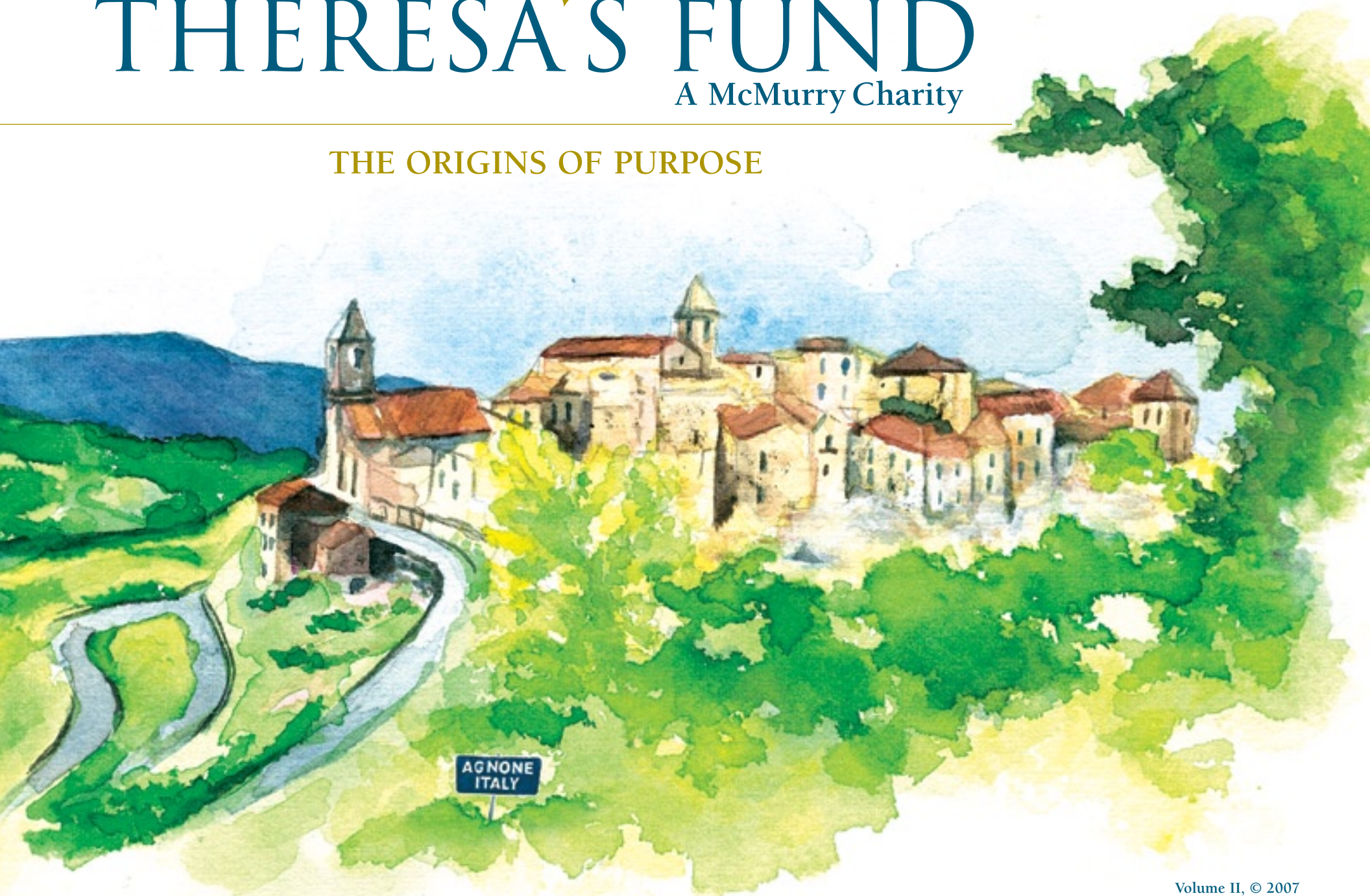


THERESA'S FUND

A McMurry Charity

THE ORIGINS OF PURPOSE



Theresa's Fund's purpose is combating child abuse and family violence in all forms in Arizona and The Capital District, New York. That, as the articles of formation prescribe, is its only focus and the sole cause to which grants are awarded.

The Fund was founded by Preston V. McMurry Jr. on August 12, 1992. It enjoys a 510(c)(3) tax-exempt status offering donors tax relief for contributions and enabling it to distribute funds to qualified nonprofit organizations.

THE ORIGINS OF PURPOSE

The most frequent question asked of Preston V. McMurry Jr. about Theresa's Fund isn't about purpose, fundraising expenses or grant size. People want to know "why" and "what drives" him. His answer can be a simple, "It is my purpose in life." Or, in exchange for an investment of a few minutes, he might share his personal insights.

The origins of Theresa's Fund, he will explain, reach back to the conclusion of World War II, to a ravaged Italian nation and a child fathered by a wandering shepherd and sometime coppersmith.

