

Making Connections



2014 ANNUAL REPORT





Traveling the highways and byways and farm roads and freeways of New Braunfels and Comal County makes it abundantly clear just how difficult it must be for area non-profits to connect with those in need of their services while also connecting, in a meaningful way, with others in the non-profit world. At the McKenna Foundation, we recognize the need for connecting nonprofit providers to one another in hopes of adding value to the critical services they are implementing. The most important connection in this process is connecting the right person with the right non-profit, which significantly enhances the possibility that this connection will yield positive results.

Here at the McKenna Foundation we are very proud of, and honored by, the fact that we have the ability to convene community groups of all sizes. Connecting people for the common good is something we take very seriously, and we appreciate the non-profit organizations who have partnered with us over the years. At McKenna, we understand “life happens.” People do lose jobs or get divorced or hit a stretch of bad luck. Some folks do get involved in substance abuse and yes, we still have teenage pregnancy. Unfortunately we do have friends and neighbors across Comal County who go to bed hungry or scared or both. There are unexpected, life-altering illnesses. When a person or persons finds themselves confronted with any of these circumstances, they can acquire some

level of assistance from one or more of the 66 non-profits McKenna has helped fund through the years. McKenna’s role is to enable these connections to happen.

The McKenna Foundation entered the “connecting people” arena in 2009. Since that time over 60 non-profits have been granted \$9,816,283. In 2014 alone the Foundation granted \$2,605,930 with \$1,740,974 going to external non-profit groups. The Foundation also provided funds for internal community programs including the McKenna Children’s Museum, the New Braunfels Gym youth leagues and senior activities as well as our Parenting Programs. Plus, the value of non-profit use of the Events Center in 2014 was calculated to be \$287,690.

Connecting McKenna to the area non-profits is Step One. Creating a non-profit to non-profit network is Step Two. Successfully connecting local non-profits with those who find themselves going through a “life happens” event closes the loop. Your friends at the McKenna Foundation are honored to be part of this process and full well understand that it really is a team effort. Thank you for a terrific 2014!

Bill Van Kleef
Board Chairman

Jerry Major
President and CEO



Like most families, the family of Azariah Murphy, 7, is made up of moving puzzle parts – school, homework, chores, bills, work, play and more. But for Azariah, who goes by the nickname “Zar,” there are twice as many, if not more, puzzle pieces.

Zar’s everyday list of things to do includes taking 15 to 16 medications; nightly feedings by port to make sure she gets enough calories each day; and daily breathing treatments with a vest, which helps break up mucous in the lungs.

Zar was diagnosed with Cystic Fibrosis when she was three months old. As she hooks up the hose to her camouflage vest and complains that she doesn’t want to do her treatment, Zar is aware of these daily puzzle pieces. But for the most part, she acts like most seven-year-olds, playfully throwing stuffed animals at her siblings.

“She is very artistic. She likes to paint,” said Zar’s mother, Heather Zeagler.

For the family of six, the daily puzzle parts also include organizing a huge paper pile of bills and insurance papers; keeping medications stocked and ready to go; and maintaining home health nurse visits. At the beginning of 2015, the nurse visits stopped when a move from Medicaid to CHIP created a gap in insurance coverage.

Heather learned about Any Baby Can from the family’s social worker and has been working with the organization to make sure Zar has insurance coverage and necessary medical care.

“We are helping Mom get Zar into a (new insurance) program for kids with special needs,” said Angelica Ramos, case manager in the New Braunfels satellite office of Any Baby Can.

When Heather came to Any Baby Can with concerns about obtaining the necessary nutrient formula for Zar during the lapse in insurance coverage, Any Baby Can was able to supply the formula for Zar.

“She has to have 10,000 calories per day, or she will start losing weight,” Heather explained.

Any Baby Can also is working to help reestablish the nurse visits to the home.

“It is just so much information,” Heather said, explaining the job of scheduling, record keeping and day-to-day medical care for her daughter. “She doesn’t just have a doctor. She has a team of doctors.”

Angelique supplied Heather with a Navigator, an organizational folder kit, to help the family keep track of all the necessary paperwork.

“We provide assistance to families going from crisis to care,” Angelica explained about the San Antonio-based nonprofit which services 19 counties.

