



*Bill Daniels* 100 years  
*Daniels Fund* 20 years

ANNIVERSARY REPORT 2020

## BUILDING BILL DANIELS' FOUNDATION



**A COMPASSIONATE MAN** with a sincere love and respect for all people, a knack for business, and a vision for continuing to make life better for others after a lifetime of generosity. Bill Daniels was one-of-a-kind, and without him, the Daniels Fund would not be celebrating 20 years of making a positive impact on people's lives.

Our journey since March 2000 has been an absolute honor. Though, in all honesty, it was not easy to start a foundation of our complexity from the ground up. Bill Daniels tasked his fund to tackle a set of nine diverse areas in four distinctly different geographies. He outlined his directions in our bylaws, hand-selected the

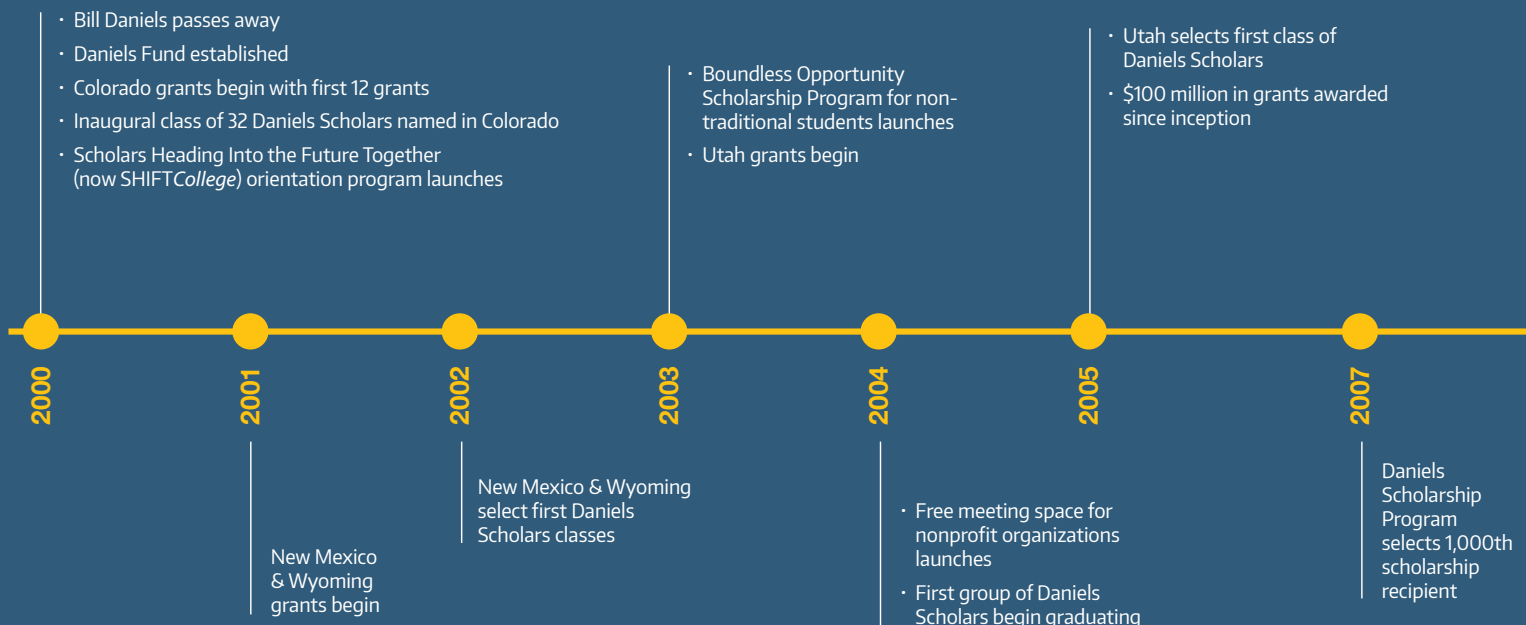
first board of directors, and left a billion-dollar estate. Upon his death, the building of the Daniels Fund began.

But we were not building just any foundation. This was Bill Daniels' foundation and his money, and it needed to look and act like the one-of-a-kind man he was — from the values he held high, like ethics and free enterprise, to his intent behind the areas he wanted to fund such as aging and alcohol addiction. And, with more than 50,000 nonprofits in our four states — each doing good work in the community — we needed a thoughtful, intentional, and strategic approach to truly make the most impact.

**Together, we have worked tirelessly to understand, capture, and memorialize Bill's charitable motivations, his beliefs and values, and his history as a businessman, naval officer, philanthropist, and mentor**

Twenty years later, we are proud of the foundation and key programs we have built and grown, including:

- **A grants program** that honors Bill Daniels' desire to help individuals in need, while also affecting change to systems that need repair. The program has helped nearly 3,000 nonprofit organizations make amazing differences in their communities and for hundreds of thousands of people. It has helped youth get high-quality educations, learn key life skills, and start on paths to success. It has helped seniors and people with disabilities maintain independence and quality of life. And, it has helped homeless, disadvantaged, and those suffering from addiction rebuild their lives with stability and dignity.



- **A scholarship program** that not only provides financial support, but also helps guide young people to success, just as Bill Daniels did for young people throughout his lifetime. More than 2,300 Daniels Scholars have earned their bachelor's degrees, many with little or no education-related debt, and nearly a thousand more are on track to do the same. They are engaged in their communities, are civically involved, and have successful careers. More than half of them are the first in their families to go to college and, in that role, they are changing the trajectories of those around them.
- **An ethics initiative** because we saw an opportunity to play a leading role in ethics education, a topic that is often synonymous with the name Bill Daniels. In just a decade, the Daniels Fund Ethics Initiative has expanded to eight components with specific audiences and programmatic partners, become a recognized brand across the nation, and reached more than a million people.
- **And, most importantly, an overarching set of principles, values, and objectives** that honor Bill Daniels' legacy. Our board members take donor intent very seriously, as do our staff. Together, we have worked tirelessly to understand, capture, and memorialize Bill's charitable motivations, his beliefs and values, and his history as a businessman, naval officer, philanthropist, and mentor. These elements are forever embedded in our approach to the work we do and will serve as an essential foundation for future boards of directors and staff as they steward Bill Daniels' legacy in perpetuity.

Of course, we wouldn't be where we are today without the tremendous leadership and steadfast dedication of our President and CEO Emeritus,

Linda Childears. A long-time colleague and friend of Bill Daniels, Linda has been part of our journey from day one, as a trustee of Bill's estate, an original board member selected by Bill

**Thank you to our founder for this extraordinary opportunity that has both challenged and humbled us**

himself, and our President and CEO for the past 15 years. Throughout, Linda has always been a champion of donor intent, continually keeping Bill's wishes and spirit at the forefront. Linda retired in April 2020, but she will never truly leave our organization. She is part of who we are, and for that, we are forever grateful.

