A patchwork of public art created by 600 children has put Maine on the American Barn Quilt Trail. The High Peaks Creative Council in Phillips, with support from MaineCF and other funders, organized the network of hand-painted murals to help build community pride and increase western Maine’s visibility as an arts, cultural, and recreational destination.

Students from Stratton, Phillips, Kingfield, and Strong elementary schools, and Mount Abrams Regional High School painted the large panels now displayed primarily on historic barns and buildings. The quilt project taught them much more than the art of cooperative painting; they also studied the history of barn architecture, color theory, and quilt design.

Saskia Reinholt, who led the effort, says quilts have been a part of her life since she was a child and watched her mother create “countless masterpieces.” The quilt trail was an opportunity “to create public art that would be meaningful to most families,” she says, “and appreciated even more so if local children had a hand in creating the art.”

This past June more than 400 asylum seekers, mainly from the African countries of Angola and the Democratic Republic of the Congo, arrived in Portland. At the time, we were hosting “Inspiring Philanthropy” gatherings across Maine and many MaineCF donors who attended asked what they could do to help the families. In the end, the community foundation made more than $580,000 in financial contributions that supported efforts to help these migrant families.

As MaineCF and its donors work to ensure that Maine is a place where all people can thrive, we are expanding our efforts to support racial equity in Maine. A new program, Investing in Leaders of Color, aims to strengthen nonprofits that are led by and serve people of color in Maine. At the same time, MaineCF staff and board have received training to help us learn and talk about issues of race and consider how we can better support racial equity within our organization and our work.

In this Maine Ties we highlight entrepreneurship in anticipation of “Maine Grown: Building a Future on Big Ideas,” our summit in Bangor on November 13. The summit will feature an outstanding group of entrepreneurs and innovators ready to share their stories. Join us and help bring Maine’s big ideas to life (registration at mainecf.org/summit). You’ll also read about some of our grantmaking related to combating climate change. And we salute an early MaineCF donor and board member, Herb Sargent, and his family’s passion for supporting youth.

Elsewhere in this issue, Dee Sabbatus, Brooke Parish, and Brian Bernatchez, newly appointed to the MaineCF Board of Directors, offer their thoughts on community. We continue our series of county advisor profiles, featuring Eileen Conlon, a member of the York County Committee and owner of The Tea Space in Ogunquit. And Matthew Newman, an attorney from Damariscotta, shares insights on philanthropy and estate planning.

The community foundation depends on the expertise and guidance of these business and community leaders. And we depend on you. Your support means we can better fulfill an ambitious mission: to improve the quality of life for all Maine people. Thank you.

Steve Rowe is president and CEO of the Maine Community Foundation.
Sometimes big ideas start small.

Take Cyndi Prince, who started her quest for a healthier home in the laundry room and created a business that produces wool dryer balls now sold across the country.

Or Mike Mwenedata, a coffee business owner who wanted to help his home country of Rwanda and is succeeding – one cup at a time.

Maine’s economy is increasingly fueled by entrepreneurs like Prince and Mwenedata, by startups, and innovative businesses. In the past year, MaineCF has helped strengthen networks that support innovation through a pilot program in Downeast Maine. The foundation also has focused on one of the key conditions that can help entrepreneurs succeed: high-speed internet access.

On Wednesday, November 13, from 3:00 to 7:30 p.m., we’ll explore the state’s startup ecosystem at a statewide summit, “Maine Grown: Building a Future on Big Ideas.” We’ll celebrate the visionaries like Prince and Mwenedata who are creating opportunity for themselves and others, gain a better understanding of the networks and resources that support them, and continue conversations about barriers that stand in the way.

MaineCF will announce a new grant opportunity at the summit and we’ll cap the evening with a pitch event presented with Blitz, the Bangor area’s entrepreneurship conference.

We hope you’ll join us at the Cross Insurance Center in Bangor on November 13. For more information and registration details, visit mainecf.org/summit.

Photo by Ashley L. Conti
Cyndi Prince: Committed to healthy homes

Cyndi Prince’s first steps toward a growing entrepreneurial business began with an experiment in her Camden laundry room. She’d just started her family and wanted to use the safest products – beginning with the wash.

Prince turned to wool dryer balls as an alternative to dryer sheets but found they didn’t last long. Her big idea: to produce an all-natural, more durable version that saves energy by hastening the drying process. Today her LooHoo Wool Dryer Balls are sold across the country in more than 200 stores.

The family’s house on Grove Street in Camden is LooHoo central. She produces the balls in the basement and packages them in an upstairs studio. Her husband, Scott Stoughton, drives for UPS and sometimes finds himself picking up orders at his own address.