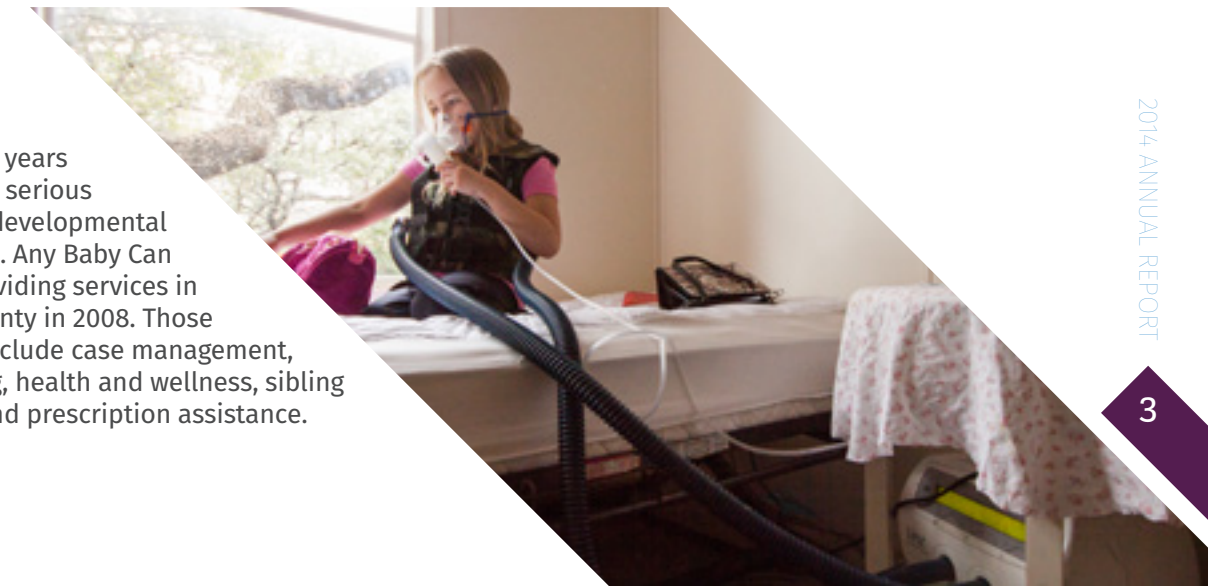
Since 1982, Any Baby Can has been providing direction and guidance to families with

children and youth (ages birth through 17 years old) facing serious health or developmental challenges. Any Baby Can began providing services in Comal County in 2008. Those services include case management, counseling, health and wellness, sibling support and prescription assistance.

In 2014, the McKenna Foundation transferred the operations of its Prescription Access Program to Any Baby Can. The program offers assistance to New Braunfels and Comal County residents who need assistance acquiring their life-saving prescription medications. The transfer includes a three-year commitment of \$225,000 to ensure that the program continues.

For Zar and her family, it provides another resource through Any Baby Can, easing the stress of managing the moving puzzle parts on a daily basis.

“It is hard to keep up with everything. This is definitely going to help,” Heather said of Any Baby Can.



After several years of being a stay-at-home mom and busy volunteer, Patricia Hennessey felt like a fish out of water when she made plans to re-enter the workforce.

“I was 61 years old. I thought, ‘Who is going to hire me?’”
Patricia explained.

Participating in the Intensive Workshop Series with New Braunfels Works changed her perspective.

“It has transformed me from feeling so inadequate,” she explained.

Whether job seekers are searching for an entry-level job, getting back into the workforce, or seeking employment after company downsizing, New Braunfels Works is here to help individuals and the broader community with employment opportunities. Clients are able to sign up for a

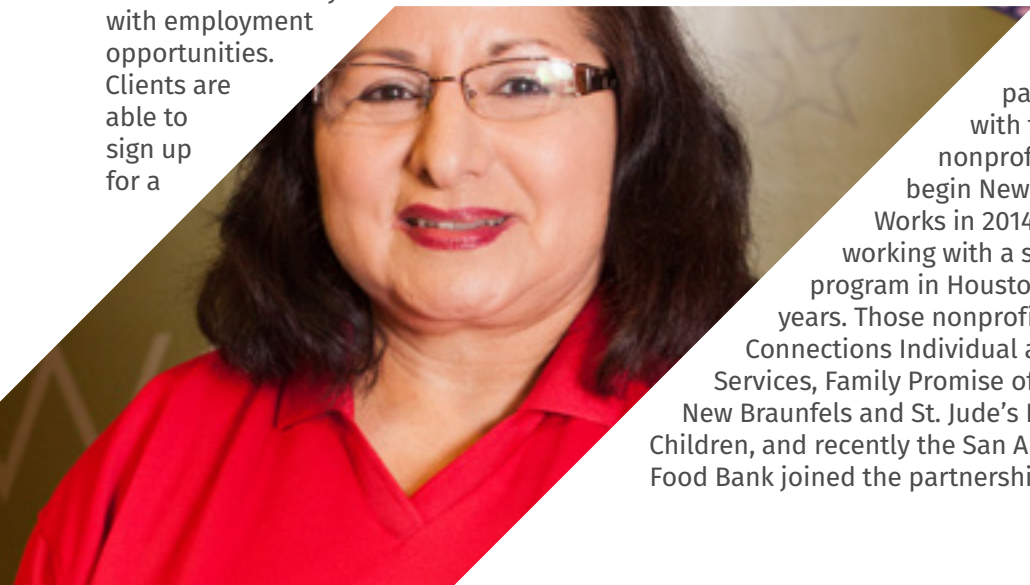
free, intensive certification program to learn the necessary skills for landing and keeping a job.