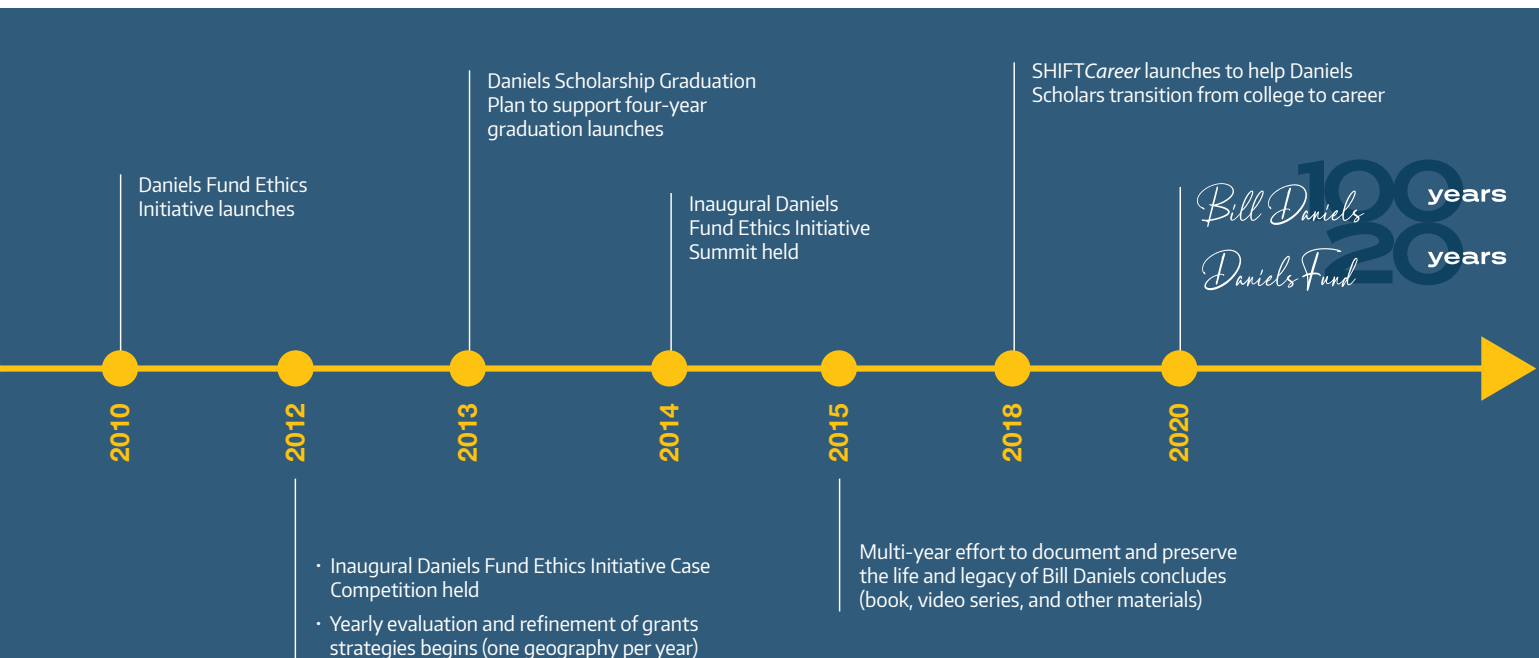
We are also grateful for the early leadership of Phil Hogue and Senator Hank Brown, past Presidents and CEOs of the Daniels Fund and

Visit our special 100th birthday/20th anniversary web page at [DanielsFund.org/100-20](https://DanielsFund.org/100-20)

members of the Board of Directors. Hank returned as interim CEO in May 2020 to help with the transition to a new CEO.

As we celebrate 20 years, we also mark what would have been Bill Daniels' 100th birthday. Thank you to our founder for this extraordinary opportunity that has both challenged and humbled us. And thank you to all the grantees, scholars, partners, leaders, colleagues, and friends who have been an essential part of our work since the beginning.

*Here's to continuing to make life better, one individual at a time.*



## ABOUT BILL DANIELS (1920–2000)

Bill Daniels was a born entrepreneur, widely considered one of the great business visionaries of the twentieth century. Bill achieved phenomenal success by working hard, passionately following his instincts, acting with ethics and integrity, and treating everyone around him with respect and fairness. His word was known to be as solid as any contract. His brilliance in business was matched by his sincere compassion for people and the desire to help those in need.

### A childhood shapes strong values

Bill was born in Greeley, Colorado in 1920. As his family struggled through the Great Depression, many of Bill's values related to work and personal responsibility were formed. When Bill was a teenager, his family moved to Hobbs, New Mexico. Bill's unruly nature prompted his parents to enroll him in the New Mexico Military Institute (NMMI) in nearby Roswell. Initially reluctant, Bill quickly embraced cadet life. He was a natural athlete and developed remarkable leadership skills. For two years running, he was New Mexico's Golden Gloves boxing champion. Bill credited NMMI and the Reserve Officers' Training Corps (ROTC) for instilling in him a deep respect for discipline, teamwork, and etiquette.

### A military career demonstrates heroism, courage, and devotion to country

After graduating from New Mexico Military Institute in 1941, Bill immediately entered the U.S. Navy's fighter pilot program, ultimately becoming a naval officer and fearless combat pilot in both World War II and Korea. He was awarded the Bronze Star for "heroism, courage, and devotion to duty" for making repeated trips into burning wreckage to rescue wounded shipmates after a devastating enemy attack on the aircraft carrier USS *Intrepid*. Bill was instrumental in training U.S. Navy pilots during their transition to jet aircraft, and he was a highly decorated commander by the end of his service.

### An entrepreneurial idea takes shape: cable systems

Bill began his business career by opening an insurance agency in Casper, Wyoming. Driving



from New Mexico to Casper in 1952, Bill stopped for lunch in Denver. A boxing match flickered on a small black and white screen behind the bar. It was Bill's first encounter with television, and he was captivated. He learned many small towns — including Casper — did not receive TV signals. As a result, Bill started building Wyoming's first cable system, which launched January 1, 1954. As one of the earliest pioneers in cable television, Bill would go on to own and operate hundreds of systems across the country. The firm he founded, Daniels

& Associates, operated these properties and brokered many of the deals that shaped the industry. Bill's leadership attracted many technology and communications companies to Denver, making it the recognized "cable capital of the world."

### A love for sports looms large

An avid sports fan, Bill was one of the first cable leaders to focus on the production of sports programming, clearing the way for today's regional sports networks. As his



Learn more about Bill Daniels' life in a 40-minute radio program and podcast produced by Our American Stories featuring Bill telling his story in his own words at [DanielsFund.org/Our-American-Stories](https://DanielsFund.org/Our-American-Stories)



success grew, he sponsored professional boxers, invested in professional car racing ventures, served as president of the American Basketball Association, helped found the United States Football League, and participated in the ownership of professional sports teams including the Utah Stars, the Los Angeles Express, and the Los Angeles Lakers.

#### **A recognition that failures and mistakes shape who we are**

Bill never claimed to be perfect. In fact, he was refreshingly open about his failures and mistakes. Bill struggled with alcoholism for much of his life, but was able to maintain sobriety after receiving treatment at the Betty Ford Center in 1985. His devotion to his work contributed to four divorces. He ran unsuccessfully for governor of Colorado in 1974. And Bill certainly weathered his share of money losing business ventures and investments on the path to becoming a billionaire.

#### **A sincere concern for those in need**

Throughout his life, the respect Bill earned for his many achievements in business was equaled by widespread admiration for his philanthropy. Bill believed successful people should act compassionately to help others in need. He also emphasized, that for those capable of overcoming their current circumstances, his help was not a handout, but a hand up.

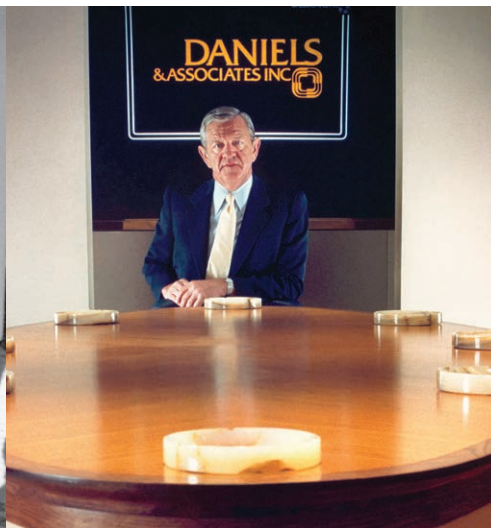
Over the years, Bill made countless charitable contributions and supported his community in creative, meaningful ways. He also did more than just sign checks — he spent time with people facing life's challenges and wanted to understand their situations.

Education was of particular interest to Bill and he brought innovative solutions to areas of personal concern. He sincerely believed kids should learn financial responsibility at a young age, so he founded Young Americans Bank in 1987 to provide hands-on financial education.

It remains the world's only chartered bank specifically designed for kids. Bill also felt young people were not learning ethics, especially in college, so he made substantial donations to the University of Denver to incorporate ethics, values, and personal integrity into the business school curriculum. The business school was later renamed the Daniels College of Business in Bill's honor.

#### **A perpetual philanthropic legacy takes root**

Bill spent his final years laying plans for the Daniels Fund, detailing the specific direction that guides our operation. When he passed away in March 2000, Bill's estate transferred to the Daniels Fund, forming its base of assets and making it one of the largest foundations in the Rocky Mountain region. The Daniels Fund continues Bill Daniels' legacy of compassion and generosity across Colorado, New Mexico, Utah, and Wyoming through our Grants Program, Scholarship Program, and Ethics Initiative.