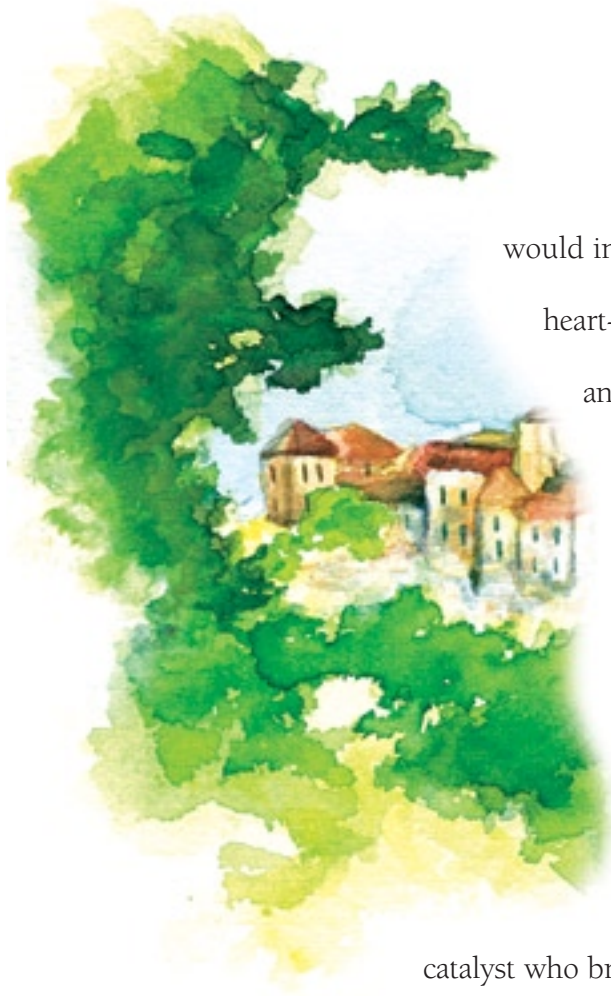
Then, as now, it was a world growing smaller. A world at war had

created a new reality, the birth of a family of nations irrevocably tethered; politically, economically, morally and socially. What affected the social fabric of one promised, for the first time, to reach the hearths and hearts of people everywhere.

Small wonder then, that high upon a mountaintop, a hundred miles east of Rome, a child is born who



THE ORIGINS OF PURPOSE



would in her time bring both heart-wringing sadness and opportunity for renewed life to people living in the great American Southwest. Her name is Theresa. She was the sacrifice, the

catalyst who brought Theresa's

Fund into being. It was she who, while withering in pain, emotionally detached from the events of her horrific abuse in a desperately successful triumph of sanity and human endurance. The price she paid for survival was the total loss of her childhood memory.

Gone forever are memories of a broken hip and eardrums, torture by fire and worse; then finally her rescue and adoption by loving American parents. But children are who they are going to be by age 5. So Theresa unknowingly carried the physical and emotional scars of her personal tragedy into her adult life and into her marriage with Preston V. McMurry Jr., himself an abused child.

It was a marriage of souls at peace. It was passionate and compassionate and a union about which people would say, "To see them together was to understand the meaning of love." Yet childhood ghosts haunted their relationship. They struggled, privately and without complaint. They sought help. For 10 years they attended weekly counseling sessions. Then suddenly, after 16 years, without warning, the marriage abruptly ended.

Pres learned of that returning home from a three-day business trip, late at night. He entered his home and discovered it empty. His beloved wife gone. All that remained were his books, clothes, a bed and his TV. No note, no message, not even a phone call. Theresa had simply...disappeared. The date was April 23, 1990.

Recovering from the trauma of that moment proved to be Pres' life-defining experience. Even as shrinks assured him that there was nothing that could have saved the marriage, he, nevertheless, shouldered the blame for the marriage's failure. "Try as I might, I was an imperfect husband; loyal for sure, but imperfect and woefully

unprepared and unable to hold my marriage together. I could have built the wall of China with 'if



onlys' and 'I should haves,'" he now says.

Challenged by the question "Why?" and visualizing himself as the ultimate victim of Theresa's childhood nightmare, Pres immersed himself in reading everything available about child abuse, cause and effect, and prevention.

Much to his surprise, he learned he wasn't alone. He was, in fact, one of many, since one in four husbands is married to a woman who has been physically and sexually abused during childhood. And conversely, one in every seven women has a husband who was sexually victimized by age 18.

He also discovered the relationship between child abuse and domestic violence is almost endemic. One in three women in the United States is a victim of domestic violence. Likewise, one in 10 men is a victim.