Founder and Program Director Bob King wants to make it clear, however, that the nonprofit collaborative is not a job agency.

“Our clients take ownership in order to be successful,” he said. “My program approach is, ‘You’re responsible for this.’”

For Patricia and her husband Steve, who entered the program after Patricia completed her series, New Braunfels Works has been both encouraging and empowering. After graduating from the program in April 2015, Patricia was considering several employment prospects. Steve, a computer engineer who lost his job after company downsizing, began participating in the certification workshops as part of his job search process.

Bob partnered with three local nonprofits to begin New Braunfels Works in 2014 after working with a similar program in Houston for four years. Those nonprofits include Connections Individual and Family Services, Family Promise of Greater New Braunfels and St. Jude’s Ranch for Children, and recently the San Antonio Food Bank joined the partnership.



The McKenna Foundation helped to develop the program vision and awarded New Braunfels Works the Foundation’s first collaborative grant for the pilot program.

“We teach the hard skills that are necessary to find a job, and we teach the soft skills that are necessary to keep a job and advance in a job,” Bob explained. “It is much more than learning how to interview. The program teaches how to manage conflict; how to exhibit professionalism; and how to overcome obstacles in your job and in your life.”

The objective is to boost the long-term self-sufficiency of clients.

In addition to working with adults, Bob works closely with Connections Individual and Family Services and St. Jude’s Ranch for Children to offer workshops for youth.

“We are a ladder to success, not an elevator,” said Kellie Stallings, executive director of Connections Individual and Family Services. “We provide coaching and encouragement, but job seekers will always have to do the work to find a job.”

New Braunfels Works honored 22 clients at its inaugural graduation in December 2014. The program offers benefits to clients at every stage of job seeking.

“For those re-entering the workforce, technology has changed a lot. The advice we give to job seekers now is different than what we learned 20 years ago,” Bob said.

For youth, learning the soft skills – how to maintain a job and advance in a job – is crucial to learning self-sufficiency, Bob explained.

“Someone needs to give them the hard, cold facts,” he said.



Nestled along the Guadalupe River just below the Canyon Lake Gorge, Upbring New Life Children's Center rests quietly among the large oak and cypress trees. It is the kind of quiet that provides the stability needed for those most vulnerable – victims of abuse, homelessness and neglect. Here, girls ages 11 to 17 years old come to gather strength and learn to stand tall in the world, like the giant cypress trees lining the river.

Messages displayed throughout the home-like cottages, cafeteria and chapel reflect the inspiration and power found here by the Center's residents:

"I believe my life can make a difference."
 "I choose to have tenacity."
 "You are beautiful."

New Life Children's Center was founded in 1993 by Upbring – The New Lutheran Social Services of the South in 1993 to provide help, healing and hope to abused, troubled and neglected young girls, many of which come to the center directly from

foster care. More than 2,000 girls have walked through the doors of the Center, where they have been able to benefit from several types of therapy and life skills classes. At the on-site school, Trinity Charter School, residents can work toward credit recovery, catching up on classes and working toward their high school degree.

"Graduation here is a big deal," said Lisa Brown, director of volunteer services.

Eighty girls reside at the Center, which also includes the Serenity Barn – a barn full of farm animals including donkeys, goats and a Longhorn steer; a beauty salon; and the popular "Ye Point Store," the purple house where residents can use their "points" to purchase everything from glittery, neon pink pillows to Beanie Babies, one of the most popular items.

"Most girls stay here on average for six months, and we have a waiting list," Brown explained.

