



DANIELS FUND

2018

**REPORT TO
THE COMMUNITY**

ABOUT THE DANIELS FUND

4 2018 Highlights

6 Grants

8 Scholarships

10 Ethics

12 Financials

14 Board of Directors

15 Bill Daniels' Legacy

The Daniels Fund is dedicated to making life better for the people of Colorado, New Mexico, Utah, and Wyoming through our Grants Program, Scholarship Program, and Ethics Initiative.

As a private foundation established to operate in perpetuity, we are a permanent part of the communities we serve.

Daniels Fund Grants Program

We provide grants to support highly effective nonprofit organizations in our four-state region, as well as some programs with national impact. Our grant funding areas, as well as geographic regions served, were personally defined by Bill Daniels, and do not change.

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

Daniels Fund Scholarship Program

- The Daniels Scholarship Program provides four-year college scholarships to young people who demonstrate exceptional character, leadership, and a commitment to serving their communities.
- The Boundless Opportunity Scholarship Program provides funding to select colleges and universities to offer scholarships directly to non-traditional students.

Daniels Fund Ethics Initiative

The Daniels Fund Ethics Initiative delivers principle-based ethics education and reinforces the value of ethical business and personal conduct through the Collegiate Program, High School Program, Law Enforcement Program, and Case Bank.

COPY

Andrea Nelson
Emphasis Marketing, LLC

DESIGN

Dale Bradley
Daniels Fund

Learn more at
DanielsFund.org



Dear Friends of the Daniels Fund,

We're often asked if the Daniels Fund raises money. As a private foundation, the simple answer is, we do not. Unlike community or public foundations, a private foundation typically has only one funding source. Ours is Bill Daniels, and his success in business made the giving we do possible.

Understanding where our funding comes from also helps to illuminate our focus on donor intent — that is, Bill Daniels' wishes. As board members and staff, it is our duty to honor Bill's intent in every decision we make. That means not only heeding Bill Daniels' written directives, but also ensuring that his values and principles are carefully woven into the fabric of our work.

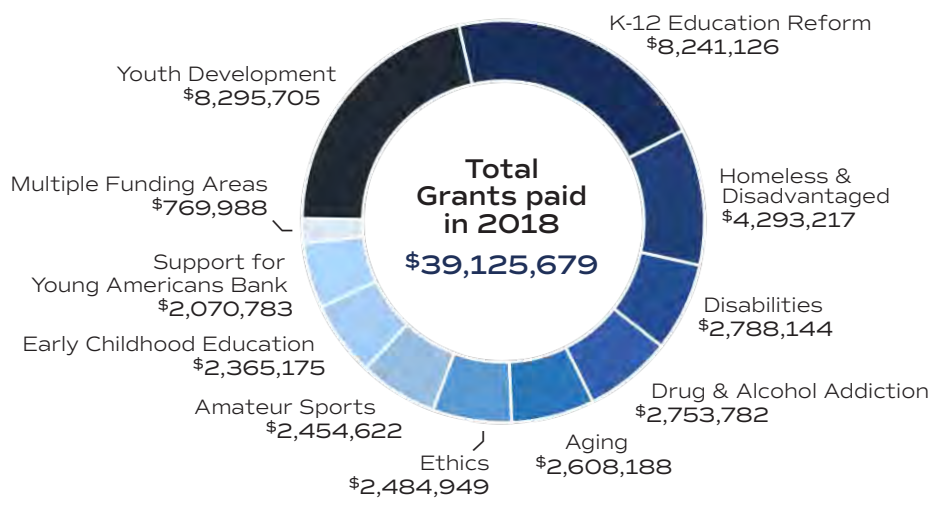
This 2018 *Report to the Community* highlights some of the ways this comes together in the form of impact in our communities:

- Honoring **Bill's concern for people who are homeless and his belief in hard work**, our Grants Program supports organizations where employment is a primary component to helping homeless and disadvantaged individuals and families.
- Understanding **Bill's desire to help young people graduate from college and become productive members of their communities**, we launched the first *SHIFTCareer*, a two-day conference designed to help Daniels Scholars transition from college to rewarding careers.
- Recognizing **Bill's clear belief that ethics education is essential to long-term success**, we continue to expand our Ethics Initiative, and are on track to reach one million people by 2019.