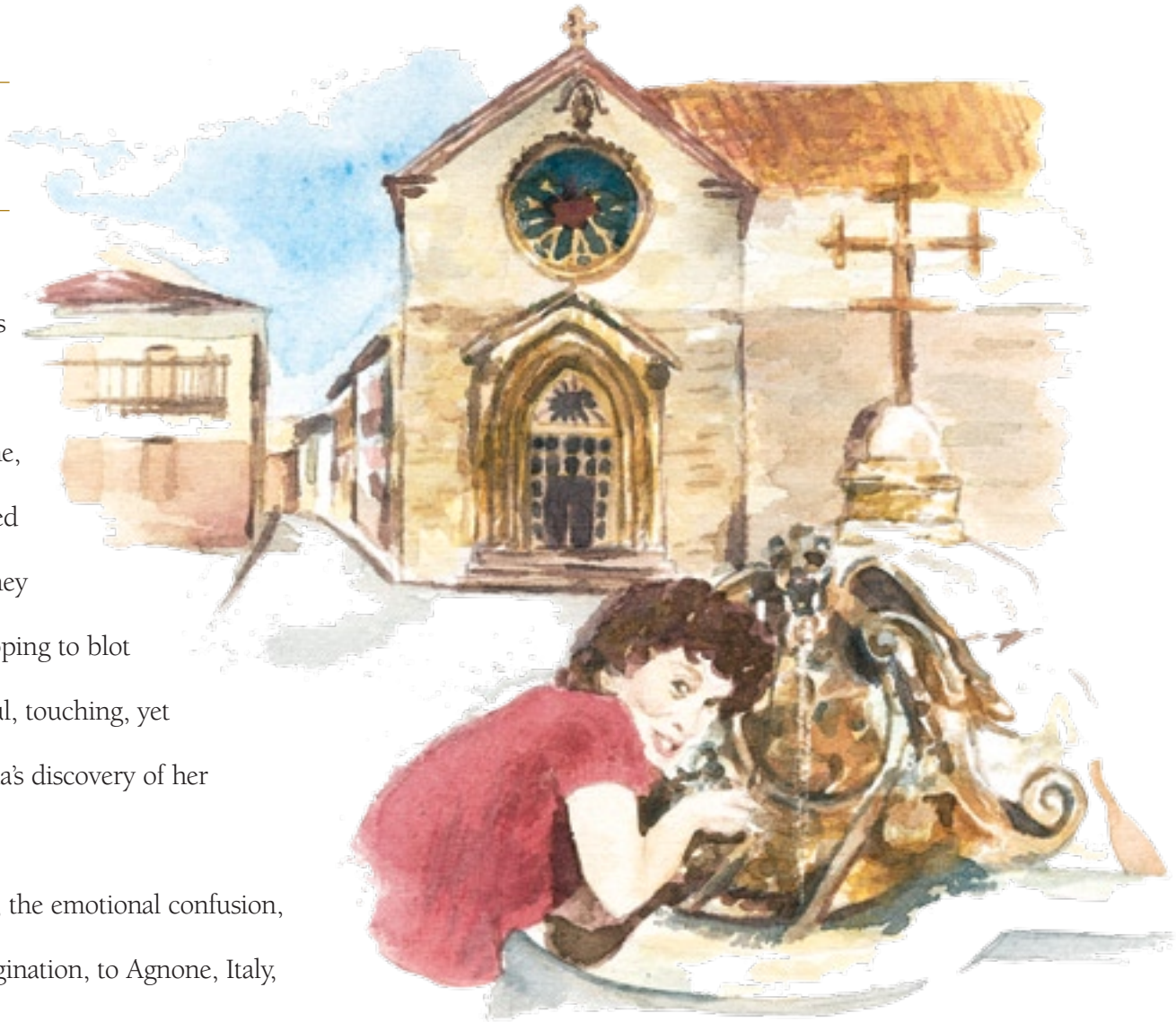


WHO IS THERESA?

Two questions remain.
Who is Theresa? And where is she today?

Theresa was born in Agnone, Italy. At age 4½, she was adopted by loving American parents. They changed her name to Maria, hoping to blot out the past. There is a beautiful, touching, yet chilling story surrounding Maria's discovery of her birth name and roots.

To appreciate that moment, the emotional confusion, one must travel, if only by imagination, to Agnone, Italy, a village teetering on a cliff edge, overlooking a valley of vineyards. Millenniums past, the Romans fought and died there along a meandering stream.





Today, the ancient discolored buildings of stone and peeling stucco cling to one another for support. The streets are shaded, cool and cobbled in granite taken from nearby hills where sheep graze in the summer months.

The sound of footfalls and bubbling fountains echo along narrow streets, but there is not a word to be heard about the secrets of the private lives living there. Some things are “best forgotten,” they say.

But Maria needed spaces filled in where emptiness was. She needed answers to questions and she wanted to know “Where did I come from?” With Pres, Maria traveled to Italy. The couple drove east from Rome, through mountain passes and across a valley—back home and as though back in time to Maria’s place of birth.

