



Welcome to Floodlight, The Denver Foundation's storytelling portal.

Floodlight is a place where community gathers to share and experience powerful narratives and images about Metro Denver, the place we all home. Through stories that celebrate generous donors, highlight leading-edge philanthropy, and explore the work of inspiring nonprofit organizations, Floodlight reflects our commitment to building a better future for everyone.

We invite our donors to participate in Floodlight as contributors. By submitting original writing and photography, you can shine a light on organizations and issues that matter deeply to you. You can share your family's philosophy of giving, or your company's strategic approach to meeting its charitable goals. By sharing tips and lessons learned, you can advance the field of charitable giving in Metro Denver and beyond. You never know *who* you might inspire.

Why I Give: Storytelling

Every month, Floodlight will feature donor-submitted profiles about what motivates their giving, who inspires them, what organizations they support and why, and what role philanthropy place in their life. These will be modeled on "Why I Give," which appears in every issue of The Denver Foundation's bi-annual print magazine, GIVE.

If you would like to submit a "Why I Give" profile to Floodlight, we ask the following:

- Submissions should be between 300-800 words and submitted in MS Word or Google format.
- Please include at least one, high-quality photo (JPEG format preferred) and include names and titles of anyone pictured.
- Please email materials to floodlight@denverfoundation.org.

Once we receive your submission, we will reach out with any questions or suggested edits. If we make changes, you will have the opportunity to review the final version before it is posted.

Why I Give: Interview

- If you have a great story to share but would rather be interviewed by a member of The Denver Foundation staff, please let us know and we'll be happy to arrange a meeting or telephone call.
- Please feel free to email floodlight@denverfoundation.org or call Laura Bond at 303.996.6490 to discuss ideas.

Turn the page for tips and ideas to get you started.

denverfoundation.org

SOME IDEAS TO GET YOU STARTED

Each “Why I Give” profile should be between 300–800 words and include information that allows readers to connect with you (or the person being featured, if you’re writing about someone else). Be sure to share any connections to The Denver Foundation. Feel free to write in a traditional text format, or to follow the Q&A style below.

The following questions may be helpful as story starters. Please feel free to email floodlight@denverfoundation.org or call Laura Bond at 303.996.6490 to discuss ideas.

Background

- Are you a Denver native? If not, where are you from and how long have you been here?
- In what neighborhood do you live?
- What are your primary philanthropic/community associations?

Approach to Philanthropy

- What does philanthropy mean to you?
- What inspires you to be charitable?
- What motivates your passion for [XYZ issue/cause]?
- Is philanthropy a family affair in your life?
- How has your philanthropic activity enhanced or changed your life?
- Tell us about a time you saw the impact of your giving in action?
- As a partner to The Denver Foundation, you help us build a better future for everyone. Why is this important or meaningful to you?

Organization Spotlight

- What’s an organization you support, what’s its mission, and why do you support its work?
- What’s an example of the organization’s impact?
- What else would you like fellow donors to know about the organization?

WHY I GIVE: SUSAN KIELY

A PRACTICE OF GIVING OUT OF DUTY, WITH JOY, AND GROUNDED IN FAITH. BY NICOLE BAKER

For Susan Kiely, philanthropy is the ability to help others succeed. Endowed, being of service to others is at the root of her decades of giving. Her gifts have touched lives around the world, including in India, Thailand, China, Ethiopia, and here in her home of Denver.

Kiely and Leo, her husband of 47 years, moved to Denver 25 years ago when Leo took on the role of CEO of Coors Brewing Co. He retired four years ago as the CEO of Mattress Company. The couple share a strong Christian faith that drives their commitment to give back. A Bible passage, “From everyone to whom much has been given, much will be required,” is the foundation for their philanthropic activities.

Susan’s faith and drive to help others led her to graduate with a Youth and Family Studies degree from the Denver Seminary

In 2008, she put her education into practice by helping in homeless shelters, serving as a volunteer chaplain for seniors, and counseling couples. “For me, God is about love, and I believe every human being has a right to succeed and do good,” she says.

Abundance was not part of Susan’s early life. She attended 13 different schools up and down the East Coast as her single mother struggled to find stable employment. As the founder of the Women With A Cause Foundation (WWAC), she translates this experience into a passion for empowering women to use education and skills training to break out of poverty. WWAC has provided training in financial literacy, sewing, micro-lending, and entrepreneurship to women in India and other countries. Six years ago, Susan brought the programming to Denver to address immediate needs at home.