Bill left an amazing legacy — one that we are truly honored to steward. **Thank you** for being part of this legacy through your partnership, your friendship, and your support in helping us make life better for people in Colorado, New Mexico, Utah, and Wyoming.


Jim Nicholson | Board Chair


Linda Childers | President & CEO



Grants Program

Began a new cycle to annually evaluate state-by-state grantmaking with a review and affirmation of our **New Mexico strategy** ■ \$4.3 million in grants supported organizations **helping homeless individuals and families** achieve and maintain self-sufficiency ■ 26% of approved grants supported new initiatives or program expansion (*read more on pages 6-7*)

Scholarship Program

205 community volunteers interviewed more than **400 Daniels Scholarship Program finalists** in 22 communities across our 4 states ■ Selected **233 new Daniels Scholars** ■ Held the **inaugural SHIFTCareer** to help Daniels Scholars transition from college to career ■ Awarded \$960,000 in **Boundless Opportunity Scholarship** funding for non-traditional students (*read more on pages 8-9*)

Ethics Initiative

The Collegiate Program's **5th annual Ethics Consortium Summit** in Denver hosted 153 students, faculty, and business leaders from 11 universities ■ The Collegiate Program's **7th annual Ethics Consortium Case Competition** in Denver welcomed 87 students and faculty from the 11 participating schools ■ The **High School Program** continued to expand its reach and was marketed at 18 state and national educator conferences ■ The **Law Enforcement Program** continued as a pilot, receiving positive feedback from all 7 participating police departments (*read more on pages 10-11*)

Awards given

Recognized 3 Albuquerque police officers with **Bill Daniels True Blue Awards** for going beyond the normal call of duty to assist citizens in their community ■ Posthumously honored Luke Kroener, Denver citizen and security guard, with a **Bill Daniels Neighborhood Hero Award** for his heroic efforts to assist Denver Police officers in responding to two shootings (he was tragically shot and killed)

2018 HIGHLIGHTS

Awards received

YMCA of Metro Denver recognized the Daniels Fund with its **Community Partner of the Year Award** ■ United Way of Northern Utah recognized the Daniels Fund with its **Partner for Success Award** ■ The Daniels Fund and HaveyPro Cinema received a **2018 Silver Telly Award** for the Daniels Fund Ethics Initiative Law Enforcement Program videos

Also noteworthy

Our public **Meeting Space** hosted 429 unique nonprofit organizations who held 1,238 meetings with 22,189 participants ■ Our board of directors hosted their **annual community reception** in Salt Lake City

TOP LEFT: Former U.S. Representative Cynthia Lummis from Wyoming speaks to participants at the 2018 Ethics Consortium Case Competition Team Dinner

TOP RIGHT: The Other Side Academy in Salt Lake City, Utah

BOTTOM LEFT & RIGHT: Daniels Scholars participate in the inaugural SHIFTCareer

From homelessness to self-sufficiency:

Work helps individuals and families to break the cycle

Homelessness was a concern for Bill Daniels, as shown by his lifetime of philanthropy. He had compassion for those enduring hard times and sought to help people get back on their feet.

Our Homeless & Disadvantaged funding area reflects Bill's history of helping those in need as well as his belief in empowering people to help themselves through personal responsibility and hard work.

One of our areas of focus is on programs that prioritize employment as the primary factor to assist homeless and disadvantaged individuals and families achieve and maintain self-sufficiency. These programs recognize the dignity and sense of self-worth that come with hard work, and then leverage that to help people rebuild their lives.