Aided by a young woman, a local English teacher, they found the city courthouse, a dark and musty place. The young woman, whose father, as luck would have it, was the local judge, woke the clerk. Encouraged, the huge “book of births and deaths” was retrieved by the clerk and opened, beginning the long, and for Maria, agonizing search for her roots.

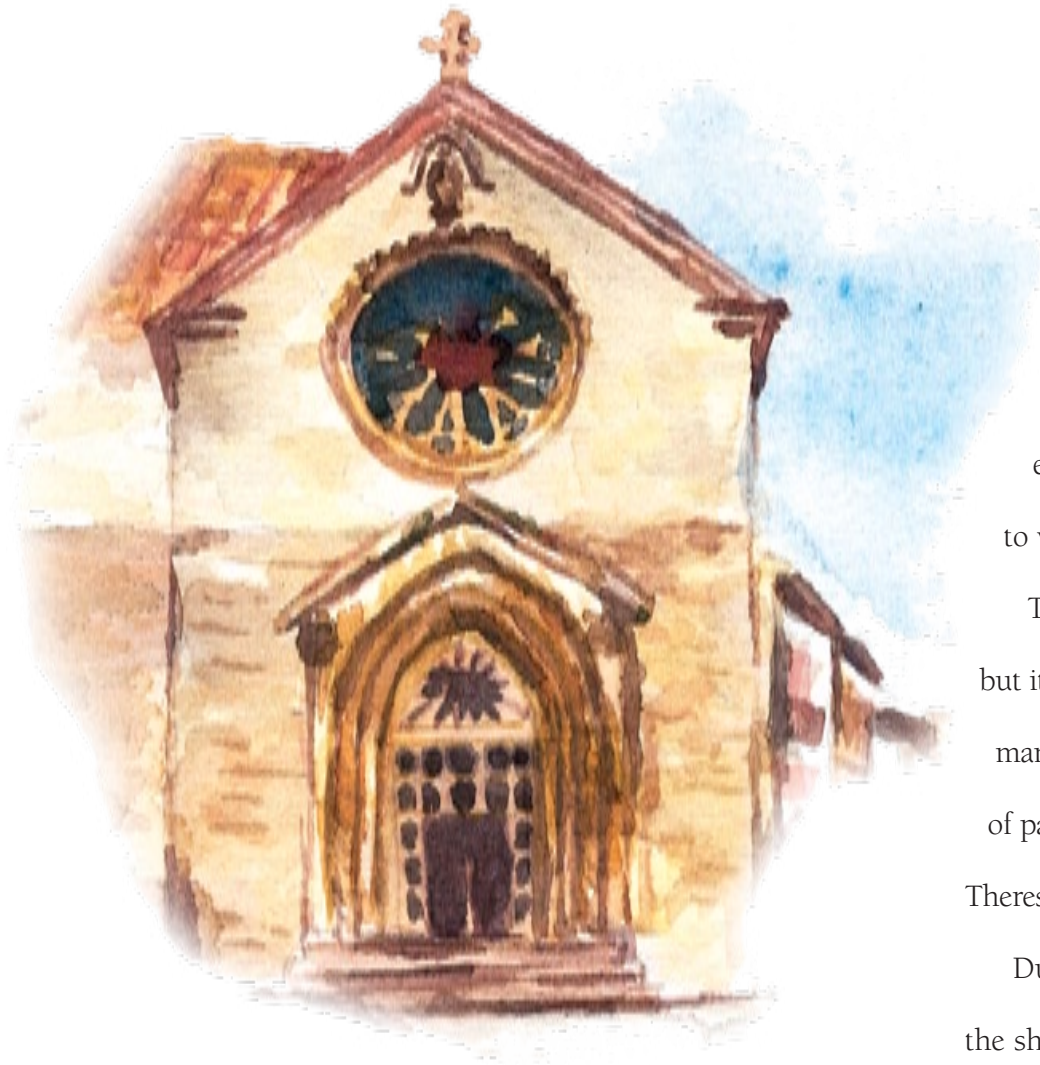
Finally, after much turning and tracing down dust-covered pages, the clerk’s finger stopped.

He paused, looked at Maria, then spoke words foreign to her

conscious memory, uttering a name that would have a life-altering impact.



THE ORIGINS OF PURPOSE



“Theresa,” the clerk whispered. “My name is Giovanni. I am five years older than you. I remember you. We played together in la piazza.” Then the rest of the story came tumbling out. Three half-sisters living. Different

fathers. Alcoholism. Both parents deceased at early ages. There followed a visit to the long-empty home where she had been born 35 years earlier on a dirt floor, and then the refused invitation to visit her parents’ gravesite.

The discovery was neither the beginning nor the end, but it was the beginning of the end for Pres and Maria’s marriage. The trauma of discovery and the reawakening of past horrors was more than the marriage could sustain. Theresa...simply...vanished, and with her went Maria.

