

THIS IS YOUR  
COMMUNITY



**MCKENNA**  
LEGACY FOUNDATION

2010 ANNUAL REPORT



**MCKENNA**  
LEGACY FOUNDATION

## MISSION STATEMENT

---

The mission of McKenna is to advance the well-being of the New Braunfels community.

## VISION STATEMENT

---

McKenna will be active in providing services to enhance the health and well-being of the New Braunfels community, serving as a partner and resource to others who share that goal, now and for future generations.

## GUIDING PRINCIPALS

---

### STEWARDSHIP

Serve as a good steward of the assets for the long term benefit of the New Braunfels community.

### RESOURCE

Be a leading resource to residents, non-profits, and local government.

### PARTNER

Actively seek to partner with others to maximize the impact on those we serve.

### INTEGRITY

Act honestly and fairly in all endeavors.

### ACCOUNTABLE

Measure and evaluate grants and services to most effectively meet the needs of the community.



## 2010 IN REVIEW

---

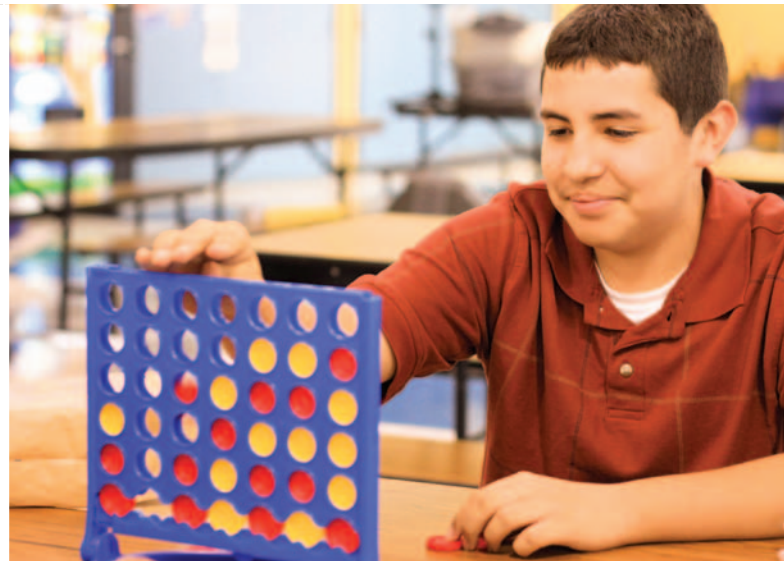
In 2010, the McKenna Legacy Foundation issued grants to 36 nonprofit organizations for a total of **\$2,466,176** for services ranging from free medical care to a money management program for seniors.

The Comal County Needs Assessment revealed significant opportunities for new community outreach programs. Based on that data and other community research, the McKenna Legacy Foundation challenged providers to meet two specific needs:

- A **client choice food pantry** to close the hunger gap in our community.
- An **after school program for middle school youth** to mitigate negative youth behavior during free time.

The San Antonio Food Bank was awarded **\$525,000** over three years for a client choice food pantry and Communities in Schools of South Central Texas was awarded **\$335,000** over three years for an after school program for middle school youth.

Partnerships between the McKenna Legacy Foundation and these organizations resulted in two programs with firm foundations that will serve our community for years.







## YOUR COMMUNITY IS FEEDING THE HUNGRY.

---

Access to healthy food remains one of the forefront issues for families struggling to meet basic household needs. Many families will short change another critical need, such as medical care, dental care or prescriptions, in order to purchase food for their family. According to the 2010 industry formulas, we would need over 2.5 million pounds of food per year in order to completely end hunger in our community.

In response to the need to expand food services within our community, the McKenna Legacy Foundation committed **\$525,000** over three years to the San Antonio Food Bank (SAFB) to execute a client choice food pantry to serve the New Braunfels community. The client choice food pantry model was chosen based on proven results supporting less wastage, the ability to address unique family needs and the restoration of dignity to the family or individual. The pantry offers flexible hours, fresh and perishable food items and an incentive program to encourage clients to make healthy choices.

Building on the grant from the McKenna Legacy Foundation, the SAFB will also offer extensive client assistance and education programs. All clients seeking food from the pantry will be screened and receive assistance if applicable to enroll in available federal or state assistance programs. Additionally, all clients are invited to attend free educational classes, including topics such as healthy eating habits, dietary quality, food safety, food budgeting, diabetes education and financial literacy.

In April 2011, The Kitchen Table opened in the Marketplace Center. The goal of The Kitchen Table is to distribute 775,000 pounds of food during the first year of operation, growing to an annual goal of 1,000,000 pounds of food by the third year.





## YOUR COMMUNITY HAS A BRIGHTER FUTURE.

---

Youth are at risk in Comal County after school. The Comal County Needs Assessment reports that nearly 1 in 4 students spend between 2 and 5 hours alone at home each day. While unsupervised, their risky behaviors include sexual activity, cigarette, alcohol, and drug use, bullying, juvenile crime, and further alienation from adults.