The girls' stories are hard to hear. They are stories of physical and emotional abuse, suicide attempts, addiction and being left homeless or neglected by family members. For many, New Life is the last opportunity to leave a system of psychiatric facilities or juvenile detention centers.

New Life celebrated one of the newest additions to its campus, Humana House, on August 19, 2014. McKenna Foundation served as one of the funding partners for the multi-purpose residential building where families of girls can stay for longer visits, allowing them to participate more fully in their child's treatment.

The building, made up of two suites, each with two bedrooms, kitchen and common area, provides a place for families to be together and participate in family therapy. The newest facility helps improve the chances of success and future reunification.

"I love the bedrooms, and my family was happy to be able to eat meals in the house," wrote one resident. "I love the bathroom. IT WAS BEAUTIFUL."

Another resident wrote: "I love the fact that people came up with the idea, because some girls families live far away."

One resident plans to take advantage of Upbring BeREAL [Ready Educated Accomplished Leaders] Austin,

a supervised independent living program for young adults aging out of the foster care system in Central Texas, when she leaves New Life. BeREAL Austin opened in the fall of 2014 and hopes to soon expand to the San Antonio area.

"I don't have any family, and I'm not a grownup yet. This will help me with learning to pay bills and live on my own," she explained.

The 17-year-old is a member of the I Am Strong program, an honor program based on a point system. She plans to pursue a medical career and hopes to become a doctor. She is undaunted by the several years of schooling ahead of her.

"Oh yeah, I'm going," she said, with a look full of determination and hope.



New Braunfels Area Community Foundation Challenge Grant

In 2014 the McKenna Foundation awarded six local nonprofit organizations challenge grants of \$25,000 each to benefit a designated endowment fund at the New Braunfels Area Community Foundation (NBACF).

Designated endowment funds at the NBACF are created for specific nonprofits for long-term growth and perpetual support to the organization. Six nonprofit organizations awarded the challenge opportunity were:

- Bulverde Activity Center
- CASA of Central Texas
- Communities in Schools of South Central Texas
- Connections Individual and Family Services
- Friends of the New Braunfels Public Library
- Sophienburg Museum and Archives

opportunity was the first of its kind offered by the McKenna Foundation. The award “challenged” each nonprofit to raise up to \$25,000 between May 1 and December 1, 2014 for an endowment fund at the NBACF that was matched dollar for dollar by the Foundation.

The Challenge Grants met many goals of the McKenna Foundation Board,

including encouraging nonprofits to develop alternative revenue streams that will contribute to their sustainability through long term gift planning, community education about the role of the NBACF and addition to the NBACF corpus.

Overall the nonprofits raised \$175,348 collectively for a total gift of \$325,438 to the NBACF.

The Challenge Grant



Update: Wellness on Wheels

Wellness on Wheels (WOW) was funded and created through strategic planning by the Bulverde Spring Branch EMS and the McKenna Foundation.

Since the delivery of the custom-designed mobile medical clinic and classroom in April 2014, WOW and providers have cared for close to 100 patients by visiting food banks, churches, walk-a-thons, 5Ks and neighborhoods where patients have limited transportation.

WOW served as the on-site medical center at the 2015 Valero Texas Open.

WOW has been rolling forward aggressively with high school anatomy, and now sees in excess of 250 students per year.



Update: Canyon Lake Gorge

The McKenna Foundation provided funds to improve accessibility to the Canyon Lake Gorge, a local geographical phenomenon created by the flood event of 2002.

The grant made it possible for the Gorge to offer fieldtrips to 621 5th graders from Comal ISD last year.

This opportunity could allow students to improve their STAAR earth and science test scores.

Funds also improved the Gorge experience by helping to provide another restroom for their guests!





In 2014, 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 2013. Letters of Inquiry were required for all requests and accepted via email by March 14, 2014. Invitations to submit full applications were extended by the McKenna Foundation to those organizations meeting funding criteria and community need. Full applications were due on May 12, 2014. Nonprofit organizations were invited to contact the Foundation with any questions concerning the application process.

The McKenna Foundation staff conducted site visits of all applicants fulfilling a full grant application.

Applications were reviewed by the Grants Committee and submitted to the McKenna Foundation Board of Trustees in June 2014. The Board made all final decisions regarding funding, and each applicant received written notification of their funding decision in mid-June.

The McKenna Foundation exists to advance the well-being of the New Braunfels community. In 2014, a total of \$2,605,930 was committed to the following 34 organizations to provide support for program initiatives in our community.

