



YOU'RE OUR
FOUNDATION.

2013 ANNUAL REPORT



MCKENNA
FOUNDATION

YOU'RE OUR FOUNDATION

In June 2009, the McKenna Foundation awarded its first rounds of grants to 23 local nonprofit organizations for a total of \$872,876. Visionary board members, strong staff leadership, and community members who supported the development of a charitable foundation whose focus was squarely on the needs of New Braunfels and Comal County made that event possible.

Fast forward to 2013. After five years of grantmaking, the McKenna Foundation awarded 168 grants to 58 different organizations for a total of \$8,025,490. This does not include countless event sponsorships, donated IT support, space at McKenna Events Center, or nonprofit training opportunities. What a difference five years can make.

Within those five years, another significant set of actors came into play. Early in our history, no one imagined how critical our local nonprofit service organizations and their staff members, board members, and volunteers would be to the success of the McKenna Foundation. Today we recognize and respect them as our most humble partners who are willing to serve the most vulnerable in our community. We have often noted that, unfortunately, they are the most under recognized contributors to our community's well-being. Without those serving in our nonprofit sector, too many of our neighbors would be hungry, homeless, and maybe even hopeless.

This celebration of the McKenna Foundation's fifth year of grantmaking is dedicated to you: our tireless, steadfast, and committed nonprofit friends who think about others before themselves. Those who lend a helping hand or a shoulder to cry on even though they may need a boost themselves. Thank you for being selfless soldiers for those in need. Thank you for being our foundation.

Bill Van Kleef
Board Chairman

Jerry Major
President and CEO

MISSION STATEMENT

The mission of McKenna is to advance the well-being of the New Braunfels community.

VISION STATEMENT

McKenna will be active in providing services to enhance the health and well-being of the New Braunfels community, serving as a partner and resource to others who share that goal, now and for future generations.

GUIDING PRINCIPLES

Stewardship

Serve as a good steward of McKenna assets for the long-term benefit of the New Braunfels community.

Resource

Be a resource to residents, nonprofits, and local government.

Partner

Actively seek to partner with others to maximize the impact on those served.

Integrity

Act honestly and fairly in all endeavors.

Accountable

Measure and evaluate grants and services to most effectively meet the needs of the community.



MCKENNA FOUNDATION GRANT AWARDS BY FOCUS AREA | 2009 TO 2013

Basic Living Needs	\$ 2,614,542
Physical and Mental Health	1,771,266
At Risk/Special Needs Youth	998,045
Education Support	782,228
Community Foundation	568,800
Child/Adult Abuse	454,000
Seniors	298,725
Recreation and Arts	262,884
Adults with Special Needs	160,000
Public Services	115,000
Total Awards	\$ 8,025,490



NONPROFIT PARTNERS 2009 TO 2013

24 Hour Club
Alamo Area Development Corporation/
City of New Braunfels
American Cancer Society
Any Baby Can of San Antonio
Big Brothers Big Sisters
Brauntex Theatre
Brighton School, Inc.
Bulverde Food Pantry
Bulverde Senior Center
Bulverde-Spring Branch EMS
CASA of Central Texas
Comal County Senior Citizens Foundation
Children's Advocacy Center
Circle Arts Theatre
Communities In Schools
Community Action of Central Texas
Connections Individual and Family Services
Crisis Center of Comal County
CRRC of Canyon Lake
El Centro Del Barrio (Centro Med)
Family Life Center
Family Promise of Greater New Braunfels
Friends of CHRISTUS Santa Rosa
Friends of Historic Landa Park
Goodwill Industries
Gorge Preservation Society
Habitat for Humanity
Habitat for Safe Seniors
Heritage Museum of the Texas Hill Country
Hope Hospice
Howard Payne University
Lutheran Social Services
New Braunfels Area Community Foundation
New Braunfels Citizens Police Academy
New Braunfels Parks Foundation
New Braunfels Public Library Foundation
New Braunfels Christian Ministries -
Harvest Food Pantry
New Braunfels Christian Ministries - Kids' Club
New Braunfels Christian Ministries -
Volunteers In Medicine
Options for Women
RavenStar Outdoor Education
Retired and Senior Volunteer Program
River City Advocacy, Inc.
San Antonio Lighthouse for the Blind
Salvation Army
San Antonio Food Bank
SART Foundation
Spring Branch Tennis Center
St. Jude's Ranch for Children Bulverde Campus
St. Jude's Ranch for Children
New Braunfels Campus
STEPS
Tejas Smiles, Inc.
Texas Ramp Project
The Gabriel Project
The Kitchen Table
YMCA New Braunfels
Young Life