In 2010, the McKenna Legacy Foundation committed **\$335,000** over three years to Communities in Schools for organized after school programs. The goal is to reduce risky behaviors in youth and replace them with recreational, academic, and character building activities.

In September 2010, Communities in Schools began the Focus on the Future after school program at three middle schools in Comal County. Approximately 150 sixth and seventh grade students at New Braunfels Middle School, Oakrun Middle School and Canyon Middle School participate every Tuesday, Wednesday and Thursday. Students are greeted with a snack, participate in academic tutoring, and take time to learn more about themselves and each other through activities like gardening, theater, soccer, wrestling, yoga and meditation, guitar, and arts and crafts. A healthy dinner is served through the Kids' Café program of the San Antonio Food Bank before buses transport students home.

Focus on the Future benefits from Communities in Schools with a dedicated staff and volunteers from the community. This after school program develops strong life skills and habits in these students so they will become high functioning adults.



In 2010 the McKenna Legacy Foundation welcomed applications from any 501(c)(3) nonprofit organization serving residents of the New Braunfels area with health, educational or well-being programs.

2010 grant applications were due in April and September. Application forms were posted online at [mckennalegacyfoundation.org](http://mckennalegacyfoundation.org) for easy review and download. Nonprofit organizations were invited to contact a Program Director with any questions concerning the application process.

McKenna Legacy Foundation Program Directors conducted site visits of all qualified applicants. Applications were reviewed by the Grants Committee and submitted to the McKenna Legacy Foundation Board in September and again in November 2010. Each applicant received written notification of the funding decision. Awarded grant payments were issued in September 2010 and again in December 2010.



# YOUR COMMUNITY BENEFITS FROM THE MCKENNA LEGACY FOUNDATION.

A total of \$2,466,176 was committed to the following 36 organizations in our community.

American Cancer Society	\$7,500	To save lives every day by helping people stay well, get well, find cures and fight back
Any Baby Can	\$40,000	To serve families with children facing serious health or developmental problems
Big Brothers Big Sisters of South Texas	\$17,632	To help children reach their potential through professionally supported one-to-one mentoring relationships with measurable outcomes
Brighton School, Inc.	\$10,500	To improve the quality of life for children with disabilities
CASA of Central Texas, Inc.	\$29,986	To advocate for abused and neglected children in the court system by recruiting, training and supporting community volunteers
Children's Advocacy Center of Comal County, Inc.	\$20,000	To provide a neutral, child-friendly agency to the community that facilitates a multidisciplinary approach in the prevention, detection, investigation and treatment of child abuse
Comal County Senior Citizens' Foundation	\$20,000	To offer programs and services to senior adults to enrich the quality of their lives



Communities in Schools	\$335,000 (over 3 years)	To provide an enriching after school program for middle school youth
Communities in Schools	\$49,200	To provide school based social services that help students to succeed in school and make positive life choices
Community Resource and Recreation Center	\$20,000	To serve the residents of Canyon Lake by providing vital social service resources as well as life enriching recreational and educational opportunities
Connections Individual and Family Services, Inc.	\$20,000	To provide youth, families and communities of South Central Texas opportunities for a brighter future
Crisis Center of Comal County	\$20,000	To establish within the jurisdiction of Comal County a network of services for the victims or potential victims of family violence and sexual assault
El Centro Del Barrio (Centro Med)	\$50,000	To be an integrated health care system that provides accessible services of superior quality
Family Life Center	\$4,000	To assist the under-resourced and help facilitate an efficient and effective system to steward well the resources of the community
Hope Hospice	\$60,000	To provide exemplary care, comfort and education to all affected by life-limiting illness, grief and loss

McKenna Children's Museum	\$259,788	To provide a comfortable and creative learning environment for kids and families
New Braunfels Christian Ministries – Kids' Club	\$52,651	To help transform at-risk students who appear to be destined for failure into children with hope, confidence and passing grades
New Braunfels Christian Ministries – Volunteers in Medicine	\$50,000	To serve the health and wellness needs of the medically underserved in our community by providing quality, compassionate and personalized care in a faith-based, caring environment
New Braunfels Christian Ministries – Harvest Food Pantry	\$20,000	To provide healthy meals to our neighbors in need in the New Braunfels community
New Braunfels Parks Foundation	\$30,000	To promote, protect and enhance the parks system of the City of New Braunfels
New Braunfels Public Library Foundation	\$10,000	To enhance library services and provide books and other much-needed learning resources for the New Braunfels Public Library
New BraunFit Gym	\$180,345	To provide low-cost, enriching fitness activities for all ages
New BraunFit Outreach and Education	\$158,612	To provide nutrition, wellness and safety services to individuals and families



Precious Minds New Connections Parenting Program at McKenna	\$132,017	To educate and support families from pregnancy until their child turns three with positive early childhood development information
Prescription Access	\$56,381	To facilitate the receipt of free prescription medications for those with limited resources
RavenStar Outdoor Education	\$42,384	To provide innovative, hands-on education in the field with the purpose of connecting children and families with nature
Retired and Senior Volunteer Program	\$10,175	To provide diverse volunteer opportunities for people 55 and older
River City Advocacy, Inc.	\$40,000	To encourage, educate, train and organize people who have received services from mental health systems to advocate for themselves and to support each other
Salvation Army Service Center of Comal County	\$53,242	To meet the emergency needs of qualifying clients in the Comal County and New Braunfels region
San Antonio Lighthouse for the Blind	\$15,000	To create individual independence by providing rehabilitation programs and employment opportunities that measurably improve the lives of blind and visually impaired individuals
San Antonio Food Bank	\$525,000 (over 3 years)	To open and establish The Kitchen Table client choice food pantry in New Braunfels.