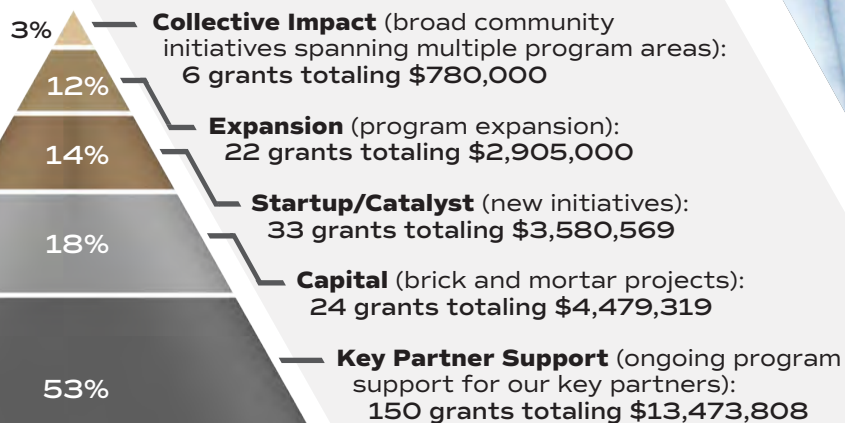
“ I am for the underdog, the homeless, the hungry...for those that need a second chance.”
— **Bill Daniels**

GRANTS

We support several organizations that have been successful at breaking the cycle of homelessness throughout our four-state region. We helped two outstanding organizations bring their services to the Denver area in 2018.

Learn more at DanielsFund.org/Grants

2018 Approved Grants by category



According to the Metro Denver 2018
Point in Time study, 5,317 people
were identified as homeless

MDHI.org/pit_reports

Bridge House Ready to Work Program

Bridge House's Ready to Work is an award-winning program that helps adults experiencing homelessness become independent through a work-first approach. Participants (called trainees) are provided immediate paid employment in one of Bridge House's social enterprises (landscaping or food service), dormitory housing, and case management support. 75% percent of people who enter the program graduate to mainstream employment and independent housing. The Daniels Fund has supported the Boulder, Colorado-based organization since 2005, and a 2018 grant helped launch a new Ready to Work program in Aurora, Colorado, which opened December 2018.

BoulderBridgeHouse.org



The Other Side Academy

The Other Side Academy (TOSA) in Salt Lake City uses work to help homeless men and women with chronic substance abuse issues and criminal histories (participants have been arrested 25 times on average). TOSA functions as a school where participants learn vocational, social, and life skills so they can succeed on "the other side" of addiction and criminal behavior. Students in the two-year program work at one of TOSA's social enterprises (moving company or thrift store). They also live together in a structured family environment where peers mentor each other, and honesty, trust, and mutual support are central to the process. A 2018 Daniels Fund grant is helping TOSA replicate the program in Denver. TOSA anticipates the program will save Denver taxpayers \$21 million over two years and expects it to become self-sufficient through the social enterprise revenues.

TheOtherSideAcademy.com
TOSAdenver.com

Colorado spends \$660 million per year on
incarceration and has a 49% recidivism
rate, one of the highest in the country

TOSAdenver.com



SHIFT CAREER

Helping Daniels Scholars get their careers in gear



— Daniels Scholar & SHIFTCareer participant

"I feel so much better about the job hunting process. Before SHIFTCareer, I was very stressed because I felt so unprepared to enter the real world. In just two days, I am more motivated and ready than ever before."

More than 100 junior and senior Daniels Scholars convened in downtown Denver in December for two days of intensive preparation for building a rewarding career after college

graduation. From presentations by topical experts to mock interviews, and a career fair, students walked away from the inaugural SHIFTCareer event ready to secure internships and jobs.

SHIFTCareer, launched in 2018, is designed to help Daniels Scholars transition from college to success in the workplace.

"The number one thing Daniels Scholars have told us they need help with is preparing for the job search process," explains Linda Childears, Daniels Fund President and CEO. "A primary goal of the Daniels Scholarship Program is that our scholars are ready to begin a rewarding and successful career when they graduate. SHIFTCareer helps them with that transition."