“We have been blessed abundantly. We feel it is our duty to give back.”

Philanthropy is a family affair for the Kielys. “We want our children and grandchildren to continue the work and to understand the importance of giving back,” says Susan. They make decisions together and make sure that their grandchildren understand the impact a gift can have early on. Susan treasures the strong relationships she has formed with graduates of WWAC, many of whom come back to serve as mentors to other young women. She has empowered hundreds of women to succeed in achieving their dreams. Seeing them succeed has, in return, given Susan Kiely an immense joy.

“We have been blessed abundantly,” says Susan. “We feel it is our duty to give back, and the impact that comes from our gifts brings so much joy to our lives.”

WHY WE GIVE: PAUL MESARD & LARNED WATERMAN

A SHARED PASSION FOR SOCIAL JUSTICE FUELS THIS DENVER COUPLE’S PHILANTHROPY. BY SARAH HARRISON

Bringing together their separate family traditions of philanthropy, Larned Waterman and Paul Mesard have woven together their own, unique tapestry of engaged generosity.

The couple, together for more than 30 years, place promoting a society that is fair and full of opportunity for all at the heart of their philanthropy.

“Getting involved in the community is the most important action you can take,” Larned and Paul explain. “If someone asks you to help, you have both an obligation and an opportunity.”

Both men grew up in generous families who were engaged in the community. Larned, originally from Davenport, Iowa, learned from his grandparents and parents about giving and volunteering, although family members live all over the country. They continue to operate a private family foundation to support nonprofit initiatives in Davenport. “My father was generous with time and his financial support,” says Larned. “I learned from him to find my passion and get involved as a volunteer and then a donor.”

Helping gay and lesbian families stay together and live safely was an early passion for him. “I was a divorced father,



PAUL MESARD & LARNED WATERMAN

“Personal gratification comes from engaging, and learning, and making a difference.”

WHY WE GIVE: THE SHUFF FAMILY

PHILANTHROPISTS LILLIAN AND ROONEY SHUFF LIKE TO GET CONNECTED TO THE NONPROFITS THEY SUPPORT. BY LAURA BOND

Lillian and Rooney Shuff have a philosophy of responsible, engaged philanthropy. They believe it requires true partnership and collaboration. With every organization they support, they actively engage in dialogue to deeply understand needs and recognize opportunities.

“We get to learn and support the work, without trying to control any aspect,” says Lillian. “It’s exciting to me when an executive director comes to me and says, ‘OK, we’re having this problem.’ When they express a vulnerability, it tells me we’re creating an open environment.”

“We like to think of ourselves as partners,” she continues. “It’s so much more enriching to have a strong personal connection—a relationship—rather than just giving money. These relationships are a big deal to us.”

Helping nonprofits attain financial sustainability is a major driver of the Shuff’s work with the NewHere Fund, a new family foundation that practices a connection-based approach to grantmaking. Through NewHere, they support the Colorado Nonprofit Social Enterprise Exchange, which helps nonprofits (including Girls Inc. and The Gathering Place, both featured in our giving guide, page 4) develop reliable sources of income that increase their financial sustainability.

“The social enterprise model from my perspective to be a little bit more stable and to be a little more focused on the good work, rather than worrying about funding,” says Rooney.

The Shuff’s philanthropy was shaped by their experience as young philanthropists looking for new ways to inform their giving. Building on what they’d learned as part of a well-established family foundation founded by Lillian’s mother, Suzanne Hunt, they structured the NewHere Fund as a flexible, organization-first foundation that runs on trust.

“We try to be very clear that we like to have open communication,” says Lillian. “We don’t want [nonprofits] to feel like they have to hide any discouraging news or setbacks. It’s easier to make a difference for the grantees when you say, ‘How can I help you?’ instead of, ‘We’re going to do this.’ Together you can see setbacks as opportunities. This helps them feel like they can take a little more of a risk.”

As the parents of four young children, the Shuffs hope their approach to giving, with an emphasis on partnership and transparency, will catch on as a model for changemaking now and in the future.



THE SHUFF FAMILY



SUSAN KIELY