During the months Pres required for recovery from the shock of his loss, he resolved to “do something about child abuse.” That “something” became his purpose in life. And that purpose is, as Pres says, “crystalline clear.” It is Theresa’s Fund.

THE SEQUEL

But the story isn't done. There is a sequel. Maria resurfaced six years later. She is happily living in Nevada, prospering professionally, and has become a regular contributor to Theresa's Fund. Most importantly, Maria announced that her rather sizable estate will benefit both Theresa's Fund and the West Valley Child Crisis Center in Phoenix, Ariz. Pres' entire estate will find a permanent home in Theresa's Fund.

Pres and Maria's story is more proof we humans are uniquely, irrevocably and interactively attached to the

universe. Out of the shambles of a marriage collapsed rose choices, hope, reconciliation and a spiritual connection and purpose that will live, out of body, well beyond their years. It is by no means a miracle, but it is by all means a wonderful introduction to the possibilities of what can be.

FUNDRAISING COSTS AND EXPENSES

Uniquely, every dollar and every penny donated to Theresa's Fund goes directly and 100 percent completely to charity. This no-cost reality is made possible by volunteer staffing and by McMurry Inc., which absorbs all fundraising expenses.



GRANT SIZE AND PURPOSE

In the scheme of things, Theresa's Fund is a small foundation, particularly compared with the assets and granting capabilities of many philanthropic organizations. On the other hand, Theresa's Fund is currently one of the nation's few foundations dedicated to raising and donating funds solely for causes related to family violence and abuse issues.

Requests garnering support take two forms: (1) Special Project Grants and (2) Major Grants. Theresa's Fund supports up to a half dozen annually. Special Project Grants typically range in size from \$500 to \$15,000, or they may take the form of in-kind service donations to produce projects such as newsletters, fundraising brochures or annual reports. Major Grants,

on the other hand, are awarded competitively to capital undertakings once every five years. Grant proposals that offer naming opportunities in exchange for gifts of \$500,000 to \$1,000,000 are of particular interest to Theresa's Fund.



MAJOR GRANT REQUIREMENTS

A formal grant application process is in place. It is designed to make a number of observations about applicants, board of directors, top management, fundraising experience, potential to raise money, as well as the project's value to the community, and, of course, the grantee's ability to sustain itself and the project once funds are granted.

Since the foundation is relatively small, a series of strategies has been put into place with the intent to help maximize grant impact.

One way this is accomplished is by making certain, when practical, that recipient organizations grow and mature their fundraising capabilities. Because growing donor bases are fundamental to

long-term solvency, agencies receiving Major Grants are required to match grants dollar for dollar from new fundraising sources. The idea is to encourage organizations to improve fundraising efforts. Not surprisingly, the strategy not only works but also has multiplied the impact and value of Theresa's Fund contributions.

The second strategy is about people, leadership and the first question thoughtful donors ask. Fundraising prospects want to know how much the charity's board and staff donated to their own cause. The logic is simple. If, with intimate knowledge of the need, the cause fails to motivate the hearts, souls and giving



instincts of its family members—that is to say its board and staff—then why, it follows, should anyone else be motivated to give?

Furthermore, it's a proven fact that boards that have demonstrated cause worthiness and commitment by their personal contributions will, in the course of events, raise far more money than boards that fail to lead by example.

Therefore, Theresa's Fund requires 100 percent participation from your board just as it does of its own board. And since nearly 100 percent of McMurry Inc. staff members give generously, grantee charity staff members are encouraged to make like financial commitments. In the final analysis, board and staff coming together as donors makes a very compelling fundraising appeal.

Board leadership doesn't end with financial commitment, however. It is also critical to a successful grant application that organizations be able to demonstrate solid board meeting attendance. Attendance is not only a good gauge of leadership involvement, it's also a compelling yardstick for determining an applicant's fundraising preparedness. More knowledgeable and more informed leadership, after all, is better able to sell fundraising needs.



THERESA'S FUND'S HISTORY OF GIVING

CHILD CRISIS CENTER-EAST VALLEY

The Child Crisis Center-East Valley was full and needed to expand. Without room, each month the center was turning away 20 to 30 children who needed sanctuary—300 children a year. Rectifying the situation was Theresa's Fund's first major project: \$415,000 was donated to help add a 15-bed wing. Today, that wing shelters approximately 210 additional children annually.