Achieving the Goal Daniels Scholars graduate

Graduated Daniels Scholars



2009-2013 closed scholar cohorts (1,278 students)

Daniels Scholars On-Track to Graduate



2014-2018 open scholar cohorts (1,158 students)

Our goal is that 75% of all Daniels Scholars graduate within our four-year funding period, and our scholars are successfully achieving that goal. We will continue to identify opportunities to support even higher graduation rates of Daniels Scholars, many of whom are the first in their families to attend college.

Occasionally, the Daniels Fund extends funding when a scholar is enrolled in a degree program that requires more than four years to complete.

SCHOLARSHIPS

Daniels Scholar Alumni

Character and values endure

Victor de Lara

Education | Bachelor's degree in psychology and minor in business (2016) and Master's degree in finance (May 2019), The University of Utah

Career | Senior Analyst, Goldman Sachs

Giving back | Teaches workshops on leadership, principles, honesty, and ethics to high school students

Victor de Lara attributes honesty to becoming a better leader in his life and community.

"In reading about Bill Daniels, a common theme was his leadership guided by honesty. I try to live my life that way," says Victor.

Victor's approach is simple: no matter what happens, always be honest and hide nothing. This focus on transparency has earned him the trust of others, and ultimately, led to increased leadership roles at school, at work, and in his community.

"Gaining people's trust is valuable in order to create something greater than yourself, which is what I want to do in my life."



Yusuf Hassan

Education | Bachelor's degree, double major in international business and finance (2009), University of Denver and MBA in healthcare management (2017), Regis University

Career | Manager of Guest Services, St. Joseph Hospital/SCL Health

Giving back | Leads a youth immigrant mentorship program, volunteers with youth-serving organizations, serves as a Denver Immigrant and Refugee Commission Member

Yusuf Hassan cares about people — *all* people. That gives him a special connection to Bill Daniels, as well.

"Something that stood out to me about Bill Daniels is that he always respected and paid attention to everyone, especially those in lower positions and the less fortunate," explains Yusuf. "That's something I've always done, and my father instilled into me when I was young."

Yusuf uses his caring nature to make a difference for patients and families at St. Joseph Hospital in Denver. As a manager of guest services, he works directly with people every day helping them navigate the healthcare system.

"What I love about my job is that SCL's mission is especially focused on those who are poor and vulnerable," says Yusuf. "Even though I'm not in a clinical role, I'm helping people when they're at their most vulnerable. Being able to listen to people and comfort and advocate for them is really rewarding."

Learn more at DanielsFund.org/Scholarships

The University of Utah's winning team from the 2018 Daniels Fund Ethics Consortium Case Competition

BELOW:

Jake Jabs, Founder and Owner of American Furniture Warehouse, speaks about the importance of business ethics at the 2018 Daniels Fund Ethics Consortium Summit



Nearly two decades ago, Bill Daniels gave millions to the University of Denver to incorporate ethics and integrity into its business curriculum because he was concerned that students were not getting that education. Back then, ethics education was rare, but Bill strongly believed that had to change.

ETHICS

In keeping with Bill's steadfast beliefs, we launched the Daniels Fund Ethics Initiative in 2010. Since then, the initiative has grown exponentially, proving there continues to be significant interest in the topic Bill cared so much about. He would be delighted that the program bearing his name has reached more than 917,500 people.

The Ethics Initiative is centered around principle-based ethics: we believe ethics education must convey that principles are constant foundations — not relative to a specific situation — and that doing what is right prevails over self-interest when the two may appear to be in conflict.

Learn more at DanielsFund.org/Ethics



Spotlight

Colorado State University's "Business 220: Ethics in Contemporary Organizations" is one of the school's most wait-listed courses

Spotlight

Every officer in the Colorado Springs Police Department has completed the video series

Collegiate Program

A partnership with ten business schools and one law school at universities across our four-state region that drives principle-based ethics education.

Launched in **2010** ■ **\$16,149,848** invested in grants ■ **450,000+** students, faculty, and businesspeople have been reached

Law Enforcement Program

A partnership with seven police departments that expands principle-based ethics training.

