



March 2023

Dear Zeist Foundation Nonprofit Community Members,

Spring Greetings!

Last year, as the Zeist Foundation entered a historic transition stage that included multiple changes, we sent two letters to the nonprofit community – one in the winter and one in the summer – to provide an update on our organizational journey.

Although our learning journey continues, the Foundation’s leaders have made some decisions that will guide our grantmaking process for years to come and this new structure is summarized below:

Board Leadership

A multi-generational board composed of second and third generation members of the Brumley family will govern the Zeist Foundation’s grantmaking henceforth.

Staff Leadership

A staff composed of veteran members (Garry & Atiba) and new members (Danielle, David & Leah-Lane) will support the board through its grantmaking process and all other activities aligned with the Foundation.

Grant Management

A new system called Smart Simple is now in use to facilitate grant invitations, grant applications, and to capture the Foundation’s grant awards and reports.

Grantmaking Process

In order to allow board and staff members, especially to encourage new board members, to introduce new nonprofit organizations for the annual prospect list, the existing Zeist Foundation portfolio has to be curated and condensed. This curation will transpire using the following measures:

- **Gap Year** – after three consecutive years of Zeist Foundation funding, a nonprofit will be considered for a “gap” in funding. After the gap year ends, the nonprofit will be placed on the Prospect List the following year.
- **Multi-Year** – in the past, nonprofits receiving capital campaign grants were the primary beneficiaries of multi-year awards, but this extended funding approach will be applied to more nonprofits receiving general operating or project support.
- **Phase Out** – some organizations that received grants for special projects or for initiatives that are no longer fully aligned with the Foundation’s mission and priorities will not be considered on the annual Prospect List.

If your organization has received funding from the Zeist Foundation in the past, then in the spring, summer or fall of 2023, you will receive written communication regarding the status of your nonprofit. Of course, we encourage you to reach out to us if you have a specific question about our new structure.

Since we do not have the capacity to host individual meetings with all nonprofits in our network this year, we plan to organize a few collective meetings with nonprofit leaders in coordination with the Georgia Center for Nonprofits in their new office space.

Finally, I want to share an experience from our Foundation learning journey over the past year that frames our perspective in working with children, youth & families. It is woven through our 25th Anniversary Report on Place Based Philanthropy (attached) and has served as our north star in supporting children and parents at home, in school, at work, or in the community.

These words of wisdom come from a very creative colleague and social entrepreneur named Trabian Shorters who visited Atlanta in summer 2022 (thanks to the Annie E. Casey Foundation Atlanta Civic Site) to help nonprofit leaders think with an asset framework; however, the quote below is from Trabian's "On Being" winter season interview with Krista Tippett in February 2022:

Asset-framing is a direct expression of the love doctrine... It is defining people by their aspirations and contributions, before you get to their challenges...whatever is going on in someone's life, you don't ignore it, but you don't define them by the worst moment or the worst experience or the worst potential; none of that. You have to look past their faults, to see who they really are. And even the word "aspiration," we are very intentional about that, because it has the word "spirit" baked into it.

We see the strengths in families with children and recognize their resilient spirit in dealing with all of life's challenges in the 21st century. I encourage you to listen to the full interview between Krista and Trabian for a heavy dose of inspiration.

<https://onbeing.org/programs/trabian-shorters-a-cognitive-skill-to-magnify-humanity/>

Keeping hope alive,

Atiba

Atiba Mbiwan
Executive Director