Bulverde-Spring Branch EMS was founded in 1978 with a vision to place medics and ambulances more strategically within their 216 square mile service area. Today, EMS operates out of three stations in our district. With the combination of community paramedicine and mobile integrated healthcare, new innovations are proving to have medical benefit and cost-versus-benefits value.

Proactive strategic planning has identified a need to handle health care in different ways. An editorial in the Journal of the AMA revealed that between 7 and 34% of patients taken by ambulance to an emergency room could have been safely treated elsewhere. B-SB EMS was many years ahead in seeking alternative solutions.

In 2011, with the support of the McKenna Foundation, a medical clinic for uninsured or underinsured county residents was opened, now providing a permanent clinic twice a week. The clinic personnel are available 40 hours a week to handle prescriptions, read test results, and schedule appointments. In 2013 mental health services were added, with dental services to follow in 2014. The McKenna Foundation has continued to provide support, guidance, and training for all clinic endeavors.

A 10% reduction in 911 calls occurred in 2013 and is attributed to the clinic addressing chronic needs of patients before they ever need to dial 911. One solution is a Mobile Health clinic that can provide an array of lifesaving equipment and professionals with a goal to reduce morbidity and mortality through early interventions. Once again, the McKenna Foundation understood the dream and stepped in to make sure it was realized. In early 2014 the Mobile Clinic will roll down our County's roads to heal, to teach, and to save lives. Bulverde-Spring Branch EMS is on the road (literally) to fill healthcare gaps, particularly in primary and preventive care. It would never have been possible without the McKenna Foundation.

Sincerely,



Mechelle Salmon, Chief Executive Director
Bulverde-Spring Branch EMS
www.bsbems.org



A PROMISE FOR HOPE

\$200,000

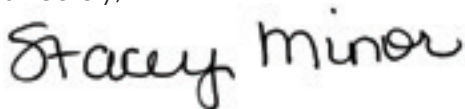
In 2013, Family Promise welcomed the New Braunfels chapter as the 182nd national affiliate. Family Promise of Greater New Braunfels (FPGNB) launched operations in June, and the first family was accepted into the program in July. This established the only shelter option for families with children in the Comal County area. Since then, FPGNB has served 30 individuals, with three families graduating from the program in the first six months of operation.

The mission of FPGNB is to mobilize the faith community to help low-income families achieve and sustain independence. Daytime guests are assisted at the Day Center with necessary resources and individualized case management support. Overnight, more than 20 area congregations serve in the Family Promise program as either Host or Support Congregations. Volunteers provide home-cooked meals, night accommodations, mentorship, and fellowship.

The Family Promise volunteer base is comprised of over 300 dedicated individuals. The connections made between volunteers and guests set FPGNB apart from other shelter programs. Demonstrating the generosity of the community, volunteers become invested in guests' lives and become a valuable resource as these families move forward in their quest for independence. It is a joyful celebration when a family graduates from the program and into their own home. Volunteers rally together to shower the graduating family with gifts ranging from home furnishings to a gently used vehicle, depending on the needs of the family.

The generosity received from the McKenna Foundation provided FPGNB with the financial security to move forward in this grassroots effort. It also extended networking opportunities and community credibility which are invaluable when working to change the face of homelessness. Through the support of the McKenna Foundation, families in our community are transitioning from homeless to housed, one roof at a time!