Launched in **2016** ■ **\$281,800** invested in grants ■ **2,500+** officers have viewed the **8** ethics videos created in partnership with **7** police departments

DANIELS FUND ETHICS INITIATIVE

Total impact to date:

917,500+
students, faculty,
businesspeople, and
law enforcement

High School Program

Provides an earlier introduction to principle-based ethics to students active in business courses and student organizations.

Launched in **2015** ■ **\$2,049,875** invested in grants ■ **400,000+** students have been reached through the ethics curriculum and resources

Case Bank

An online library of straightforward ethical dilemmas that prompt the application of a principle-based ethical framework.

Launched in **2015** ■ **\$95,000** invested ■ Educators have downloaded cases nearly **1,500** times and reported a reach of **65,000+** people

Spotlight

The Case Bank has been used by high schools and universities across the country

Spotlight

MBA Research and Curriculum Center developed and marketed the new curriculum, and trained 2,158 educators across the U.S. to deliver it

FINANCIALS



The Daniels Fund is a private foundation. That means the funds for our giving came from a single source: Bill Daniels. We do not fundraise or accept donations. Bill established the Daniels Fund to exist in perpetuity – in other words, forever.

Like other private foundations, we are required to disburse a certain percentage of our assets every year. This makes smart investing an important part of our operations. The return generated by these investments allows us to continue our ongoing charitable giving.

ASSETS

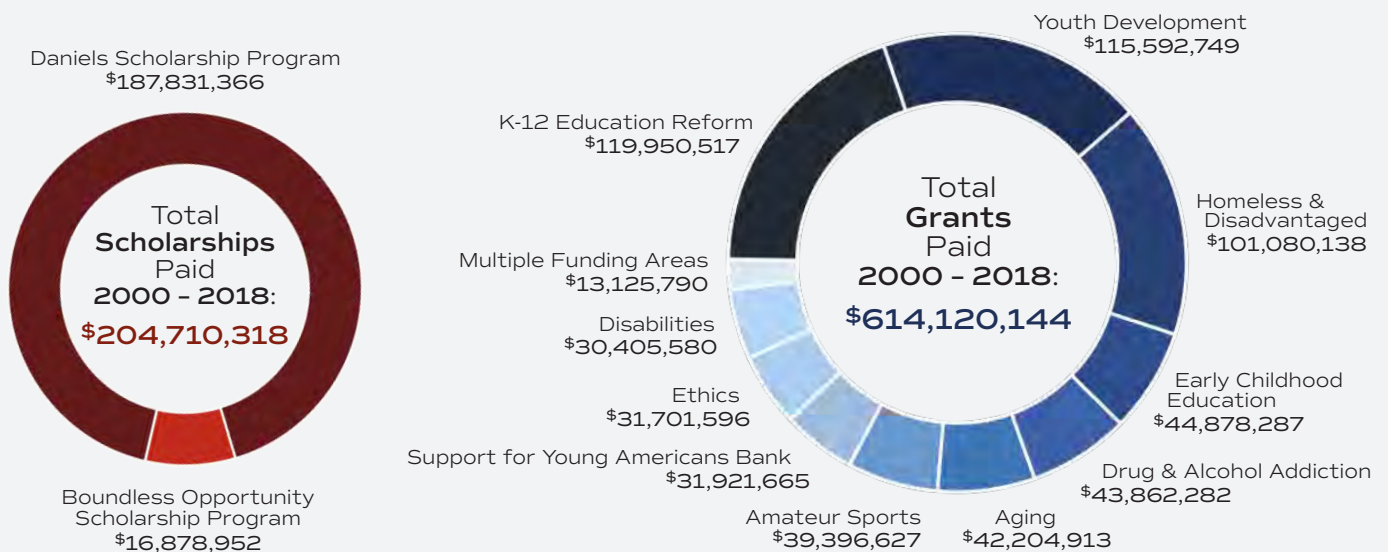
Investments, at market value	\$ 1,400,085,598	\$ 1,524,938,045
Property and equipment, net of depreciation	12,559,159	12,958,576
Taxes receivable (payable), net	(2,956,028)	548,530
Other Assets	94,092	96,548
Net Assets	\$ 1,409,782,821	\$ 1,538,541,699