Prince had no business experience when she launched LooHoo, but quickly learned where to turn for advice. She credits several programs for helping her find her feet, including Augusta-based New Ventures Maine, which offers classes and coaching for small businesses. In addition to teaching her the nuts and bolts of managing a startup, the organization helped her recognize what she values personally. Her mission is written on a white board in her office: “to improve the health and wellness of families.”

Over the years Prince has “knocked on every door” when it comes to seeking guidance, from the Maine Center for Entrepreneurs’ Top Gun program and a Maine Technology Institute seed grant, to FocusME, a series of peer groups for female entrepreneurs organized by CEI’s Women’s Business Center and the Portland SCORE chapter.
Mike Mwenedata: Inspired by Rwanda

Mike Mwenedata’s big idea started small, in a coffee shop with free Wi-Fi where he watched customer after customer fork over $4 for a cup of joe.

Mwenedata didn’t drink coffee, and neither do farmers in his home country of Rwanda, where their precious hand-picked beans are the country’s third-largest export. That $4, he thought, could feed a Rwandan family for a day.

Today Mwenedata not only drinks coffee, but imports Rwandan coffee beans, runs a wholesale business, and operates two coffee shops in Portland and South Portland. Rwanda Bean donates half its profits to assist the families who work on Rwanda’s many small coffee farms. Mwenedata’s determination and support from his customers and investors now provide 850 farmers annual health insurance – at $5 per person – through his 50% For Farmers Program.

“It’s a funny story but it’s true,” the entrepreneur says with his ever-present smile. “I never had a cup of coffee before I got here.”

Mwenedata arrived in 2009, a 24-year-old who had never been to the United States and knew no one. He spoke five languages and had a college degree in math and statistics, but one thing blocked his path to a professional job: limited English. He scratched by with part-time jobs, volunteered at Mercy Hospital, and found joy in the smiles of people he helped.
Mwendata began English language classes at the University of Southern Maine and advanced to MBA studies. His big idea lingered, though, and in one upper-level business class at USM he used his imaginary coffee business as a model for his studies. Both Mwendata and his professor knew he was on to something.

Coffee from Rwanda was an untapped resource here, and Mwendata said he was motivated by his desire to help rebuild the country that just commemorated 25 years since a genocide left more than a million people dead. The small African country is a third the size of Maine but has nine times the population.

Mwendata took his idea to every business pitch contest he could find. In 2014, he won the first-place award at Maine Startup & Create Week and support to launch his idea. He laughs as he recalls the scramble, with limited funds, to have just five pounds of his untested product shipped to Maine for tasting.

Now a U.S. citizen, Mwendata feels the weight of Rwandans who work hard to harvest coffee for Maine. “Kids can’t go to school, women are working carrying babies on their back. They don’t have cars to transport so they carry things on their head. That’s why my logo is this,” he says – his tee shirt features the silhouette of a woman balancing a large load on her head.

Every day, Mwendata looks to the smiling faces of farmers and their families who greet customers from large photos in his store. Scores of text messages from his farming friends in Rwanda light up his phone screen in an hour’s time. He hopes Rwanda Bean’s philanthropy will help build a school there next spring.

“When you do something that you are passionate about, you get inspiration,” says Mwendata. “I always want to stay true to my founding ideas. That’s what keeps me pushing.”

---

**INSTANT ENTREPRENEUR**

*Meet Eileen Conlon, a York County advisor who is living her dream and helping nonprofits.*

Eileen Conlon’s first sign that she might launch her startup business at age 65 was, well, a sign.

She and her husband Gary Lenox, transplants from Boston to northern Maine and then Wells, saw it three years ago on a spring stroll through downtown Ogunquit: For Rent. A storefront. And a dream come true – her tea shop.

Lease signed, she and Lenox raced to meet their grand opening deadline just one month away. New shelves, boxes of teas, and advice from fellow shopkeepers sustained the unexpected entrepreneurs as they built out The Tea Space – just in time for tourist season on July 1.

“It was really insane,” Conlon recalls with a laugh. “I had to decide in the moment if I was going to do this thing because I had to pay the whole year’s rent like that. I thought, ‘Heck, if I’m ever going to do this, I gotta do it now.’”

Conlon embraced her new retail persona as easily as she had become part of the community, working with York County nonprofits through her job at the University of Maine Cooperative Extension. Not long after
Eileen Conlon, an Advisor to MaineCF’s York County Fund, realized her entrepreneurial spirit and started a new career. Photos Jill Brady

she opened her shop, she attended MaineCF’s first Community Conversation, in Sanford, where nonprofit and other leaders shared their visions for the county’s future.