Sincerely,



Stacey Minor, Network Director
Family Promise of Greater New Braunfels
www.fpgnb.org

NEW BRAUNFELS AREA
COMMUNITY FOUNDATION



NEW BRAUNFELS AREA COMMUNITY FOUNDATION

\$525,000

A community foundation is a tax-exempt public charity created by and for the people in a local area. It enables philanthropists to establish a charitable fund at the foundation by contributing a variety of assets and may also recommend grants in their name to nonprofit groups.

Community foundations have three areas of focus:

- 1. Personalized service:** providing tools and resources that make giving easy, flexible, and effective
- 2. Local expertise:** in-depth understanding of the community's challenges and the groups and individuals addressing them
- 3. Community leadership:** playing a key role in addressing community needs

The McKenna Foundation pledged its financial support for the first three years of operations of the New Braunfels Area Community Foundation. They also donated facilities that have allowed NBACF to cut costs and create essential reserves that will allow us to operate in years four and five without the need of additional funding.

The support that McKenna staff has shown in the form of personal endorsements, engagement in outreach to the community and creation of funds with the NBACF shows the community that we are partners in building an asset that will benefit the entire community for a very long time.

On behalf of the members of the board of directors and myself, thank you for the support you have shown us and thank you for all that you do to support our community.

Sincerely,



Brit W. King, President/CEO
New Braunfels Area Community Foundation
www.nbacf.org

GRANT GUIDELINES & APPLICATION PROCEDURES

In 2013, the McKenna Foundation welcomed applications from any 501(c) 3 nonprofit organization that served residents of the New Braunfels area with health, education, or well-being services. Grant applications were accepted for funding of existing or new programs.

The grant calendar was introduced late in 2012 which included application submission deadlines of January 10th, March 15th, May 20th, and October 17th. Application forms were posted online at mckennalegacyfoundation.org for easy review and download. Nonprofit organizations were invited to contact the Foundation with any questions concerning the application process.

The McKenna Foundation staff conducted site visits of all qualified applicants. Applications were reviewed by the Grants Committee and submitted to the McKenna Foundation Board of Trustees throughout the year. The Board made all final decisions regarding funding, and each applicant received written notification of their funding decision.



A STRONGER COMMUNITY THROUGH THE MCKENNA FOUNDATION

\$3,068,524

The McKenna Foundation exists to advance the well-being of the New Braunfels community. A total of \$3,068,524 was committed to the following 40 organizations to provide strategic support for program initiatives in our community.

24 Hour Club	\$50,000	To provide a safe and clean facility for the exclusive use of Alcoholics Anonymous, Al-Anon, and any other 12 Step program as approved by the 24 Hour Club Board of Directors
Alamo Area Development Corp./ City of New Braunfels	\$70,000	To support Alamo Regional Transit operations in the City of New Braunfels and Comal County for transportation services to those in need
Big Brothers Big Sisters of Comal and Guadalupe Counties	\$20,000	To help children reach their potential through professionally supported one-to-one mentoring relationships with measurable outcomes
Bulverde Food Pantry	\$30,000	To assist individuals and families who are struggling to meet the basic needs of day-to-day living, and to improve their quality of life
Bulverde Senior Center	\$16,725	To serve the needs of senior citizens in the rural area through educational programs, health and exercise programs, and opportunities for socialization and community service
Bulverde-Spring Branch EMS	\$470,000	To identify and serve the needs of humanity as an award-winning emergency service provider and through educational and innovative health service programs

Children's Advocacy Center of Comal County, Inc.	\$30,000	To provide a neutral, child-friendly agency to the community that facilitates a multidisciplinary approach in the prevention, detection, investigation and treatment of child abuse
Comal County Senior Citizens' Foundation	\$45,000	To offer programs and services to senior adults to enrich the quality of their lives
Communities in Schools	\$60,000	To provide school-based social services that help students to succeed in school and make positive life choices
Community Action of Central Texas	\$15,000	To provide breast and cervical health support services to women
Community Resource and Recreation Center	\$25,000	To serve the residents of Canyon Lake by providing vital social service resources as well as life-enriching recreational and educational opportunities
Connections Individual and Family Services, Inc.	\$35,000	To provide youth, families and communities of South Central Texas opportunities for a brighter future
Crisis Center of Comal County	\$50,000	To establish within the jurisdiction of Comal County a network of services for the victims or potential victims of family violence and sexual assault
El Centro Del Barrio (CentroMed)	\$65,000	To be an integrated health care system that provides accessible services of superior quality
Family Life Center	\$35,000	To assist the under-resourced and help facilitate an efficient and effective system to steward the resources of the community
Family Promise of Greater New Braunfels	\$200,000	To mobilize the faith community to help low-income families achieve and sustain independence

