and Jessie Verna Stone.

My appointment in 1974 as executive director coincided with tremendous growth in both the Foundation’s grantmaking activities and the creation of operating programs. It immediately became clear that the Foundation was innovative and entrepreneurial, distinguishing it from many other family foundations. Grantmaking focused on Education, Mental Health, Children & Youth, and Religion. Under the leadership of Donna J. Stone as Foundation President, \$8,000,000 to \$10,000,000 per year was distributed in these areas. The Board was expanded beyond family members to include experts in the grantmaking focus areas.

The Foundation also initiated and implemented three operating programs:

- ❖ One that brought W. Clement Stone’s philosophy of a Positive Mental Attitude (PMA) to prisoners across the United States, using a structured curriculum to assist them to develop long- and short-term goals, develop and utilize a Positive Mental Attitude, and create and implement strategies to achieve their goals.
- ❖ The Achievement Motivation Program (PMA spelled backwards) provided teachers with a fully-developed curriculum to help their students create change in the school, in the classroom, and in their individual lives.
- ❖ In 1979, the Foundation created the “Endow A Dream” Award Program to recognize individuals who exemplified the application of PMA to overcome great difficulties and make meaningful contributions to humanity. Each awardee received \$100,000 to give to a non-profit charity of their choice.

In the early 1980s, the Foundation recognized that charitable organizations would benefit from more than just philanthropic support, and began to provide consulting services in board development, strategic planning, fundraising, financial management, and organizational development. Augmenting these pro-bono services, the Foundation authored the book “The Successful Volunteer Organization: Getting Started and Getting Results in Nonprofit, Charitable, Grass Roots and Community Groups.” Published by Contemporary Books, over 50,000 copies were sold.

Foundation staff were encouraged to participate in leadership roles in the sector. The Foundation was one of the founders of the Donors Forum of Chicago (known today as Forefront) as well as the Independent Sector in Washington DC. Foundation staff were active participants in leadership roles at the Council of Foundations.

W. Clement Stone demonstrated by example that leadership, creativity, risk-taking, and innovation with an entrepreneurial spirit, implemented with a Positive Mental Attitude, are the qualities that create change—indeed that “change the world and make it a better place for this and future generations.”

---

*Motivated and propelled by W. Clement Stone’s magnificent obsession to “change the world and make it a better place for this and future generations,” Maree Bullock continues to work in the philanthropic sector. Partnering with The Alford Group, a national consulting firm founded in 1979 by her husband, Jimmie R. Alford, Maree provides consulting services to nonprofit organizations across the United States. Lending her expertise in strategic planning, organizational development, coaching and governance, as well as all aspects of fundraising, she works with myriad organizations crossing all sectors. Maree embodies, each and every day, W. Clement Stone’s philosophy, “Success is achieved by those who try and maintained by those who keep trying with PMA.”*

*W. Clement & Jessie V. Stone Foundation  
70 E. Lake Street, Suite 1020  
Chicago, IL 60601*