## COLORADO

**Why Colorado?** Bill Daniels was born in Greeley in 1920. He chose Denver as the location for his business headquarters, Young Americans Bank (his bank for youth), and the Daniels Fund, and he was proud to call Denver home.

**Our focus in the state:** In the Denver Metro area, we provide grants in all eight of our funding areas, working closely with a limited number of highly effective nonprofit organizations with a demonstrated ability to achieve measurable results. Outside of Metro Denver, our grantmaking prioritizes certain types of programs and initiatives such as career and technical education for youth, community facilities, and efforts with regional or community-wide impact (for a complete list visit [DanielsFund.org/ColoradoOutstate](http://DanielsFund.org/ColoradoOutstate)).

Daniels Scholarships are available statewide, and Boundless Opportunity Scholarships (for non-traditional students) are available through 33 participating colleges and universities.



*Map shows grantee locations in Colorado since inception*

### HIGHLIGHTS – 20 YEARS OF IMPACT:

- Invested in all of Colorado's **64** counties, with both grants and scholarships.
- Grant investments helped nonprofits in diverse ways, including program expansion; new initiatives; building projects; and general operating expenses.
- Nearly **\$21 million** in grants supported expansion or construction of **219** community facilities outside of Metro Denver, including sports fields, community centers, childcare facilities, learning centers, respite care centers, group homes, rehabilitation centers, food banks, senior centers, emergency shelters, hospice facilities, and more.
- Helped develop and launch a three-year, statewide rural education initiative called Homegrown Talent. This innovative initiative is currently helping eight rural communities and school districts transform the student experience to be more career-focused, ultimately helping to increase local career opportunities for youth as well as increase local recruiting by area industries.
- **1,791** Colorado students earned bachelor's degrees through the Daniels Scholarship Program with an average four-year scholarship award of **\$65,000** per student.
- Hosted nearly **16,000** meetings for more than **5,500** unique nonprofit organizations

and more than **323,000** participants in our free meeting space at the Daniels Fund's headquarters (since 2008).



## COLORADO GRANTS (SINCE INCEPTION)

**1,591**  
unique  
nonprofits  
supported

Total  
grants:  
**6,632**

Total  
grants paid:  
**\$417.6**  
million

Largest  
grant:  
**\$5**  
million

Longest  
relationship  
with a grantee:  
**20 years**

## COLORADO SCHOLARSHIPS (SINCE INCEPTION)

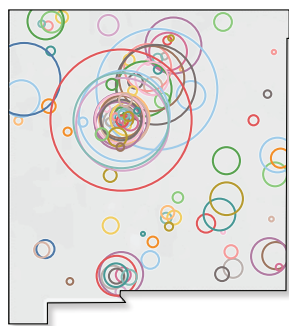
- **2,909** Daniels Scholars
- Scholars hail from **223** cities/towns across Colorado
- **71%** attended school in-state (29% go out of state)
- Total Daniels Scholarships paid: **\$154.5 million**
- **197** Boundless Opportunity Scholarship grants awarded to schools
- Total Boundless Opportunity Scholarship grants distributed: **\$12.8 million**



## NEW MEXICO

**Why New Mexico?** As a teenager, Bill Daniels lived in Hobbs with his family. He then attended New Mexico Military Institute in Roswell. In 1941, he left New Mexico to serve his nation as a naval fighter pilot in World War II.

**Our focus in the state:** Intergenerational poverty is one of New Mexico's greatest challenges. In working with state leaders, we determined we can have the greatest long-term impact by investing in young people and their education. Thus, our grantmaking in the state supports high-quality efforts to improve education from "cradle-to-career." Daniels Scholarships are available statewide, and Boundless Opportunity Scholarships (for non-traditional students) are available through 16 participating colleges and universities.



Map shows grantee locations in New Mexico since inception

### HIGHLIGHTS – 20 YEARS OF IMPACT:

- Helped advance New Mexico's K-12 education system by supporting the creation and expansion of several new organizations focused on improving high-quality education through school choice and reform. For example, a five-year, **\$4 million** grant to Excellent Schools New Mexico helped launch, expand, or transform 25 New Mexico schools, affecting educational outcomes for more than **15,500** students in the state.
- Since 2013, supported Central New Mexico's goal of achieving 60,000 new college degrees and certificates by 2020 through nearly **\$1.4 million** in grants to Mission:Graduate.
- **302** New Mexico students earned bachelor's degrees through the Daniels Scholarship Program with an average four-year scholarship award of **\$49,000** per student.

### NEW MEXICO GRANTS (SINCE INCEPTION)

**454**  
unique  
nonprofits  
supported

Total  
grants:

**1,341**

Total  
grants paid:

**\$84.5**  
million

Largest  
grant:

**\$20**  
million

Longest  
relationship  
with a grantee:

**19** years

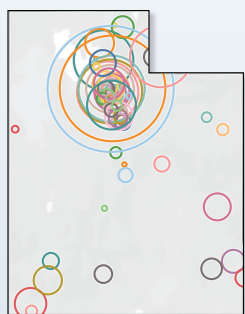
### NEW MEXICO SCHOLARSHIPS (SINCE INCEPTION)

- **560** Daniels Scholars
- Scholars hail from **106** cities/towns across New Mexico
- **52%** attended school in-state (48% go out of state)
- Total Daniels Scholarships paid: **\$21.9 million**
- **64** Boundless Opportunity Scholarship grants awarded to schools
- Total Boundless Opportunity Scholarship grants distributed: **\$2 million**

## UTAH

**Why Utah?** Bill Daniels owned the American Basketball Association's Utah Stars. He earned an ethical reputation in the state when he repaid season ticket holders, vendors, players, and staff with 8% interest after the team was forced into bankruptcy (even though his financial obligations were legally discharged).

**Our focus in the state:** Much of our grantmaking supports two "collective impact" programs where community partners are working together. Utah also has the highest prevalence of Alzheimer's disease and Autism and we support high-quality programs that help these individuals achieve independence and quality of life. Daniels Scholarships are available statewide, and Boundless Opportunity Scholarships (for non-traditional students) are available through 12 participating colleges and universities.



Map shows grantee locations in Utah since inception

### HIGHLIGHTS – 20 YEARS OF IMPACT:

- Since 2015, supported two long-term initiatives – United Way of Salt Lake's "Promise Partnerships" and United Way of Northern Utah's "Promise Neighborhood." Both are highly collaborative programs working to solve complex issues that impact kids. Both have garnered nationwide attention, and while these are long-term strategies, we are encouraged by the outcomes so far.
- Since 2008, invested **\$1 million** in organizations and programs supporting people with Alzheimer's disease and Autism, including early intervention services, respite care, and vocational programs.
- **89** Utah students earned bachelor's degrees through the Daniels Scholarship Program with an average four-year scholarship award of **\$50,000** per student.

### UTAH GRANTS (SINCE INCEPTION)

**185**  
unique  
nonprofits  
supported

Total  
grants:

**558**

Total  
grants paid:

**\$29.9**  
million

Largest  
grant:

**\$5**  
million

Longest  
relationship  
with a grantee:

**17** years

### UTAH SCHOLARSHIPS (SINCE INCEPTION)

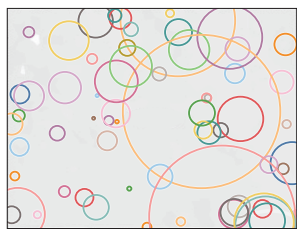
- **254** Daniels Scholars
- Scholars hail from **80** cities/towns across Utah
- **82%** attended school in-state (18% go out of state)
- Total Daniels Scholarships paid: **\$8.5 million**
- **51** Boundless Opportunity Scholarship grants awarded to schools
- Total Boundless Opportunity Scholarship grants distributed: **\$1.9 million**



## WYOMING

**Why Wyoming?** Bill Daniels opened a small insurance agency in Casper in 1952. During his time as an insurance salesman, he encountered television for the first time while in Denver. When he learned the mountains blocked TV broadcasts from reaching Casper, he built one of the nation's earliest cable systems in 1954, launching his legendary career as a cable pioneer.