Friends of CHRISTUS Santa Rosa Foundation	\$25,000	To support the Every Baby Matters Mission, giving parents the tools they need to allow babies to thrive in strong, healthy families
Gorge Preservation Society	\$10,000	To promote the enjoyment and conservation of a unique natural phenomenon by encouraging responsible, quality access opportunities through academic partnerships, economic initiatives, and citizen involvement
Habitat for Humanity	\$12,000	To put God's love into action, Habitat for Humanity brings people together to build homes, communities, and hope
Habitat for Safe Seniors	\$15,000	To alleviate food deficit among the elderly and low-income population in the Canyon Lake area by providing food to those in need
Howard Payne University	\$10,000	To develop and equip the whole person for intellectual inquiry, personal and professional integrity, and service to God and humanity
Kids' Club	\$35,000	To help transform at-risk students who appear to be destined for failure into children with hope, confidence, and passing grades
Lutheran Social Services of the South, Inc.	\$15,000	To provide assistance with capital improvements to the facility for the residential therapeutic program serving abused and neglected girls in the foster care system
McKenna Children's Museum	\$153,384	To provide a comfortable and creative learning environment for kids and families
McKenna Events Center	\$211,383	To provide an accessible and professional facility for the community to come together

New Braunfels Area Community Foundation	\$525,000	To develop and encourage a culture of philanthropy by accepting gifts, administering funds, investing assets, and making grants to nonprofits on behalf of donors
New BraunFit Gym	\$185,341	To provide low-cost, enriching, fitness activities for all ages
New BraunFit Outreach and Education	\$160,619	To provide nutrition, wellness, and safety services to individuals and families
Precious Minds New Connections Parenting Program at McKenna	\$105,901	To educate and support families from pregnancy until their child turns three with positive early childhood development information
Prescription Access	\$58,171	To facilitate the receipt of free prescription medications for those with limited resources
River City Advocacy, Inc.	\$35,000	To encourage, educate, train, and organize people who have received services from mental health systems to advocate for themselves and to support each other
Salvation Army of Comal County	\$70,000	To meet the emergency needs of qualifying clients in the Comal County and New Braunfels region
San Antonio Food Bank – The Kitchen Table	\$30,000	To fight hunger in southwest Texas through food distributions, programs, education, and advocacy
San Antonio Food Bank – Fresh and Perishables Program	\$20,000	To fight hunger in southwest Texas through food distributions, programs, education, and advocacy
San Antonio Lighthouse for the Blind	\$15,000	To empower the blind and visually impaired

STEPS	\$20,000	To combat poverty through education, empowerment, and accountability; to break the cycle of dependency on social welfare programs by promoting and enabling autonomy; to unify community efforts by information sharing and strategic planning; to take part in the ministry of reconciliation by helping individuals return to the original state that was intended by God
St. Jude's Ranch for Children	\$50,000	To rescue abused, abandoned, and neglected children of all races and faiths from the vicious cycle of child abuse
Texas Ramp Project	\$10,000	To offer freedom to homebound individuals
The Gabriel Project	\$15,000	To help women in crisis pregnancies and to support families in desperate need who have small children
Volunteers in Medicine	\$65,000	To serve the health and wellness needs of the medically underserved in our community by providing quality, compassionate, and personalized care in a faith-based, caring environment



A CENTER FOR THE COMMUNITY

The McKenna Center, located at 801 West San Antonio Street in New Braunfels, serves as a community center and the flagship for all McKenna operations. For years, McKenna has remained focused on unmet needs in the community; some of which are best served through a McKenna program. McKenna began years ago as a unique and targeted approach to specific community health, education, and well-being needs. While all McKenna programs are initiated and executed by McKenna team members, we partner with as many community organizations as possible to ensure the following programs are accessible, affordable, and successful.

