



THE MAPLEWOOD FOUNDATION
LET YOUR LOVE GROW™



A Vision for Giving in Maplewood, New Jersey

Maplewood is known for being unafraid to acknowledge its challenges and going above and beyond to resolve them. We can see that in the dozens of nonprofits focused exclusively on serving our residents, and the countless hours our neighbors dedicate to volunteerism. In fact, living among people who look out for each other is one of the many reasons people fall in love with Maplewood – and find it difficult to imagine living elsewhere.

That said, the needs of the more than 25,000 people living in Maplewood are multifaceted and many. And they are ever-evolving. Our neighbors are struggling with the rising cost of living. Our students require educational tools and experiences beyond the classroom to realize their full potential. Our seniors are seeking opportunities to stay active and engaged – and avoid loneliness – as they age in place.

How do we ensure the town of Maplewood is able to care for its residents today and in the future?

Maplewood has changed dramatically during its more than 100-year existence and it will continue to do so. There's an opportunity today to tap into the collective spirit of generosity and dedication to equity and social justice that make our town remarkable in order to realize a better future for all our neighbors.

That opportunity is The Maplewood Foundation.

This brand-new philanthropic effort seeks to bring our community together to empower the problem solvers and solution seekers of our town with a steady bedrock of financial support.



Today, nonprofits rely on annual giving and public funds to ensure their sustainability, both of which can ebb and flow. New ideas are difficult to launch for people who have great vision, but no access to capital.

The Maplewood Foundation will manage a fund to support the nonprofit organizations that are working tirelessly to improve the quality of life for all Maplewood residents. Grant opportunities will be accessible to everyone, from established organizations to aspiring nonprofits that need support to bring their new initiatives to life. The Maplewood Foundation leadership will act as stewards, investing wisely for longer-term and wider impact within the Maplewood community. The assets will be managed by an independent financial advisor.



In addition to financial support, The Maplewood Foundation will foster a direct connection between community members and the high-impact organizations that are providing essential services in our town. Through its grant-giving process, the Foundation will focus public attention on programs that can make a difference, creating a ripple effect that will bring even more support to these worthy causes.

Our Beginning



The Maplewood Foundation began as an idea, and an extraordinary act of generosity, when former Maplewood Mayor Fred Profeta and his wife, Susan, provided seed funding with a \$500,000 donation. They gathered a diverse group of residents who support the idea of creating a sustainable source of funding for local nonprofits to serve as volunteer trustees and provide financial support.

Together, they established the Foundation and set an initial goal of securing more than \$1 million in donations for 2023, with the commitment to raise more funds each year. The Foundation seeks gifts of all sizes and aims to create a community initiative that is owned by all residents of our town.

How We Work



The Maplewood Foundation will give approximately 4% to 5% of its investments as either Program or Seed grants through an annual grant cycle. Organizations are encouraged to submit letters of intent prior to applying directly to the Foundation for a grant. Once applications are received, the trustees will review them to ensure that the grants it gives make the greatest possible impact for the people who live here.



All organizations and emerging nonprofits, large and small, that benefit Maplewood residents are encouraged to apply. Areas of focus include public education and scholarships, youth recreation, programs for individuals with special needs, racial equity and inclusion, climate change and the environment, senior services, emergency relief, and the arts. To learn more about the application process, visit TheMaplewoodFoundation.org.

This community foundation model is already working successfully in other New Jersey towns such as Westfield, Summit and Princeton.

Why Give to The Maplewood Foundation?

The Foundation offers the people of Maplewood an opportunity to ensure that this town remains a community that cares for its people decades into the future. Plus, when we give collectively, our impact is exponential. Our contributions, working together, will fuel organizations that are transforming people's lives and ensuring our neighbors live in comfort and safety.

Simply put, reaching our initial goal of at least \$1 million will enable us to give away more than \$40,000 in grants in our first year and provide the seed funding for us to grow each and every year.

The Maplewood Foundation belongs to our community and each dollar given is an investment in what we all love about our town. It's an enduring way to give back to the community that gives us so much.

The Maplewood Foundation. Let Your Love Grow.™



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