**Our focus in the state:** Often our grants provide the final funds needed for a community-led project or initiative. Grantmaking in the state also prioritizes certain types of programs and initiatives such as career and technical education for youth, community facilities, and efforts with regional or community-wide impact (for a complete list visit [DanielsFund.org/Wyoming](http://DanielsFund.org/Wyoming)). Daniels Scholarships are available statewide, and Boundless Opportunity Scholarships (for non-traditional students) are available through seven participating colleges and universities.



Map shows grantee locations in Wyoming since inception

### HIGHLIGHTS – 20 YEARS OF IMPACT:

- A five-year, **\$4.5 million** grant is helping transform the University of Wyoming's College of Education to train high-quality educators to serve in Wyoming's P-12 system.
- More than **\$21.5 million** in grants helped communities throughout the state finish **136** capital initiatives (e.g., construction, renovation, expansion), including sports complexes, substance abuse treatment and recovery centers, multi-purpose community centers, senior centers, learning facilities, homeless support centers, playgrounds, and more.
- **206** Wyoming students earned bachelor's degrees through the Daniels Scholarship Program with an average four-year scholarship award of **\$63,000** per student.

### WYOMING GRANTS (SINCE INCEPTION)

<b>325</b> unique nonprofits supported	Total grants: <b>877</b>	Total grants paid: <b>\$61.5 million</b>	Largest grant: <b>\$5 million</b>	Longest relationship with a grantee: <b>19 years</b>
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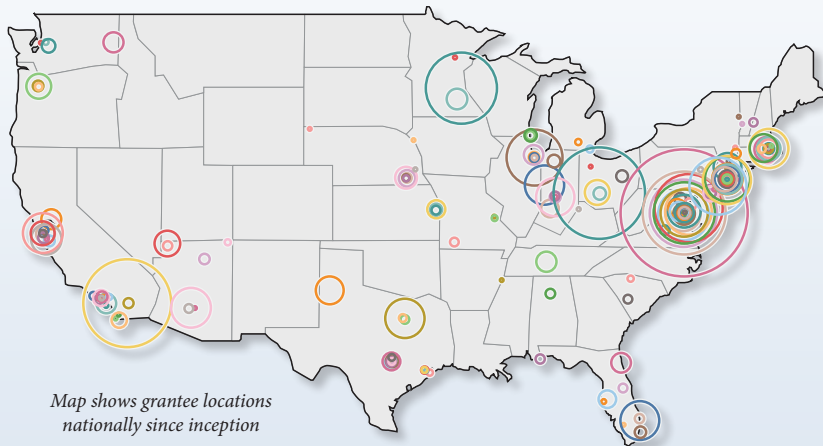
### WYOMING SCHOLARSHIPS (SINCE INCEPTION)

- **426** Daniels Scholars
- Scholars hail from **79** cities/towns across Wyoming
- **36%** attended school in-state (64% go out of state)
- Total Daniels Scholarships paid: **\$19.5 million**
- **26** Boundless Opportunity Scholarship grants awarded to schools
- Total Boundless Opportunity Scholarship grants distributed: **\$1 million**

## NATIONAL

**Why National?** During his lifetime, Bill Daniels supported a handful of highly effective nonprofit organizations and programs with nationwide impact, such as the Betty Ford Center.

**Our focus nationally:** Our grantmaking honors our founder's legacy by supporting select programs with a nationwide focus, by invitation only. National programs are always aligned with one or more of our grant funding areas. Our scholarship programs do not extend outside our four-state region.



Map shows grantee locations nationally since inception

### HIGHLIGHTS – 20 YEARS OF IMPACT:

- Supported the development and national distribution of educational curriculum for K-12 educators, such as economics lessons from the National Council for Economic Education which are provided free to teachers.
- Funded numerous efforts by leading national civics education organizations to create and provide free resources to educators around the country, such as an Advanced Placement (AP) digital resource created by the Bill of Rights Institute.
- Supported unique educational exhibits at the Smithsonian Air and Space Museum in Washington, D.C. and the Intrepid Sea, Air & Space Museum in New York City, both which teach about civics while also honoring the important role our founder, Bill Daniels, had in history as a decorated Navy fighter pilot.

### NATIONAL GRANTS (SINCE INCEPTION)

<b>259</b> unique nonprofits supported	Total grants: <b>705</b>
Total grants paid: <b>\$61.3 million</b>	
Largest grant: <b>\$5 million</b>	Longest relationship with a grantee: <b>18 years</b>

# EARLY CHILDHOOD EDUCATION

## Why Early Childhood Education?

Research shows that students who are behind when they enter school have a higher likelihood of staying behind, dropping out, or being less successful in school and life. Bill Daniels wanted to ensure children started on a path to success.

**Our desired result:** Kindergarten readiness is ensured through an improved early childhood system with programs that support teacher/leadership quality, program quality, and parental engagement.



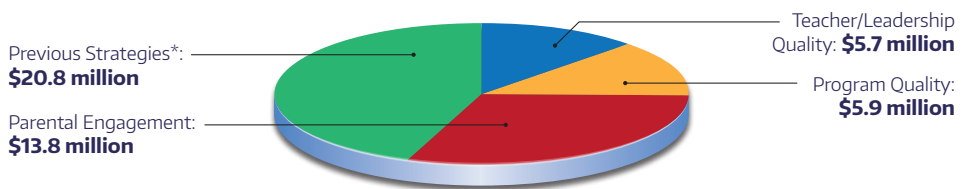
## HIGHLIGHTS – 20 YEARS OF IMPACT:

- Supported high-quality home visitation programs across Colorado that are data-driven, demonstrate gains in school readiness, and teach parents and caregivers to be their child’s “first teacher.”
- Helped organizations leverage innovative technology platforms to better serve young children and their families, such as a two-year grant that helped develop Bright by Text, a highly successful program providing free child development tips to parents via text message.
- Invested nearly **\$2 million** in early childhood development training and licensing programs to help strengthen the Family, Friend, and Neighbor (FFN) network of early childhood providers that exist in our communities.

**405** unique nonprofits supported

**14%** have been grantees for **15+** years

## TOTAL FUNDING BY STRATEGY



**What is informing the next 20 years of our work?** Recruiting and retaining qualified staff is a top challenge for early childhood providers, and the need for such staff is increasing. Experts predict that by 2025, the need for early childhood teachers and leaders will increase by 33-43%.

Learn more at [DanielsFund.org/ECE](http://DanielsFund.org/ECE)

## SYSTEMIC CHANGE

## HIGH QUALITY

## IMPROVEMENT THROUGH COMPETITION

# K-12 EDUCATION REFORM



**Why K-12 Education Reform?** Bill Daniels felt strongly that every student deserves a quality education that provides relevant real-world experiences. He believed free enterprise principles – like competition and choice – have the power to achieve systemic reform and foster excellent schools.

**Our desired result:** Student achievement is elevated through an improved K-12 education system.



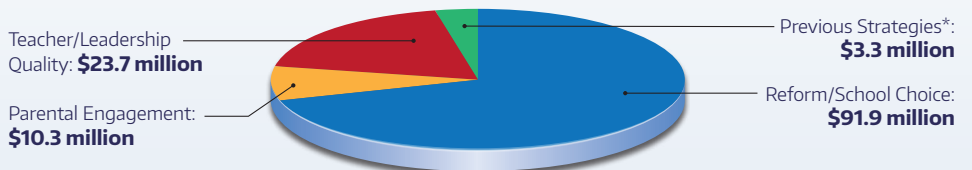
## HIGHLIGHTS – 20 YEARS OF IMPACT:

- Invested more than **\$40 million** in charter schools across our four-state region, from supporting replication of high-performing charter school networks to supporting organizations working to strengthen charter school operations and performance.
- Specifically, invested **\$22.5 million** in charter schools within Denver Public Schools, a district which has seen remarkable gains in student achievement and growth since Denver embraced choice and competition as a strategy for improving schools.
- Since 2003, supported school choice financial assistance programs such as ACE Scholarships, where **\$3.5 million** in Daniels Fund grants helped provide children of low-income families with scholarships to private schools in grades K-12.
- Helped bring Teach for America, the largest and most diverse provider of teachers to low-income communities, to Colorado.