“I went to that meeting just on a lark,” she recalls. She was so impressed by the foundation’s leadership and willingness to listen to the needs of nonprofits that she volunteered to help out. Today she’s one of 11 advisors to MaineCF’s York County Fund.

Country and regional advisors are key to the success of MaineCF’s community-building program as local leaders who connect philanthropy to programs that will improve the lives of Maine people. The advisors review grant applications from nonprofits in the county, advise on grants, and help raise philanthropic funds to benefit the area. This year, the York County Committee awarded grants totaling $62,548.

Conlon brings a strong background in nonprofits to the committee. She provided organizations management and diversity training through her job at the University of Maine Cooperative Extension, first in Houlton and then Alfred. She subsequently earned her doctorate from the University of Massachusetts Amherst with an emphasis on diversity and equity and multicultural organization development, worked at Maine Medical Center, and then launched her own consulting business.

Gloria Aponte C., MaineCF senior program officer who staffs the York County Committee, praises Conlon as a lovely and caring person. Her active role in the community also “makes her engaged and knowledgeable about the strengths and needs of York County.”

Not to mention tea. The woman who grew up in an Irish family that drank tea every night, who studied tea, and always had a notion she would do something with tea, says she’s “still a little surprised by it all.” Her cheerful shop is now filled to the brim with teas from Maine and around the world, pots, and other accessories. The store’s fourth summer brought return customers and an “off-the-charts busy August.”

“The part I like the best is creating my own vision of this little tea store … and the comments from customers who like the store and its energy,” says Conlon. “I love that. I love that I was able to create a space that people feel good in, welcomed in, calm in. People are just so sweet.”
A nearly $9 million bequest to MaineCF from an anonymous donor will triple the size of MaineCF grantmaking for conservation beginning next year.

The Roger N. Heald Fund, half dedicated to conservation and half for food insecurity, will help support a broad range of projects and allow MaineCF for the first time to award grants for land acquisitions and easements. A new conservation grant program drawing on Heald Fund resources and other funds will award its first grants in 2020.

A report commissioned by MaineCF will help guide development of the new program, which provides an opportunity to use current research and data to have an impact on Maine’s landscape. Maine’s wealth of 84 nonprofit land trusts own or hold easements on more than 2.6 million acres that protect fields, forests, trails, farms, parks, wilderness, waterfront, fisheries, and wildlife habitat.

Over the past 30 years, at least $600 million has gone to acquisition of lands and conservation easements in Maine, with more than half of the funding from individuals, foundations, and businesses. However, in recent years fewer and smaller foundation grants have been awarded for land acquisition, according to the Maine Conservation Task Force, convened in 2018 by Maine Coast Heritage Trust, The Nature Conservancy, and other partners.
Woodward Point Preserve in Brunswick, one of the last undeveloped coastal parcels of its size in southern Maine, opened to the public this fall in a partnership with Maine Coast Heritage Trust and Brunswick-Topsham Land Trust. The Brunswick land trust has received grant support from MaineCF’s Fund for Maine Land Conservation. Photo Yoon S. Byun

Why does this matter? Among the task force findings:

- Increased access to places with physical activity combined with information outreach produced a 48.4 percent increase in the frequency of physical activity by students
- Maine’s 17.7 million acres of forest provide the potential to partially mitigate adverse effects of a changing climate
- The state’s $8.2 billion outdoor recreation economy supports 76,000 jobs.

MaineCF has supported conservation organizations during its 36-year history through the Fund for Maine Land Conservation, the Community Building Grant Program, and many conservation-minded donors. In the first six months of this year, the foundation awarded 222 grants related to the environment that totaled more than $3.2 million.

Conservation strategies that address climate change and climate resilience, likely priorities for the new conservation grant program, will bolster MaineCF’s existing efforts, including an energy efficiency focus added last year to the Belvedere Historic Preservation and Energy Efficiency Grant Program. By the end of 2020, Belvedere will have awarded more than $300,000 to nonprofit organizations to improve the energy efficiency of buildings they steward.

To find out more about the new conservation program and MaineCF’s work on energy efficiency, please visit the Climate Change Initiative page at www.mainecf.org.
Together, Dee Sabattus, Brian Bernatchez, and Brooke Parish expand the community knowledge – and geographic reach – of MaineCF’s Board. The Maine Community Foundation Board of Directors has elected three new members: Tihtiyas (Dee) Sabattus of Princeton, Brian Bernatchez of Waterville, and Brooke Parish of Castine and New York City.