McKenna Children's Museum

Total attendance in 2013: 88,409

New BraunFit Gym

Total gym entries in 2013: 23,920

Prescription Access

Total number of clients served in 2013: 826

Total prescription savings provided in 2013: \$5,006,355

McKenna Parenting Program

Total participants in 2013: 379

McKenna Events Center

Total savings to nonprofits through free rental in 2013: \$211,383



THE MCKENNA TEAM

Lisa Arcos
Michael Berry
Cindy Cantu
Lucy Castilleja
Christina Chappelle
Christa Cooley
Chandy Engelke
Maria Escobedo
Kristen Fain
Linda Garcia
Jaci Gonzales
Jesse Gonzales
Joel Gonzales
Ron Hixon
Clarisa House
Alice Jewell
James Kay
Jerry Major
Isabel Martinez
Sofia Martinez
Lindsay Morgan
Heather Mulkey
Dan Rivas
Gracie Roman de Almonte
Hector Rosales
Adrian Schulze
Paige Stallings
Savanna Taylor



CONSOLIDATED STATEMENT OF FINANCIAL POSITION | DECEMBER 31, 2013

The Assets and Liabilities of the McKenna Foundation are detailed below.

Assets

Current Assets	
Cash and Cash Equivalents	\$ 251,924
Pledges and Accounts Receivable	2,005,000
Prepaid Expenses and Other Current Assets	116,020
Total Current Assets	2,372,944
Other Assets	
Long-Term Investments	69,883,412
Assets Limited as to Use	2,462,623
Pledges and Other Receivables	286,364
Land Held for Sale	1,364,555
Total Other Assets	73,996,954
Property, Plant, and Equipment, less accumulated depreciation of \$3,497,387	6,925,192
Total Assets	\$ 83,295,090

CONSOLIDATED STATEMENT OF FINANCIAL POSITION | DECEMBER 31, 2013

Liabilities and Net Assets

Current Liabilities	
Accounts Payable and Accrued Expenses	\$ 175,879
Grants Payable	1,002,213
Other Liabilities	108,068
Total Current Liabilities	1,286,160
Net Assets	
Unrestricted	79,530,860
Temporarily or Permanently Restricted	2,478,070
Total Net Assets	82,008,930
Total Liabilities and Net Assets	\$ 83,295,090

AUDITOR LETTER



14241 Dallas Parkway, Suite 1100 # Dallas, TX 75244-2967
972.702.8262 # fax 972.702.0673 # BKD.com

Independent Auditor's Report

Board of Directors
The McKenna Foundation
New Braunfels, Texas

We have audited the accompanying consolidated financial statements of The McKenna Foundation (Foundation) and its subsidiaries, which comprise the consolidated statement of financial position as of December 31, 2013, and the related consolidated statements of activities and cash flows for the year then ended, and the related notes to the financial statements.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these consolidated financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation and maintenance of internal control relevant to the preparation and fair presentation of consolidated financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these consolidated financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the consolidated financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the consolidated financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the consolidated financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the consolidated financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the consolidated financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the consolidated financial statements referred to above present fairly, in all material respects, the financial position of The McKenna Foundation and its subsidiaries as of December 31, 2013, and the changes in its net assets and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

BKD, LLP

Dallas, Texas
April 15, 2014



2013 MCKENNA FOUNDATION BOARD OF TRUSTEES

Bill Van Kleef, Chairman
Michael Spain, Vice Chairman
Jim Wesson, Secretary
Jeff Albrecht
Mario Luna
Laura Pinto
David Starch, MD
Wes Studdard
Patty Toney
Randy Vanstory
Hon. Dib Waldrip

2013 MCKENNA FOUNDATION TEAM MEMBERS

Jerry Major, President and CEO
Chandy Engelke, Executive Director of Accounting
Alice Jewell, Executive Director
Lindsay Morgan, Grants Coordinator



MCKENNA
FOUNDATION

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