**549** unique nonprofits supported

**10%** have been grantees for **15+** years

## TOTAL FUNDING BY STRATEGY



**What is informing the next 20 years of our work?** 74% of HR hiring professionals agree that a ‘skills gap’ persists in the current U.S. labor and hiring economy. Meanwhile, three out of four jobs in Colorado require education or training beyond high school. Increasing options for high school students via trade schools, community colleges, technical certification programs, and colleges and universities will be essential to preparing young people to be competitive in the future workforce.

Learn more at [DanielsFund.org/K-12](http://DanielsFund.org/K-12)

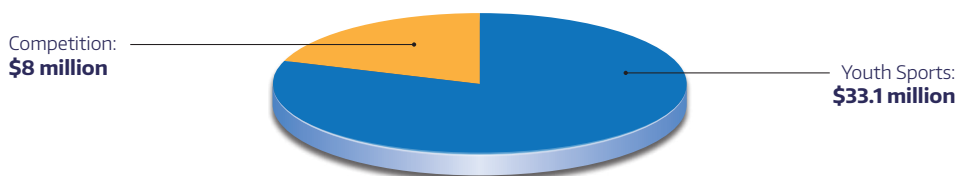
## AMATEUR SPORTS

**Why Amateur Sports?** Bill Daniels loved sports and knew from personal experience that participation in sports and the influence of quality coaches could change the direction of a young person's life for the better.



**Our desired result:** Youth experience the benefits of participating in sports programs. Elite amateur athletes have the opportunity to participate in national and international competition.

### TOTAL FUNDING BY STRATEGY



**What is informing the next 20 years of our work?** 80% of kids drop out of youth sports by age 15, and the average age to drop out is 10.3 years old. The number one reason kids give for dropping out of youth sports is that they are no longer having fun. Pressure to earn scholarships, “win at all costs” attitudes, and college recruiting at younger ages all contribute to the loss of enjoyment.

#### HIGHLIGHTS – 20 YEARS OF IMPACT:

- Supported organizations working to change the culture of youth sports, such as Positive Coaching Alliance’s *Dare to Chill* television campaign and other innovative efforts to foster a positive, character-building youth sports environment.
- Provided nearly **\$18 million** in grants to help construct, expand, or update **91** community sports facilities across Colorado, including baseball fields, youth sports complexes, ice rinks, skateparks, pool facilities, and more.

**254** unique nonprofits supported

**4%** have been grantees for **15+** years

Learn more at [DanielsFund.org/Sports](http://DanielsFund.org/Sports)

LIFE SKILLS

CHARACTER

YOUNG PEOPLE

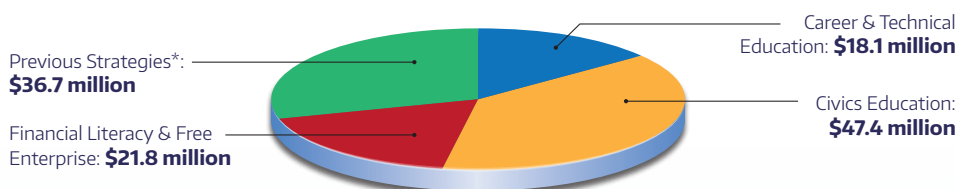
## YOUTH DEVELOPMENT



**Why Youth Development?** Bill Daniels supported character-building programs that help youth become confident, patriotic, independent, and develop personal accountability and responsibility. To honor his intentions, our grantmaking focuses on career and technical education, civics education, and financial literacy and free enterprise education.

**Our desired result:** Youth develop character and gain the necessary life skills to become successful adults.

### TOTAL FUNDING BY STRATEGY



**What is informing the next 20 years of our work?** We expect many of the values which Bill Daniels promoted throughout his life – belief in the free enterprise system, entrepreneurship, civic duty, capitalism, and hard work – will continue to be relevant, if not even more important, going forward.

#### HIGHLIGHTS – 20 YEARS OF IMPACT:

- Invested more than **\$51 million** across our four states and nationally in organizations and programs that teach youth about traditional civics (i.e., how our government works), helping to address the historically low civics proficiency rates among students.
- Helped fuel the momentum and growing emphasis on career and technical education through support of several pioneering organizations that are developing successful apprenticeship models and expanding the availability of work-based learning.

**682** unique nonprofits supported

**10%** have been grantees for **15+** years

Learn more at [DanielsFund.org/YouthDevelopment](http://DanielsFund.org/YouthDevelopment)

\*Grant strategies are reviewed regularly and occasionally refined

## DRUG & ALCOHOL ADDICTION

### Why Drug & Alcohol Addiction?

Bill Daniels suffered from alcoholism and embraced sobriety after seeking treatment. He talked openly about his ongoing recovery to provide hope to others, and personally helped friends and associates with their own treatment and recovery.

**Our desired result:** Adults and youth with drug and alcohol addiction challenges achieve and maintain stability.



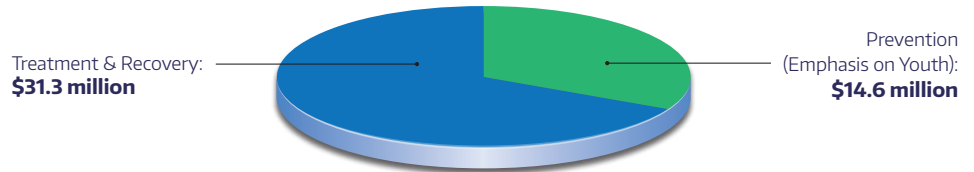
### HIGHLIGHTS – 20 YEARS OF IMPACT:

- Helped numerous organizations expand recovery programs to offer more opportunities for housing, work, and wellness, with the goal of improving long-term sobriety success rates.
- Supported a wide spectrum of treatment and recovery options to enable access to services for people of all socio-economic backgrounds.
- Funded innovative approaches such as peer coaching, which has been shown to help bring down the cost of treatment and recovery programs.

**191** unique nonprofits supported

**7%** have been grantees for **15+** years

### TOTAL FUNDING BY STRATEGY



**What is informing the next 20 years of our work?** In 2016, about 21 million people age 12 and older (about 1 in 13 people), needed addiction treatment, yet only about 3.8 million people (about 18%) received it.

Learn more at [DanielsFund.org/Addiction](http://DanielsFund.org/Addiction)

## OPPORTUNITIES

## SELF-SUFFICIENCY

## STABILITY

## HOMELESS & DISADVANTAGED

### Why Homeless & Disadvantaged?

Bill Daniels' lifetime of philanthropy demonstrated a clear compassion for those enduring hard times. Our grantmaking reflects Bill's history of helping people in need as well as his belief in providing opportunities which empower people to help themselves.

**Our desired result:** Homeless individuals and families achieve and maintain self-sufficiency without the need for public assistance.



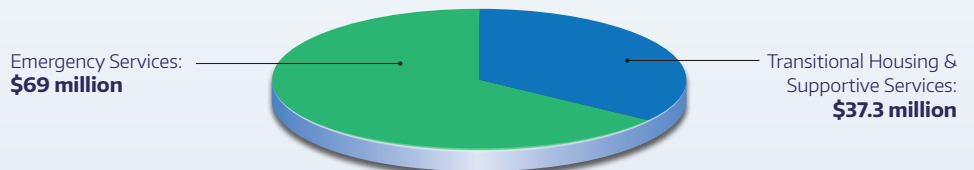
### HIGHLIGHTS – 20 YEARS OF IMPACT:

- Helped expand and replicate several organizations and programs, including Bridge House's Ready to Work Program and The Other Side Academy, that are successfully helping homeless and disadvantaged individuals achieve self-sufficiency through residential work approaches.
- Supported **34** organizations helping victims of domestic violence with **\$3.8 million** in grants.
- Provided nearly **\$9.5 million** in one-time assistance (through nearly 50 partner organizations) to thousands of individuals and families across our four-state region whose stability was threatened or disrupted by an unforeseen emergency or crisis situation (e.g., leaving a domestic abuse environment, facing eviction or home loss).

**506** unique nonprofits supported

**12%** have been grantees for **15+** years

### TOTAL FUNDING BY STRATEGY



**What is informing the next 20 years of our work?** "Employment first" models of helping homeless and disadvantaged are gaining momentum and showing strong success, and we expect to see proven programs expand and replicate in the future.