REVENUES

Investment income	\$ 136,268,776	\$ 74,963,681
Realized gains (losses) on sale of investments	19,814,867	27,432,361
Unrealized gains (losses) on investments	(214,343,515)	195,441,125
Total Revenues	(58,259,872)	297,837,167

EXPENSES

Grants	36,640,730	36,671,305
Ethics	2,484,949	2,177,965
Scholarships	18,244,180	17,093,346
Administrative and operating	7,961,029	7,673,034
Depreciation	524,878	483,202
Total Charitable Expenses	65,855,766	64,098,852
Investment management	1,031,474	964,679
Income and excise taxes	3,533,637	1,835,807
Total Expenses	70,420,877	66,899,338
Change in Net Assets	\$ (128,680,749)	\$ 230,937,829



BOARD OF DIRECTORS



BACK ROW: *Hank Brown | Brian Deevy | Leroy Williams | Margaret Kelly | Tom Marinkovich | June Travis | John Fitzgerald | Tony Acone*
FRONT ROW: *John Suthers | Francisco Garcia | President & CEO Linda Childears | Chairman Jim Nicholson | Jim Griesemer | Gayle Greer*

Welcome

Margaret Kelly

Former CEO, RE/MAX LLC

Congratulations

Jim Nicholson

Appointed by President Donald Trump to serve on the Board of Visitors for the U.S. Military Academy ■ Honored with the U.S. Chamber of Commerce Foundation 2018 President's Award for Lifetime Achievement for his sustained support of veterans and military families

Linda Childears

Elected Board Chair of the Denver Metro Chamber of Commerce

Brian Deevy

Inducted into the Broadcasting & Cable Hall of Fame

June Travis

Received the Cable Hall of Fame 2018 Bresnan Ethics in Business Award

BILL DANIELS' LEGACY

When Bill Daniels was inducted into the Colorado Business Hall of Fame in 1996, he was asked to name what accomplishment he was most proud of. He replied, "Young Americans Bank."

In 1987, Bill Daniels created a bank specifically designed for kids. He felt so strongly about teaching youth about financial literacy and the free enterprise system that he spent years overcoming hurdle after hurdle to open a bank that was not intended to make a profit.

And the cause was one he was willing to support — forever. Young Americans Bank requires an annual subsidy to operate, which Bill Daniels personally covered. He directed the Daniels Fund to maintain that commitment after his death.

This unique bank Bill created more than 31 years ago prompted so much interest in financial education for youth that a companion nonprofit organization has grown up alongside the bank. Today, Young Americans Center for Financial Education is nationally recognized for its hands-on education programs in banking and personal finance, free enterprise, global economics, and entrepreneurship. Support for this programming is completely separate from the bank and comes almost entirely from the community.

Without a doubt, Young Americans represents one of the greatest aspects of Bill Daniels' legacy.

Young Americans Bank:

- 88,013 accounts opened since 1987
- Customers in 46 states and 9 foreign countries
- 3 bank branches in Denver Metro + online/mobile banking

Young Americans Center for Financial Education programs:

Young AmeriTowne (free enterprise) operates in 3 states and reaches 50% of Colorado 5th graders

International Towne (global economics) is one-of-a-kind in the U.S. and welcomes nearly 11,500 middle school students annually

YouthBiz (entrepreneurship) serves nearly 1,500 youth annually

Total youth reached since 1987: 830,000+

830,000
youth and counting

A unique
legacy
lives on





DANIELS FUND

101 Monroe Street
Denver, Colorado 80206

Our Core Values

Ethics & Integrity

Honesty

Respect for People

Loyalty & Reliability

Entrepreneurial Spirit

Patriotism &
Dedication to Community

Commitment to Excellence

Etiquette

2018
REPORT TO
THE COMMUNITY