Sabattus is a citizen of the Passamaquoddy Tribe and director of the Passamaquoddy Health Center at Indian Township. She worked for the United South and Eastern Tribes (USET), an intertribal organization in Nashville, Tennessee. In 2016 she received a National Service Award from the National Indian Health Board for her work to advance the health care of American Indians and Alaska Natives. Sabattus received her degree in business management from Thomas College.

Bernatchez is the founder and managing principal of Golden Pond Wealth Management. A graduate of Thomas College, he has been a financial advisor since 1989 and a Certified Financial Planner since 1996. Bernatchez serves on the Thomas College Board of Trustees and the Investment Advisory Committee of Jobs for Maine Graduates, and is vice president of the Founders Club at the Alfond Youth Center in Waterville.

Parish is head of U.S. operations at G Squared Capital LLP. He has served as a trustee of The Calhoun School in New York City and Montclair Cooperative School in Montclair, New Jersey. He is on the board of directors of Blue Hill Heritage Trust and a member of College of the Atlantic’s investment committee. Parish is a graduate of Hobart College.

“Dee’s health care expertise, Brian’s wealth management experience, and Brooke’s investment knowledge will help the foundation move forward in its community-building work,” said Karen Stanley, MaineCF Board Chair. “We welcome their commitment to improving the quality of life for all Maine people.”

How has your background informed what community means to you and how you define it?

My background in health care program implementation has helped add to what I feel community is, but it was growing up in my Tribal community that truly defined what community is for me. The sense of community is rooted in you at a young age.

Our people have persevered for thousands of years, due in part because the Tribe banded together to share in culture and traditions rich in values, strength, and language. As a child I was enamored by how we all came together, whether in sadness or joy. We have always had our songs, dance, and ceremonies to get us through the most trying times.

So, for me personally, community means a group of people who come together and who care about one another.

— Dee Sabattus

Community was defined for me at a young age. I grew up in Belgrade, home of Hammond Lumber. As a young child, nearly every sports uniform I wore had the Hammond Lumber name on it, thanks to the generosity of Skip Hammond and his family.

Belgrade was also the summer home of Harold Alfond, who supported local hospitals, colleges, conservation groups, and youth organizations – and continues to, through the Alfond Foundation. Importantly, he challenged his community to invest in itself by frequently matching contributions dollar for dollar.

Community also means Walter Simcock, who allowed me to work as many hours as my schedule allowed at Colonial Distributors as I worked my way through Thomas College.
Community is Jerry Tipper, former owner of Cascade Woolen Mills, who taught me about the art of personal fundraising for the Belgrade Lakes Conservation Corps and the Alfond Youth Center. Community is Maggie Shannon, whose passion for lakes conservation has been crucial to protecting the quality of the Belgrade Lakes watershed.

For me, community is about reinvesting time, talent, and resources in the community I grew up in to help clear the path for others. In doing so, I try to live up to the example set by so many passionate, selfless leaders who helped create opportunities for my family.

— Brian Bernatchez

In my opinion, the key to success is listening to, and learning from, others. My background includes living and working in many parts of the country and working with people from various backgrounds and perspectives, united in pursuit of common goals and purpose. In the many towns and cities where I’ve lived, I welcomed volunteering as an active community member. I have held volunteer board positions in my children’s schools and coached my daughters’ youth soccer teams. I’m a volunteer member of two Maine nonprofits and serve on the executive committee of a New York City institution whose purpose is to promote literature and art in the community.

A shared objective is often enough to coalesce a group into taking positive steps forward. Diversity of thought, the act of giving, reliance on others: these define my understanding of community.

— Brooke Parish
THE SARGENT FAMILY POOL

Herb Sargent was devoted to supporting youth development, especially in Penobscot County. His daughters share his passion – and continue his commitment.

The “swim-float-swim game” at the Old Town-Orono YMCA teaches youngsters what to do when they’re tired and don’t think they can keep going: Flip over and float on your back until you catch your breath and are ready to swim again. It’s fun, but it can also save lives.

“Learning to swim has a huge impact on the kids,” says Cody Levensalor, the Y’s healthy living director. “We’re essentially teaching them a life skill, in a really engaging way.”

Thanks to the late Herbert Sargent (1906-2006) and his family, the Old Town/Orono YMCA can provide lessons for people of all ages. In April 1995, the Y opened the Herbert E. Sargent Family Pool, a six-lane, warm-water therapeutic pool.

Ongoing support from the Herb Sargent Fund at the Maine Community Foundation has allowed the Y to enhance its pool programming. For example, every year the Y invites all the second-grade classes at Old Town Elementary School – around 45 kids – to take six weeks of swim lessons. “This is important in our water safety mission, since some of these children have never been in a pool,” says Debra Boyd, the Y’s CEO and executive director.