Learn more at [DanielsFund.org/Homeless-Disadvantaged](http://DanielsFund.org/Homeless-Disadvantaged)

## AGING



**Why Aging?** Bill Daniels helped fulfill his mother's wish to remain independent and in her own home as she aged. His own personal aging experience also informed and reinforced his desire to support older adults.

**Our desired result:** Older adults achieve maximum independence and quality of life through in-home services, community engagement programs, and end-of-life care.



### TOTAL FUNDING BY STRATEGY



**What is informing the next 20 years of our work?** By 2050, the number of older adults in Colorado is expected to double to 1.7 million. That is more than the current populations of Denver, Colorado Springs, and Aurora combined.

### HIGHLIGHTS – 20 YEARS OF IMPACT:

- Provided nearly **\$28 million** in grants to deliver a variety of direct, in-home services — from meal delivery and transportation to handyman assistance and wellness visits — that help older adults remain in their homes.
- Supported numerous organizations helping older adults stay active and engaged in their communities, such as cultural and social activities, volunteer programs, and learning opportunities.

**270** unique nonprofits supported

**11%** have been grantees for **15+** years

Learn more at [DanielsFund.org/Aging](https://DanielsFund.org/Aging)

INDEPENDENCE | QUALITY OF LIFE | DIGNITY

## DISABILITIES



**Why Disabilities?** One of Bill Daniels' sisters was born with developmental disabilities. He observed how his parents' choice to provide compassionate care at home enhanced his sister's health and happiness.

**Our desired result:** People with disabilities achieve dignity through maximum independence and quality of life.

### TOTAL FUNDING BY STRATEGY



**What is informing the next 20 years of our work?** 70,000 adults with disabilities live with their families in Colorado. Yet, because people with disabilities are living longer, they are increasingly outliving their caregivers. 85% of adults with disabilities in Colorado are unemployed (60,000 people).



### HIGHLIGHTS – 20 YEARS OF IMPACT:

- Provided more than **\$3.5 million** across **55** grants to support highly effective organizations offering training and employment opportunities for people with developmental disabilities.
- Helped tens of thousands of people with physical disabilities gain access to costly, life-altering equipment such as rehabilitative exercise equipment, electric wheelchairs, hearing aids, and more.

**214** unique nonprofits supported

**12%** have been grantees for **15+** years

Learn more at [DanielsFund.org/Disabilities](https://DanielsFund.org/Disabilities)

## ETHICS

**Why Ethics?** Bill Daniels believed deeply in ethics and integrity. As an exceptionally honest and fair businessman, he always based his decisions on what he believed was right – not just on what he thought was best for himself or his company. This earned him tremendous

respect and loyalty throughout the business world. He was also concerned about the lack of ethics education for young people. To honor Bill's steadfast beliefs, we launched the Daniels Fund Ethics Initiative in 2010.

**Our desired result:** Through principle-based ethics education, people develop a high standard of ethics and establish foundations for decision-making that encourage doing what is right over self-interest.

# DANIELS FUND ETHICS INITIATIVE

### HIGHLIGHTS – 20 YEARS OF IMPACT:



#### Collegiate Program

Drives ethics education at eleven university business schools and one law school in our four-state region.

- Launched: 2010
- Impact: 550,000+ students, faculty, and businesspeople
- Invested: \$18.4 million



#### Elementary School Program

Gives elementary students an early introduction to ethics.

- Launched: Late 2019 (2-year pilot)
- Invested: \$270,010



#### High School Program

Provides ethics education to high school students active in business courses and student organizations across the country.

- Launched: 2015
- Impact: 530,000+ students
- Invested: \$2 million



#### Law Enforcement Program

Expands discussions around ethics for law enforcement agencies.

- Launched: 2016
- Impact: 3,000+ officers and civilian personnel
- Invested: \$281,800



#### Middle School Program

Provides ethics education to middle school students across the country.

- Five-year pilot launching in summer 2020



#### Business Program

Raises awareness and provides practical, actionable information to businesses interested in ethics.

- Launched: Late 2019 (pilot)



#### Community College Program

Provides ethics education at community colleges across the country.

- Five-year pilot launching in summer 2020



#### Case Bank

Prompts the application of an ethical framework via an online library of straightforward ethical case studies.

- Launched: 2015
- Impact: 2,000+ downloads / 85,000+ people
- Invested: \$101,000

## YOUNG AMERICANS BANK

**Why Young Americans Bank?** Creating Young Americans Bank was one of Bill Daniels' proudest accomplishments. In 1987, Bill achieved what seemed an insurmountable goal, opening the world's only bank specifically designed for kids to teach them much-needed personal financial skills. The bank, and its companion nonprofit organization continue to serve thousands of youth each year with hands-on education programs in banking and personal finance, free enterprise, global economics, and entrepreneurship.

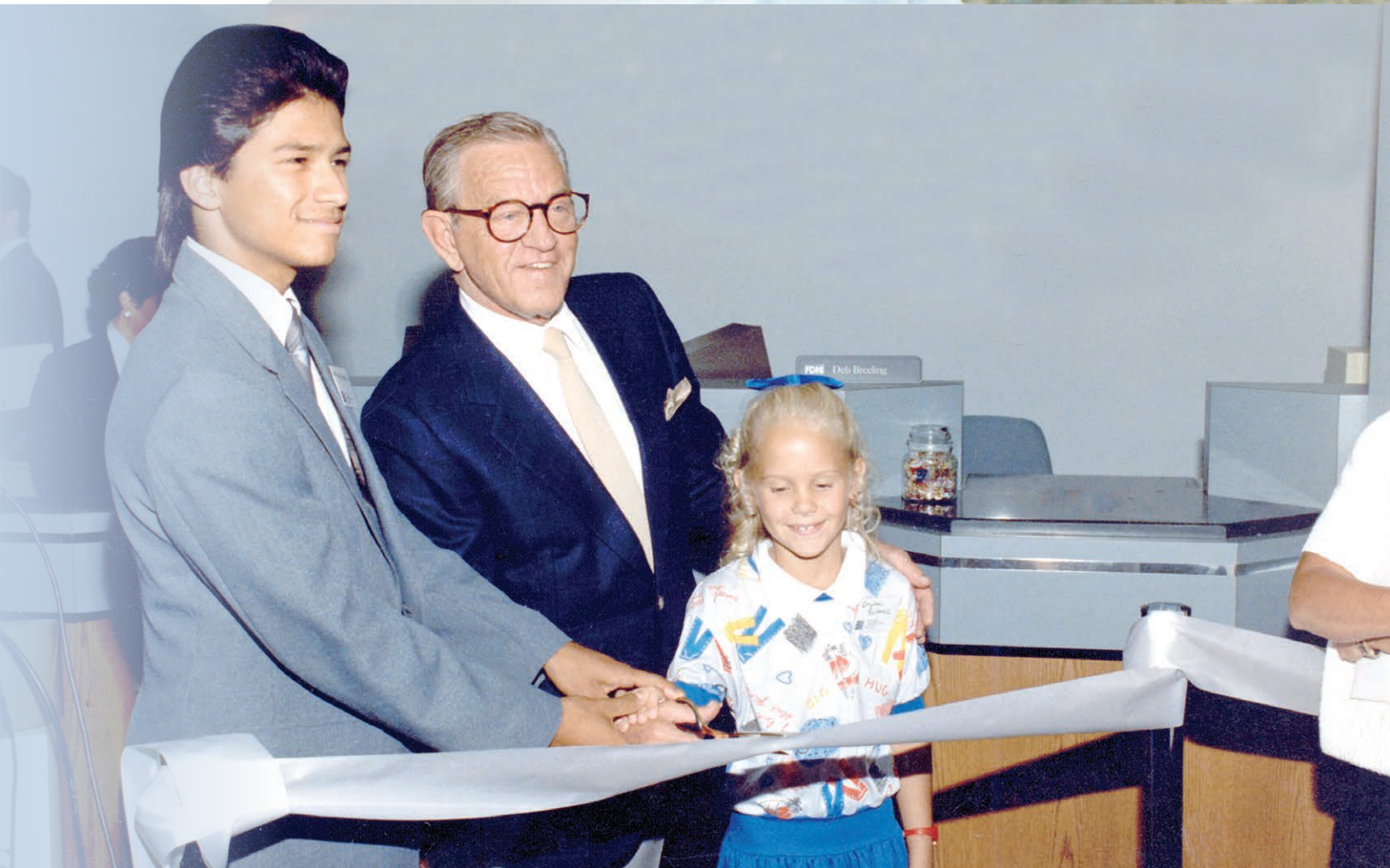
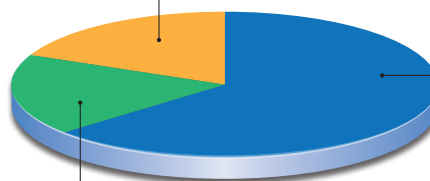
Because of the bank's educational mission, it is not designed to make money and requires an annual subsidy to operate, which Bill Daniels personally covered. He directed the Daniels Fund to maintain that commitment after his death.

