



THE MAPLEWOOD FOUNDATION

LET YOUR LOVE GROW™



A Long-Term 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 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 well into 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.

Launched in 2023, this philanthropic effort brings 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 manages a growing fund to support the nonprofit organizations working tirelessly to improve the quality of life for all Maplewood residents. Grant opportunities are accessible to everyone, from established organizations to aspiring nonprofits that need support to bring their new initiatives to life. The Maplewood Foundation leadership acts as stewards, investing wisely for longer-term and wider impact within the Maplewood community. The assets are managed by Corient, an independent financial advisor.

In addition to financial support, The Maplewood Foundation fosters 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 focuses 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 achieved an initial goal of securing \$1.1 million in donations for 2023, with the commitment to raise more funds each year. Gifts of all sizes are welcomed as the Foundation aims to sustain a community initiative that is owned by all residents of our town.

How We Work

The Community Foundation model is deeply rooted in New Jersey. Maplewood joins Summit, Westfield, and Princeton in expanding this philanthropic movement. At the heart of the movement is the distribution of funds to gift-supported organizations. The Maplewood Foundation gives a minimum of 5% of its investments as either Program or Seed grants through an annual grant cycle. Once applications are received, a committee comprised of the trustees reviews them to ensure that the grants the Foundation 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 climate and environmental stewardship, diversity, equity and inclusion, educational scholarships, emergency relief for residents, enhancement of public education, programs for individuals with disabilities, promotion of the arts, support for senior citizens, and youth recreation.

To learn more about the application process, visit TheMaplewoodFoundation.org.

Joining a Community of Givers

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.

Reaching our initial fundraising goal enabled us to give away \$50,000 in grants in our first year. We are committed to giving away more than \$50,000 in 2024. The more we raise, the more we can give to the nonprofits serving our residents.

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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