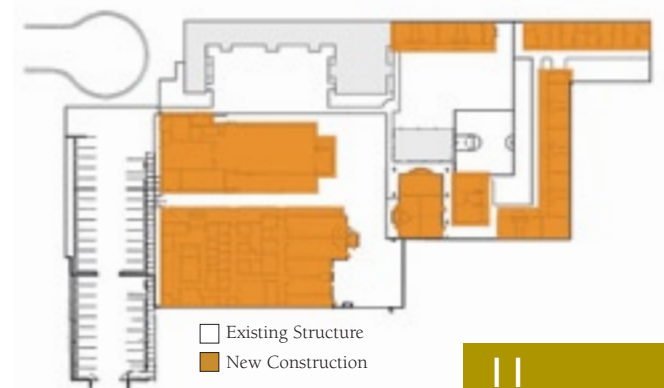
SOJOURNER CENTER

Encouraged by the \$725,000 in Theresa's Fund matching grants, the Sojourner Center launched a \$1,900,000 capital fund drive led by the agency's board of directors and a handful of community leaders. Their goal was to build the nation's largest domestic violence shelter. A single-night gala fundraiser sponsored by McMurry Inc. netted what was at

the time a Phoenix record-setting \$1,025,000!

Eventually, the original fundraising goal was surpassed. That's when, at Theresa's Fund's suggestion, Sojourner's board elected to raise its goal to a whopping \$4,719,000 to complete the funding of a four-phase, 10-year construction project. The directors on the board doubled their contributions and, with an additional \$100,000 grant from Theresa's Fund, the center's drive raised \$4,775,119.67!

What had begun as one of 34 proposals competing for a Theresa's Fund matching grant became what is now the largest domestic violence shelter in the United States. With fundraising lessons well learned, Sojourner Center recently launched and is about to conclude a successful \$11,000,000 capital/endowment drive.



FLORENCE CRITTENTON

Florence Crittenton, a desperately old, vitally important home and accredited high school for disenfranchised young ladies, needed to re-create its physical presence. Community leaders mounted a \$7,000,000 capital fund drive supported by solid professional counsel. Theresa's Fund committed \$500,000 to the project, requiring that it be matched dollar for dollar with new donor contributions. Ultimately, the drive was oversubscribed. The new campus is a testament to what can be and is recognized as a community treasure, supported by a magnificent board with real fundraising capabilities.



WEST VALLEY CHILD CRISIS CENTER

The West Valley Child Crisis Center was once two little homes separated by miles of street. Theresa's Fund suggested selling the homes, creating a single campus with buildings that looked like homes, hiring professional fundraising counsel and creating a new board of directors, a fundraising juggernaut. They did and oversubscribed their \$3,500,000 goal with the help of Theresa's Fund's \$250,000 matching grant.

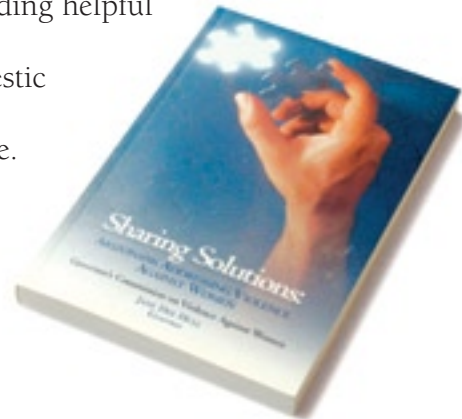
MORE SPECIAL PROJECT GRANTS

SHARING SOLUTIONS

In Arizona, there are no fewer than 208 agencies and organizations providing helpful services related to domestic violence and child abuse.

The questions are, who are they, what do they do, where are they located and how can help be accessed?

In August 1999, Theresa's Fund created a first-ever, one-of-a-kind, 170-page cross-referenced directory describing the services and agencies, and providing e-mail addresses and telephone and fax numbers for each. Theresa's Fund covered the \$15,000 in costs.



SEMINARS FOR THE DETECTIVES INVESTIGATING ABUSE

When the Phoenix Police Department elected to send two police officers to seminars to sharpen their investigative skills relating to child abuse but discovered they had no budget, Theresa's Fund provided the needed \$2,655.

RESPONDING TO WORKPLACE VIOLENCE

Domestic violence isn't generally recognized as a workplace problem, but it is, and it is serious. There is enough concern that 94 percent of all security directors surveyed rated domestic violence as a "high" security problem for their companies.



THE ORIGINS OF PURPOSE



Little wonder—42% of all murdered women are killed by their male partners, 74% of working battered women are harassed at work by partners, 71% of these women are stalked, 56% are late to work five times a month and 54% miss three full days of work per month.

The workplace costs associated with domestic violence are placed in the billions annually. The Maricopa Association of Governments Domestic Violence Council in cooperation with the Governor's Commission on Violence Against Women had created a blockbuster workplace violence resource manual.

Its purpose was to provide employers with information and training designed to help make workplaces safer. The problem was the budget. There was no money available to produce the 224-page manual. Theresa's Fund provided the funds, creative talent and the manpower needed, at a cost of \$14,000.

ENRICHMENT SERVICES

While, clearly, Theresa’s Fund’s core business is making grants and accelerating fundraising efforts, interest doesn’t end there. The foundation also offers a series of nontraditional services. All are FREE to recipients. They include:

1. Management training paid for by Theresa’s Fund and provided by Management Action Planning Inc., a national training organization.
2. Community resource planning.
3. Board development.
4. Fundraising counsel.
5. Solicitation assistance and training.