**Our desired result:** Young Americans Bank receives the support needed to uphold commitments to federal and state bank regulators as well as continue serving the community through its financial education mission. Additionally, by covering costs to operate the building that houses Young Americans Bank and its companion nonprofit organization, funds raised by the nonprofit can go directly to its programs for youth.

Capital Support  
(Building Projects):  
**\$6.2 million**

Programs Building  
Occupancy/Direct Support:  
**\$6 million**

Bank Support  
(Operations, Building  
Occupancy):  
**\$21.8 million**



# DANIELS SCHOLARSHIP PROGRAM

**Why the Daniels Scholarship Program?** During his lifetime, Bill Daniels helped many promising students achieve their educational goals, providing guidance and encouragement in addition to financial support. We continue that legacy by providing four-year college scholarships to highly motivated graduating high school seniors who embody the criteria

defined by Bill and uphold the values that meant so much to him. Beyond financial support, Daniels Scholars benefit from an array of supportive services and programs that foster success in college, and in life.

**Our desired result:** Daniels Scholars earn a bachelor's degree that helps them build a successful career and rewarding life.

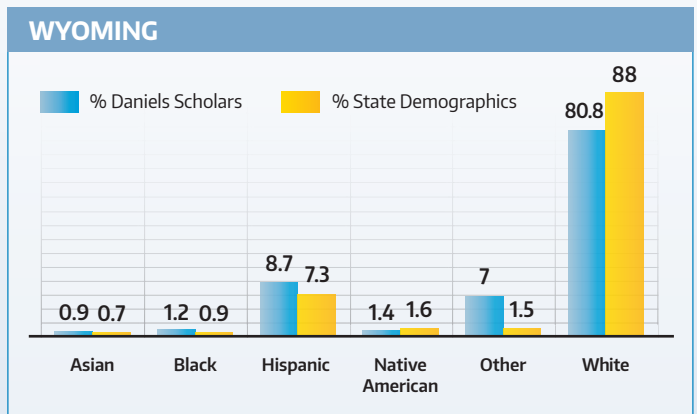
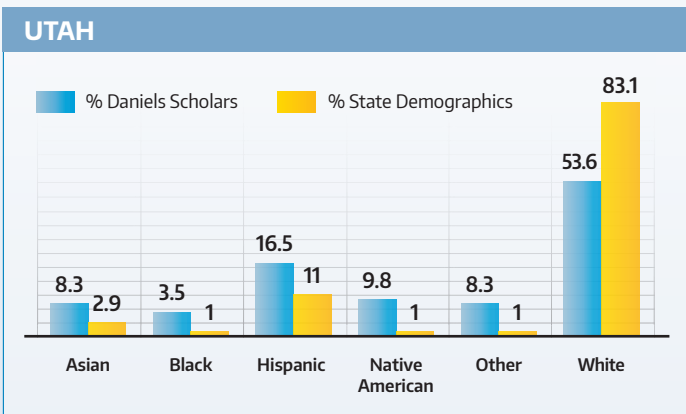
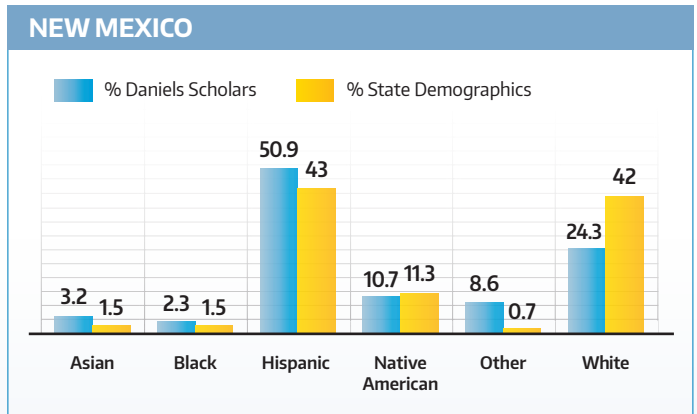
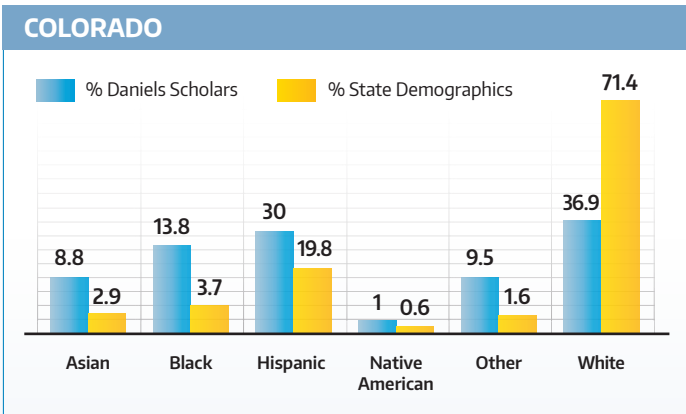
**WHO ARE DANIELS SCHOLARS?**

Scholars are honest, respectful, self-reliant, and compassionate. They are proud Americans who value our free enterprise system and are prepared to give the world their very best shot.

**4,149** students selected since 2000

**58%** are the first in their families to attend college

From **488** cities/towns across Colorado, New Mexico, Utah, and Wyoming



Combined state demographics since 2000, for all individuals living in the four-state region





**2,384**

Daniels Scholars graduated with bachelor's degrees

**\$62,000**

= average four-year Daniels Scholarship

**\$204.6 million**

in scholarships awarded since 2000

**SCHOLAR SUPPORT FOSTERS SUCCESS DURING AND AFTER COLLEGE**

- Detailed graduation plan required for all scholars
- Enrichment program teaches valuable life skills
- Scholar Relations Officers provide one-on-one guidance and mentorship
- Career planning supports successful transitions from college to career

**74%**  
of Daniels Scholars graduate generally within four years

33.3% national graduation average for all college students, regardless of income status; for comparative low-income students, the average is 19.1%



## DANIELS SCHOLARSHIP PROGRAM, continued



DANIELS SCHOLARSHIP ALUMNI LEAD SUCCESSFUL LIVES AFTER COLLEGE

### Daniels Scholar Alumni earn more\*

- **\$6,507** more in income per year
- **15.6%** more earnings (private sector)

### Daniels Scholar Alumni are more successfully employed\*

- **69.5%** lower unemployment rate
- Hold more leadership/managerial roles (**19.8% vs. 12% of peers**)

### Daniels Scholar Alumni are more charitable\*

- Donate **4.1%** of their income to non-political charitable causes
- Donate **6.3%** more often
- Serve in significantly more leadership roles on nonprofit boards (nearly **38% vs. just over 1% of peers**)
- Volunteer more (**12.8 hours** each month vs. 8 hours by peers)

### Daniels Scholar Alumni are more civically engaged\*

- **93%** are registered to vote (vs. 69% of peers)

