



# CONNECTIONS

## From the CEO

Welcome to 2017.

As many of you know, the Trust has been in a two-year deep dive looking at our giving areas in order to determine where we can make the most impact within the causes for which Mrs. Pulliam cared so deeply. Under the direction of Trustees Carol Peden Schilling, Kent Agness and Lisa Shover Kackley, staff and Trustees conferred with national and local nonprofit leaders to explore better ways to assist in these areas and, most importantly, how the Trust can best partner with nonprofit agencies to address today's challenges. Our investigation was enlightening. Many complex issues face our communities in Arizona and Indiana, and there are no silver bullets or one-size-fits-all solutions.

After careful consideration, always keeping the wishes of Mrs. Pulliam foremost in our minds, the Trust will direct its efforts toward the following areas within our three giving categories.

### Helping People in Need

The Trust's largest giving area, *Helping People in Need*, remains the same and focuses on programs that help adults and families achieve self-sufficiency, improve life for those in foster care, increase literacy and improve education outcomes, and provide assistance to those in crisis.

### Protecting Animals and Nature

The Trust's Fix.Adopt.Save. initiative with Maricopa County companion animal welfare organizations has produced amazing results over the past four years, including an impressive 71 percent decrease in euthanasia, 38 percent reduction in dogs and cats entering the shelter system and 15 percent increase in spay/neuter surgeries. To build on this success we will continue focusing on spay/neuter surgeries and reducing euthanasia rates. The Trust also will place emphasis on adoptions of hard-to-place dogs (pit bull mixes and older animals) and affordable wellness programs to keep dogs and cats out of the shelter system and with their owners.

The most significant changes to the Trust's giving areas are the new environmental priorities. We will direct the majority of grant dollars in this category to protecting waterways in our home states of Arizona and Indiana and increasing public awareness and education of environmental issues.

In Arizona, the Trust will focus its resources on protecting and restoring the Verde River to ensure sustainable use for the benefit of wildlife and the communities that depend on the river. The Trust will continue to fund environmental programs that are not specific to the Verde River, but staff and Trustees will prioritize programs focusing on the river and its watershed.

The Verde River stretches 189 miles and supports aquatic and streamside habitats that are unique in the arid Southwest while supplying nearly three million people in Maricopa County with drinking water. Flows in the Verde are at historic lows and sections of the river nearly dry up due to imbalanced water use. The challenge is maintaining healthy flows to sustain the river's natural systems and river-dependent livelihoods and meet the needs for people in urban and rural communities.

During the education process, nonprofit leaders from every sector expressed that leadership through education and advocacy is one of the most important roles for the Trust to consider. To this end, we are launching exciting new outreach initiatives by underwriting in-depth reporting teams at *The Arizona Republic/azcentral.com* and *The Indianapolis Star/IndyStar.com* that will focus solely on environmental issues facing our home states. We are particularly excited about these efforts because journalism is the foundation from which Mrs. Pulliam established the Trust. The media's role in educating the general public, holding policymakers accountable, conducting investigative journalism, and keeping critical health and social issues top of mind is the essence of how Mrs. Pulliam and her husband Gene ran their businesses ... using their newspapers' powerful and respected voices to improve the quality of life in the broader community.

#### Enriching Community Life

The *Enriching Community Life* giving area will continue to focus on organizations and programs that add to the overall civic and cultural vitality of the community.

This is an exciting time for the Nina Mason Pulliam Charitable Trust, even more so as we approach our 20th anniversary in 2018. As always, we look forward to working with you, our nonprofit and community partners, to improve the quality of life in Arizona and Indiana.

Thank you for joining us on the journey.



A handwritten signature in black ink that reads "Gene D'Adamo". The signature is written in a cursive, flowing style.

**Gene D'Adamo**, President and CEO

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