Any Baby Can	\$15,000 \$224,515 Prescription Assistance Program	To serve families with children facing serious health or developmental challenges
Big Brothers Big Sisters of South Texas	\$10,000	To help children reach their potential through professionally supported one-to-one mentoring relationships with measurable outcomes
Bulverde Senior Center	\$25,000 NBACF Challenge Grant	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
CASA of Central Texas	\$20,000 \$25,000 NBACF Challenge Grant	To advocate for abused and neglected children in the court system by recruiting, training and supporting community volunteers
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

Communities in Schools	\$40,000 \$25,000 NBACF Challenge Grant	To provide school-based social services that help students to succeed in school and make positive life choices
Community Resource and Recreation Center	\$250,000	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	\$40,000 \$25,000 NBACF Challenge Grant	To provide youth, families and communities of South Central Texas opportunities for a brighter future
Crisis Center of Comal County	\$35,000	To establish within the jurisdiction of Comal County a network of services for the victims or potential victims of family violence and sexual assault
Family Life Center	\$50,000	To assist the under-resourced and help facilitate an efficient and effective system to steward well the resources of the community
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
Friends of the New Braunfels Public Library	\$25,000 NBACF Challenge Grant	To promote knowledge of the functions, resources, services, and needs of the New Braunfels Public Library and to foster closer relations between the library and the citizens of New Braunfels and the surrounding area

Hope Hospice	\$10,000	To provide exemplary care, comfort and education to all affected by life-limiting illness, grief and loss
Mid-Texas Symphony	\$10,000	To foster, promote and increase musical knowledge and appreciation by the public, including students, through educational activities
McKenna Children's Museum	\$157,668	To provide a comfortable and creative learning environment for kids and families
McKenna Events Center	\$287,690	To provide an accessible and professional facility for the community to come together
NB Housing Partners	\$250,000	To support affordable, accessible housing opportunities for residents of New Braunfels experiencing housing instability
New Braunfels Christian Ministries - Kids' Club	\$40,000 \$150,000 Morningside Elementary Expansion	To help transform at-risk students who appear to be destined for failure into children with hope, confidence and passing grades
New Braunfels Christian Ministries – Volunteers in Medicine	\$45,000	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
New Braunfels Works	\$93,800	To provide a comprehensive and supportive employability skills training program and link the client population with potential employers

New BraunFit Gym	\$169,359	To provide low-cost, enriching fitness activities for all ages
New BraunFit Outreach and Education	\$176,488	To provide nutrition, wellness, and safety services to individuals and families
New Life Children's Center	\$50,000	To provide assistance with capital improvements to the facility for the residential therapeutic program serving abused and neglected girls in the foster care system
Options for Life	\$10,000	To educate and encourage women and men to choose life, to make positive sexual choices, and to bring healing to those who have been affected by abortion
Precious Minds New Connections Parenting Program at McKenna	\$73,931	To educate and support families from pregnancy until their child turns three with positive early childhood development information
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
San Antonio Food Bank – The Kitchen Table	\$25,000 \$20,000 Fresh and Perishables Program	To fight hunger in southwest Texas through food distributions, programs, education and advocacy
Sophienburg Archives and Museum of History	\$25,000 NBACF Challenge Grant	To preserve and inspire an interest in the history and culture of the New Braunfels area and promote the community's rich historical legacy

Spring Branch Tennis Center	\$7,479	To provide access to quality tennis programs and resources for all ages
St. Jude's Ranch for Children	\$40,000	To rescue abused, abandoned, and neglected children of all races and faiths from the vicious cycle of child abuse
The Gabriel Project	\$10,000	To help women in crisis pregnancies and to support families in desperate need who have small children
TIPHER	\$35,000 Family Promise Day Center	To improve the quality of life through addressing public health needs and critical education issues
Transplants for Children	\$10,000	To empower families to master the lifelong challenges associated with pediatric transplantations
YMCA	\$10,000	To put Judeo-Christian principles into practice through programs that build healthy spirit, mind and body for all



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.