## TOP THREE FIELDS OF EMPLOYMENT FOR DANIELS SCHOLAR ALUMNI:



Banking, business, and finance  
**22.9%**



Healthcare  
**21.2%**



Education  
**25.7%**



\*compared to their college-educated peers in our four-state region

**BOUNDLESS OPPORTUNITY SCHOLARSHIP PROGRAM**

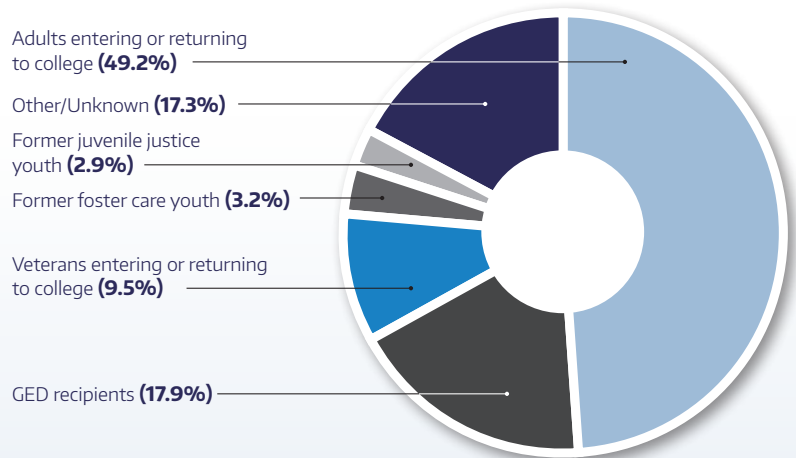


**Why the Boundless Opportunity Scholarship Program?**

Like the Daniels Scholarship Program, the Boundless Opportunity Scholarship Program honors Bill Daniels’ history of helping promising students achieve their educational goals. The program was created as a temporary, one-time award for non-traditional students in 2003 and became a permanent program. Scholarships are available to non-traditional students in our four-state region who are enrolled in undergraduate degree programs at select two- and four-year colleges and universities. Grants are awarded to the schools which in turn award need-based scholarships to successful student applicants.

**Our desired result:** To support hardworking, non-traditional students who are investing in their own potential through continued education.

**WHO ARE BOUNDLESS OPPORTUNITY SCHOLARSHIP RECIPIENTS?**



**\$17.8 million** in scholarship grants paid

**6,808** scholarship recipients

**\$2,072** = average scholarship (2017-2019 cycle)

**66** colleges and universities received scholarship funding

Median Age:

**32**

**56%**

are the first in their families to attend college

Oldest scholarship recipient:

**73**

Youngest scholarship recipient:

**16**

## BOARD OF DIRECTORS

The Daniels Fund is governed by a diverse and dedicated Board of Directors, all of whom take their jobs as caretakers of Bill Daniels' legacy very seriously.

Each of their life and work journeys have been vastly different, yet common values and a commitment to Bill's vision of making a difference unite them.

Some of our board members came from humble beginnings, like Bill did. Many recall parents who instilled in them values such as discipline, education, community, and hard work. Every one of them learned the value of work at a young age, as all were working well before age 18.

**All of our board members had the opportunity to earn college degrees.** Some paid their own way through school, while others received scholarships or family support. One member was the first in his family to go to college. Although Bill Daniels never received a four-year college degree, he believed firmly in the value of education, and our board shares that belief.

**Some board members served in the military,** in different branches, and in stations around the world. They understand what it means to serve one's

country and why Bill's military career meant so much to him.

**Some have dedicated their lives to public service,** serving in roles including attorney general, mayor, education secretary, senator, congressman, secretary of veterans affairs, university president, and ambassador. They recognize Bill's passion for civic and community engagement.

**Some board members are entrepreneurs** who have built businesses, created jobs, taken chances, and grown stronger from their failures. They feel Bill's same passion for innovation, risk-taking, and persistence.

**Many on our board knew and/or worked with Bill Daniels,** including a few who called him a friend or colleague for more than 30 years. Their direct and personal insight into Bill's life, values, actions, and beliefs help us all in keeping our founder's intent at the forefront as we continue his legacy of generosity.

Ultimately, the board's varied experiences and backgrounds contribute greatly to their effectiveness and thoughtfulness as stewards of the foundation, and we are truly grateful for their service.

**All worked and had jobs before age 18,** including one who began working at age 8 and many who were working by age 12

**5**

served in the military (Air Force, Navy, Army) for a combined 50+ years of service

**8**

knew Bill Daniels (as colleague, employee, friend) for a collective 150+ years of relationships



**Back row, left to right:** Hank Brown (Interim President/CEO), John Fitzgerald, Hanna Skandera, Randy Wells, Leroy Williams, Tony Acone, Margaret Kelly, Tom Marinkovich

**Front row, left to right:** John Suthers, June Travis, Jim Nicholson (Board Chair), Linda Childears (President/CEO Emeritus – Retired in April 2020), Francisco Garcia, Brian Deevey

## ASSOCIATES

The Daniels Fund is a unique foundation, and it takes a unique mix of staff to achieve the impact we aim to make in our communities. Our team (called associates) comes from all walks of life – some come from the nonprofit and education worlds, while others have worked in a variety of private sector businesses. Some knew and worked directly with Bill Daniels, while others have been touched by his influence in indirect ways. Some have been with us since we opened our doors, while others joined the team in recent years. They all bring a tremendous range of experience and background, from people and communication skills, to expertise in specific topics such as education, aging, and drug and alcohol addiction, to name a few.

Our associates manage thousands of relationships – with grantees, students, state and community leaders, educators, universities, and others. They are actively engaged in the philanthropic industry, sitting on boards, committees, task forces, and consortiums. They travel throughout our four-state region, learning about local needs and effective programs, and meeting one-on-one with scholarship applicants and recipients. They manage numerous programs and events that foster Daniels Scholars' success, promote ethics education, and provide free meeting space for nonprofit organizations.

Most importantly, our associates remain committed to stewarding our founder's legacy and honoring his values and intent in what we do, every single day. They embody the core values we have committed to uphold:

**Ethics & Integrity**

**Honesty**

**Respect for People**

**Loyalty & Reliability**

**Entrepreneurial Spirit**

**Patriotism & Dedication to Community**

**Commitment to Excellence**

**Etiquette**

Kristen Batcho • Kerrie Bentfield

Dale Bradley • David Brown

Hank Brown • Mary Chavez-Rey

Cindy Culkin • Jeb Dickey

Peter Droege • Melissa Dunn

Doug Elliott • Bill Fowler

Trish Franklin • Christina Hack

Josh Hause • Mary Haynes

Chen-Pin Hu • Ray Hurtado

Camila Lara • Todd Lewton

Mat Lichini • Tracey Lovett



Julie Madden • Owen McAleer

Charlotte Min-Harris

Andrea Nelson • Jody Neumann

Bo Peretto • Bart Pugh

Jesse Rainey • Lee Ann Rodgers

Stephanie Sabga • Jeff Sankovich

Becca Jayne Sarubbi

Michael Savage • Jeff Steepleton

Laura Steffen • Kristin Todd

Sparky Turner • Jason Vang

Bruce Wilmsen



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## About the Daniels Fund

The Daniels Fund, established by cable television pioneer Bill Daniels, is a private charitable foundation dedicated to making life better for the people of Colorado, New Mexico, Utah, and Wyoming.

**The Daniels Fund Grants Program** supports highly effective nonprofit organizations that achieve significant results within our four-state region, as well as select programs with national impact.

Each year, approximately 70% of our community investments are made through the grants program. Grant funding areas, as well as the geographic regions we serve, were personally defined by Bill Daniels, and do not change.

- Aging
- Amateur Sports
- Disabilities
- Drug & Alcohol Addiction
- Early Childhood Education
- Homeless & Disadvantaged
- K-12 Education Reform
- Youth Development

**The Daniels Fund Scholarship Program** represents approximately 30% of our annual charitable spending.

- **The Daniels Scholarship Program** provides the opportunity for highly motivated students to earn a bachelor's degree that helps them build a successful career and rewarding life. Daniels Scholars are honest, respectful, self-reliant, and compassionate. They are proud Americans who value our free enterprise system and are prepared to give the world their very best shot.
- **The Boundless Opportunity Scholarship** is available to motivated, non-traditional students who are enrolled in undergraduate degree programs at select two- and four-year colleges and universities. The Daniels Fund awards grants to the schools which then award need-based scholarships to successful student applicants.

**The Daniels Fund Ethics Initiative** delivers principle-based ethics education and reinforces the value of ethical business and personal conduct. Each of the Initiative's eight components utilizes a specific approach to reach its target audience. Funding for Ethics Initiative programs is provided through the Daniels Fund Grants Program.

See our 2019 financial summary at [DanielsFund.org/2019FinancialSummary](https://DanielsFund.org/2019FinancialSummary). Financial and other information included in this report are from inception through 2019 (unless otherwise noted).