As a founding MaineCF board director (he served 1984-1990), Sargent played a key role in MaineCF’s early years by making connections for the startup foundation and establishing his own advised fund. Today, two of his daughters, Calista Hannigan of Holden and Marvia Meagher of Hampden, advise on grants from the Herb Sargent Fund. Their decision-making is guided by their father’s dedication to supporting youth opportunities.

“The pool at the Y is an important part of Sargent’s legacy – a welcoming place where people of all ages can enjoy the water. “As a community,” says Y Director Boyd, “we are blessed.”
Kindergarten-aged children take swimming lessons as part of the Old Town-Orono summer camp program. Photos Ashley L. Conti

Bottom right: Herbert Sargent
KEEP THE CONVERSATION GOING

Damariscotta attorney Matthew Newman takes a team approach to understanding his clients’ philanthropic vision.

MaineCF: As an attorney, what do you see as your role in talking about philanthropy with your clients?

Matthew Newman: I see my role as getting to know the clients and what their hopes and aspirations are. I want to help facilitate the conversation in a direction they find meaningful. I’ve learned that looking at my role from strictly a legal perspective sometimes is not helpful to clients.

Talking about philanthropy often requires a team approach. Sometimes the head of the team is a financial advisor who has been with the client for a long time, or it may be an accountant, or it may be a family friend. I want to keep the conversation going, keeping in mind what or who is bringing them to the table, and tailor my role and contributions to the conversation accordingly.

I say to people all the time that I’d rather play a small part in a happy outcome than a large part in a less-than-happy outcome. Obviously, clients come to me to set the stage from a legal perspective, which is important, and I want them to understand how they fit into that, but only after they become comfortable talking to me.

MaineCF: Do you have any favorite questions to initiate the charitable conversation?

Newman: I like to ask if they have had experiences in giving that they have found particularly rewarding. This question helps me better understand their goals and how a gift should be structured. It also gives me a sense of the important people who may or may not be in the room. For example, do they want their kids to be involved in their charitable giving or do they want to do it themselves?

There really is no single question – my questions tend to be in response to what I am hearing from the client.
MaineCF: Do you have any stories about clients who have been a good fit with MaineCF?

Newman: In Damariscotta there are so many people who grew up somewhere else but came here and fell in love with the area. They come to Maine, they love the community, they love how authentic it is. They love that there is a sense of privacy and a sense of space, but also a genuine connection with their neighbors and the people in their community.

Our experience is that when they connect with MaineCF, they feel a similar sense of authenticity, not only in terms of the foundation’s knowledge of nonprofits or the areas of interest they might want to support, but also the giving mechanisms that might help them make connections in a way that is most valuable to them and their community. At the same time, MaineCF’s approach to discussing charitable giving with donors is very similar to ours: a low-pressure comfortable conversation to gain an understanding of their needs and interest areas before sharing opportunities that might suit their philanthropic needs.

MaineCF: Do you have any advice for other professional advisors about how they might partner with MaineCF or use MaineCF as a resource?

Newman: I was fortunate because I originally learned about MaineCF because we already had clients working with you. My suggestion to other professional advisors would be to pick up the telephone and call MaineCF when they have clients who are looking for ways to support their community through philanthropy.

MaineCF can tailor the structure of the giving to meet the needs and interests of the donor. The community foundation not only knows philanthropy and planned giving, but knows Maine, the communities, and the various nonprofits supporting those communities.

MaineCF: Is there anything else you would like to add before we end?

Newman: I would just underscore how valuable MaineCF has been for us as professionals, but also how rewarding that association has been for our clients. Our knowledge of the foundation and the way it works gives us a lot of confidence when we mention your name and encourage clients to give you a call.

A native of Ann Arbor, Michigan, Matthew Newman fell in love with New England while attending St. Paul’s School in Concord, New Hampshire. A graduate of the University of Michigan, Newman holds a master’s degree from Oxford University, England, and a law degree from the University of Virginia. He was a member of the corporate practice group at a large law firm in Portland, Maine, before partnering with Jack Lynch in 2006 to form Lynch & Newman. He served on the board of the Topsham Public Library from 2009-2016 and was its president for several years. He currently serves on the board and executive committee of Coastal Rivers Conservation Trust in Damariscotta. Newman lives in Topsham with his wife, Suzanna, and their children, Alexander and Lilian.

Matthew Newman visits Whaleback Shell Midden State Historic Site on the Damariscotta River with his dog Reggie, who is also his work companion.

Photo Yoon S. Byun