Historically, Theresa’s Fund activities are funded by McMurry Inc. staff members, friends and company vendors.

THERESA’S FUND RECIPIENTS

Sojourner Center—Capital Matching Grant	\$725,000
Florence Crittenton—Capital Matching Grant	\$500,000
Child Crisis Center-East Valley—Capital Matching Grant	\$415,000
West Valley Child Crisis Center—Capital Matching Grant	\$250,000
UMOM New Day Centers—Capital Campaign	\$100,000
Sojourner Center—12 Newsletters	\$96,000
Maricopa County—Safe Orders of Protection	\$16,000
Sojourner Center—Campaign Materials	\$16,000
State of Arizona—Sharing Solutions Reference Book	\$15,000
State of Arizona—Workplace Violence Workbook	\$14,000
West Valley Child Crisis Center—Two-Story Playhouse	\$12,000
UMOM New Day Centers—Capital Campaign Materials	\$12,000
Never Again Foundation—General Support	\$10,000
Sojourner Center—Children’s Playhouse	\$10,000
Southern Arizona Center Against Sexual Assault—Capital Campaign	\$10,000
Tucson Women’s and Children’s Center—Capital Campaign	\$10,000
UMOM New Day Centers—General Support	\$10,000
Child Crisis Center-East Valley—Annual Report	\$8,500
Tucson Women’s and Children’s Center—General Support Year 1	\$5,000
Tucson Women’s and Children’s Center—General Support Year 2	\$5,000
Maricopa County Sheriff’s Department—Domestic Violence Training	\$2,500
Phoenix Police Department—Domestic Violence Training	\$2,500
DeColores—General Support	\$1,000

Total \$2,245,500

NEW YORK STAR COMMITTEE 2007

James A. Hill
Senior Vice President, General Manager
McMurry Inc.
james.hill@mcmurry.com

Jennie Kim
Vice President of Client Services
McMurry Inc.
jennie.kim@mcmurry.com

Linda Toohey
Vice President of Leadership Saratoga
The Saratoga County Chamber of Commerce
ltoohey@saratoga.org

Martha MacGregor
Vice President/Creative Director
McMurry Inc.
martha.macgregor@mcmurry.com

Michele Mehler
Vice President of Operations
State Farm Insurance Companies
michele.mehler.ar4c@statefarm.com

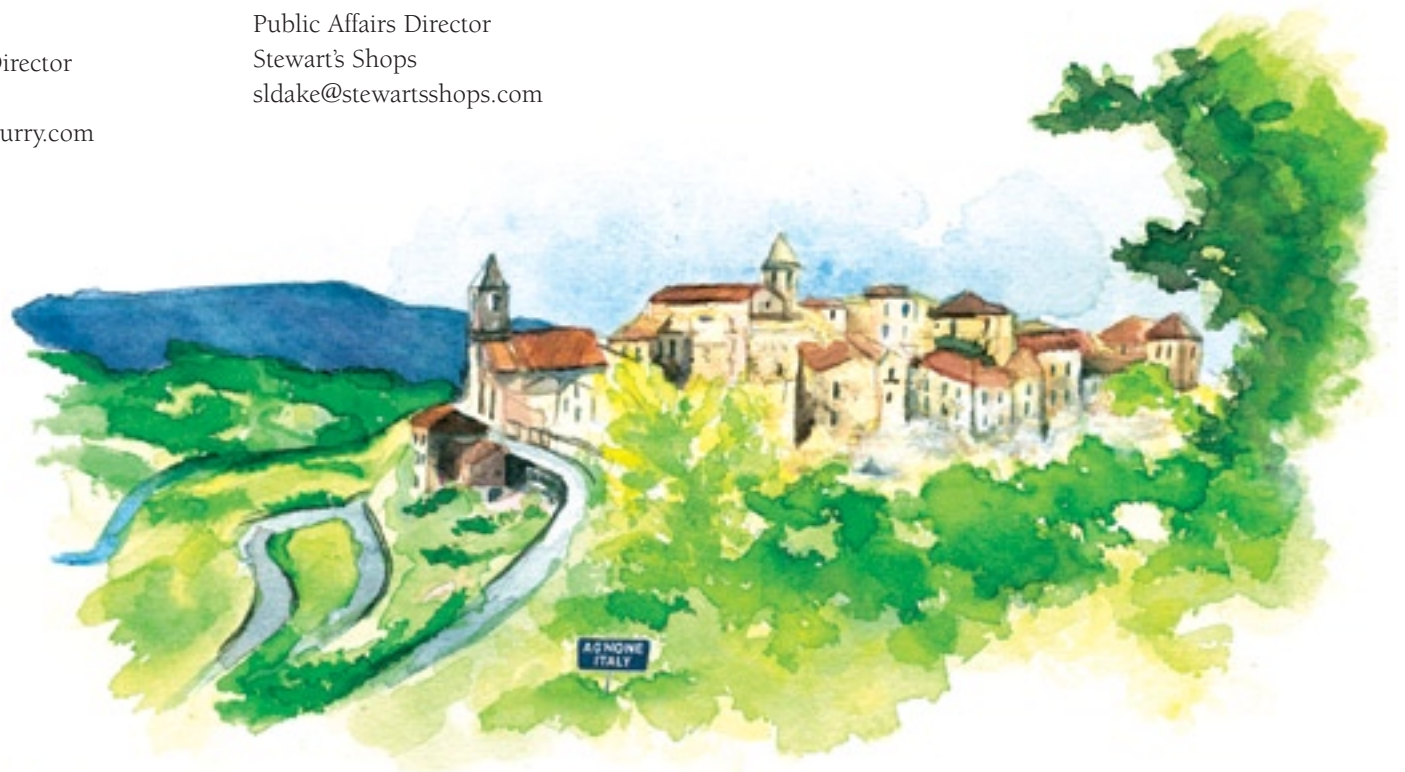
Nan Mossey
Director of Production
McMurry Inc.
nan.mossey@mcmurry.com