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 2014: 87,040

New BraunFit Gym

Total gym entries in 2014: 21,186

McKenna Parenting Program

Total participants in 2014: 328

McKenna Events Center

Total savings to nonprofits through free or reduced rental in 2014: \$287,690

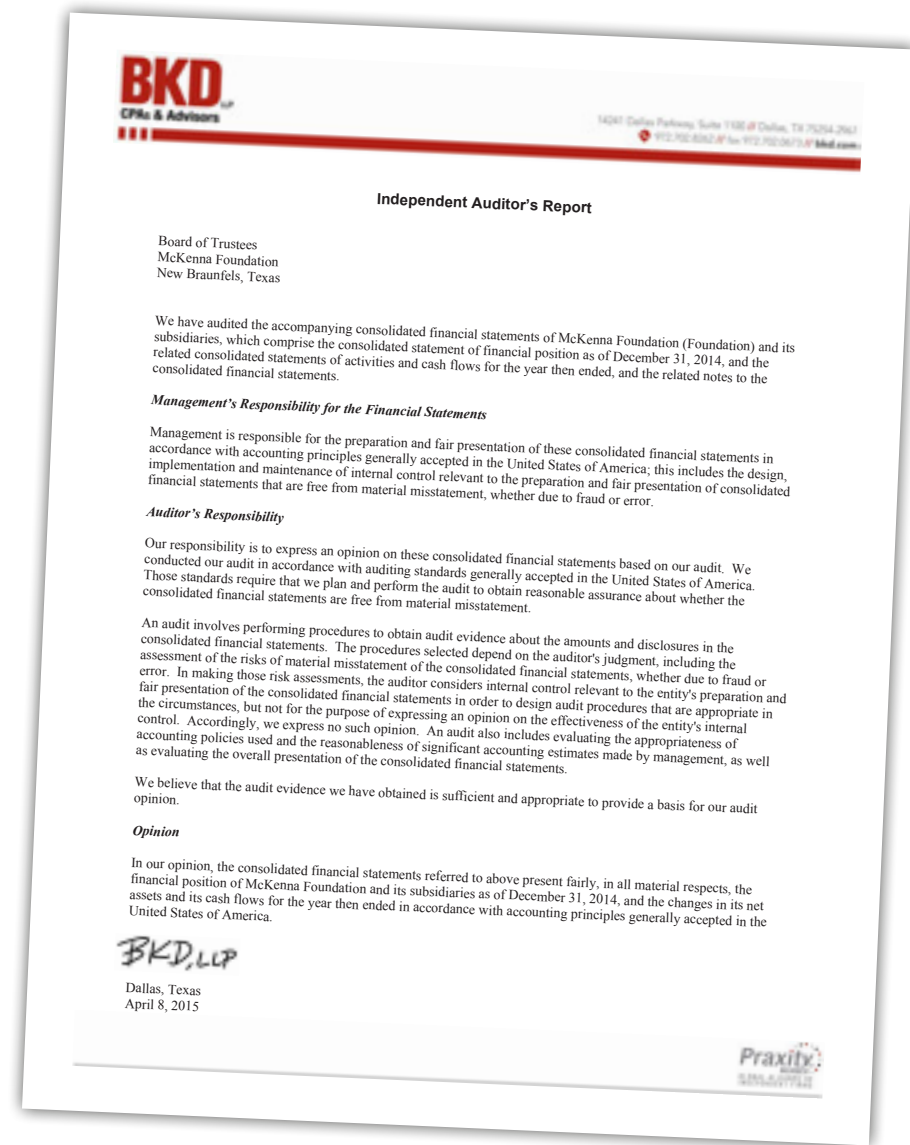
The Assets and Liabilities of the McKenna Foundation are detailed below.

Assets

Current Assets	
Cash and Cash Equivalents	\$ 267,195
Prepaid Expenses and Other Current Assets	133,038
Total Current Assets	400,233
Other Assets	
Long-Term Investments	72,604,856
Assets Limited as to Use	2,498,531
Pledges and Other Receivables	250,872
Total Other Assets	75,354,259
Property, Plant, and Equipment, less accumulated depreciation of \$5,286,927	6,543,055
Total Assets	\$ 82,297,547

Liabilities and Net Assets

Current Liabilities	
Accounts Payable and Accrued Expenses	\$ 176,173
Grants Payable	797,941
Other Liabilities	52,704
Total Current Liabilities	1,026,818
Net Assets	
Unrestricted	78,757,507
Temporarily or Permanently Restricted	2,513,222
Total Net Assets	81,270,729
Total Liabilities and Net Assets	\$ 82,297,547



Bill Van Kleef, Chairman
 Michael Spain, Vice Chairman
 Jim Wesson, Secretary
 Jeff Albrecht
 Norma Herrera
 Mario Luna
 Laura Pinto
 David Starch, MD
 Wes Studdard
 Patty Toney
 Honorable Dib Waldrip
 Rose Zamora

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