San Antonio Food Bank	\$20,000	To fight hunger in Southwest Texas through food distribution, programs, education and advocacy
St. Jude's Ranch for Children – Bulverde	\$25,000	To rescue abused, abandoned and neglected children of all races and faiths from the vicious cycle of child abuse
St. Jude's Ranch for Children – New Braunfels	\$30,000	To rescue abused, abandoned, and neglected children of all races and faiths from the vicious cycle of child abuse
Texas Ramp Project	\$10,000	To offer freedom to homebound individuals
The Gabriel Project	\$20,000	To help women in crisis pregnancies and to support families in desperate need who have small children
YMCA	\$10,000	To put Christian principles into practice through programs that build a healthy spirit, mind and body for all
Young Life	\$11,763	To help young people develop the skills, assets and attitudes to reach their full potential

# YOUR COMMUNITY HAS A HOME.

---

The McKenna Center, located at 801 West San Antonio Street in New Braunfels, serves as a community center and home for all McKenna operations. McKenna Services is a unique and targeted approach to specific community health, education and well-being needs. While all McKenna Services programs are initiated and executed by McKenna team members, we partner with community organizations to ensure the programs are accessible, affordable and beneficial.

McKenna Children's Museum

Total attendance in 2010: **64,786**

New BraunFit Education and Outreach

Total number of individuals served with nutrition education, car seat installations and other services in 2010: **686**

New BraunFit Gym

Total gym entries in 2010: **44,591**

Prescription Access

Total number of clients served in 2010: **2,478**

Total prescription savings provided in 2010: **\$2.64 million**

McKenna Parenting Program

Total family participants in 2010: **404**

McKenna Events Center

Total savings to nonprofits through free rental in 2010: **\$50,900**



# AUDITOR LETTER





# CONSOLIDATED STATEMENT OF FINANCIAL POSITION | DECEMBER 31, 2010

The McKenna Legacy Foundation is the primary subsidiary of the McKenna System. The Assets and Liabilities of the McKenna System are detailed below.

## ASSETS

CURRENT ASSETS	
Cash and Cash Equivalents	\$ 1,498,131
Pledges and Accounts Receivable	2,016,992
Prepaid Expenses and Other Current Assets	326,062
<b>TOTAL CURRENT ASSETS</b>	<b>3,841,185</b>
OTHER ASSETS	
Long Term Investments	43,585,504
Assets Limited as to Use	2,393,849
Assets Held for Sale	18,467,398
Pledges and Other Receivables	6,407,475
<b>TOTAL OTHER ASSETS</b>	<b>70,854,226</b>
Property, Plant and Equipment, less accumulated depreciation of \$2,871,320	10,183,393
<b>TOTAL ASSETS</b>	<b>84,878,804</b>

# CONSOLIDATED STATEMENT OF FINANCIAL POSITION | DECEMBER 31, 2010

---

## LIABILITIES AND NET ASSETS

CURRENT LIABILITIES	
Accounts Payable and Accrued Expenses	\$ 329,240
Grants Payable	1,000,250
Capital Commitments	221,750
Current Maturities of Long Term Debt	6,317,835
Other Liabilities	199,470
<b>TOTAL CURRENT LIABILITIES</b>	<b>8,068,545</b>
NET ASSETS	
Unrestricted	74,310,480
Temporarily or Permanently Restricted	2,499,779
<b>TOTAL NET ASSETS</b>	<b>76,810,259</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>84,878,804</b>

## 2010 MCKENNA SYSTEM BOARD OF DIRECTORS

---

David Way, M.D., Chairman  
Stephen Ousley, M.D., Vice Chairman  
Maurice Fischer  
Laura Pinto  
Mitch Sacco, D.D.S.  
Bette Spain  
Wes Studdard  
Randy Vanstory  
Bill Van Kleef

## 2010 MCKENNA LEGACY FOUNDATION BOARD OF TRUSTEES

---

David Way, M.D., Chairman  
Michael Spain, Vice Chairman  
Mario Luna  
Peter Maddox  
Linda McClung  
Mitch Sacco, D.D.S.  
Wes Studdard

## 2010 MCKENNA LEGACY FOUNDATION TEAM MEMBERS

---

Tim Brierty, President/CEO, 2008 – 2010  
Allen Strickland, Chief Financial Officer, 2008 – 2011  
Jennifer Collier, Program Director  
Chandy Engelke, Director of Accounting  
Alice Jewell, Program Director



**MCKENNA**  
LEGACY FOUNDATION

801 WEST SAN ANTONIO STREET | NEW BRAUNFELS, TEXAS | 830.606.9500