Patricia A. Friesen
Regional Representative
Rep. Kirsten E. Gillibrand, 20th District,
New York
pat.friesen@mail.house.gov

Susan Dake
Public Affairs Director
Stewart's Shops
sldake@stewartsshops.com

Tracey Lenz
Client Services Operations Manager
McMurry Inc.
tracey.lenz@mcmurry.com

William Cromie
President and CEO
Capital District Physician's Health Plan
wcromie@cdphp.com



PHOENIX STAR COMMITTEE 2007

Austin D. Potenza II, Esq.
Partner

Collins, May, Potenza, Baran & Gillespie, P.C.
apotenza@cmpbglaw.com

Barbara Mohr, Ms. A.
Project Manager, Strategic Marketing
McMurry Inc.
barbara.mohr@mcmurry.com

Brent Morris
Consultant
reason2me@hotmail.com

Bruce E. Huson
Bruce E. Huson, CPA, C.P.
bhusoncpa@cpaoffices.net

Christopher M. McMurry
Chief Executive Officer
McMurry Inc.
chris.mcmurry@mcmurry.com

Edmund Portnoy, Ph.D.
Director of Grants Programs
Nina Mason Pulliam Charitable Trust
eportnoy@nmpct.org

Gerald L. Wissink, MBA, FACHE
Chief Executive Officer
BHHS Legacy Foundation
gwissink@bhhslegacy.org

Judy J. Mohraz, Ph.D.
President and CEO
The Virginia G. Piper Charitable Trust
jmohraz@pipertrust.org

Linda Volhein
Executive Director
Florence Crittenton Services
lindav@flocrit.org

Marissa Theisen, MBA, MRP
President and CEO
Arizona Grantmakers Forum
mtheisen@arizonagrantmakersforum.org

Mary Thomson, MSW
Vice President of Program Development
BHHS Legacy Foundation
mthomson@bhhslegacy.org

Robert F. Ashcraft, Ph.D.
Director, ASU Center for Nonprofit
Leadership and Management
Associate Professor, ASU College of
Public Programs
ashcraft@asu.edu

William Meezan, DSW, ACSW
Professor and Dean
College of Social Work
The Ohio State University
meezan.1@osu.edu

PHOENIX STAR COMMITTEE EMERITUS

Christine Fickas, M.S.
Connie Phillips, CISW, MSW
Connie Wilhelm
Elizabeth H. McNamee, MPH, FACHE
Elizabeth R. Reich
Gene D'Adamo

BOARD OF DIRECTORS

Preston V. McMurry Jr.
preston.mcmurry@mcmurry.com

Preston V. McMurry III
preston.mcmurryIII@mcmurry.com

Christopher M. McMurry
chris.mcmurry@mcmurry.com

Kathryn L. McMurry
katy@863katy.com

Bruce E. Huson, CPA
bhusoncpa@cpaoffices.net

Austin D. Potenza II, Esq.
apotenza@cmpbglaw.com



Our mission is to prevent child abuse and domestic violence in all forms and to improve the quality of life of those who have suffered. We do this by making matching-gift grants to, raising funds for, and helping organizations raise funds for qualified programs.

FOR MORE INFORMATION

For more information about Theresa's Fund, or for a fund grant application form, please call, write or e-mail Preston McMurry Jr., or visit our Web site at mcmurry.com or theresasfund.com. Pres will be happy to hear from you and learn about your ideas and proposals.

THERESA'S FUND
A McMurry Charity

McMurry Campus Center
1010 E. Missouri Ave., Phoenix, AZ 85014
888-McMurry • 602-395-5850
preston.mcmurry@mcmurry.com • TherasasFund.com

This brochure donated by **McMURRY**

