

ROBERT R.
McCORMICK
FOUNDATION

205 North Michigan Avenue, Suite 4300, Chicago, IL 60601



Illinois Tornado Relief Effort Report to the **COMMUNITY**

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Report to the **COMMUNITY**

Spring 2014

Dear SALUTATION,

When tornadoes ravaged central and southern Illinois just over five months ago, few could comprehend the utter devastation and destruction left in their wake. Turning lives and communities upside down, the enormity of rebuilding became evident. Clearly, the reconstruction would be a major undertaking.

On November 26, 2013, to assist with the recovery and rebuilding efforts of our neighbors, the Robert R. McCormick Foundation partnered with WGN Radio, the *Chicago Tribune* and WGN-TV to launch the *Illinois Tornado Relief Effort* campaign. It centered around a 24-hour radio-thon, hosted by WGN Radio to raise funds for those impacted. The radio-thon included calls from listeners eager to donate, contributions from corporations wanting to show support, interviews with our neighbors affected, and words from Governor Pat Quinn and David Hiller, McCormick Foundation President and CEO.

The McCormick Foundation pledged to match the first \$500,000 donated to the campaign with 50 cents on the dollar. In addition, this partnership paid all expenses, so every dollar raised, plus the match, would go directly to organizations providing vital relief services to those who were affected.

The outpouring of support was overwhelming. Donations to the *Illinois Tornado Relief Effort* campaign poured in quickly from generous donors like you – from all parts of the country. In the end, \$880,000 was raised from nearly 7,200 caring donors. With the matching funds from the McCormick Foundation, we were able to grant over \$1.1 million for recovery efforts.

The McCormick Foundation and its partners have been working to put these dollars to work where the need is greatest. Our grants fund tireless efforts to help rebuild hope and homes in Brookport, Diamond, East Peoria, Gifford, Pekin and Washington, Illinois – communities hit particularly hard.

This report tells the story of the extraordinary work being done. We hope you find it as uplifting as we do. Remember – none of this would have been possible without your help. It is truly inspiring to be part of a community that steps up to help others when they are in need.

Thank you for your compassion and support.

David Hiller
President and CEO
Robert R. McCormick
Foundation

Jimmy de Castro
General Manager and
President
WGN Radio

Tony W. Hunter
CEO and Publisher
Chicago Tribune

THANK YOU FOR YOUR SUPPORT!

7,164 Donors

\$880,000

Raised for Illinois Tornado
Relief

\$250,000

McCormick Foundation
Match

\$1,130,000

Helping those impacted
rebuild their lives

Your support is helping to:

- Provide emergency relief for basic needs
- Offer assistance for unmet needs
- Repair and restore communities – stronger than they were before
- Recover the hopes and dreams of our Illinois neighbors



WGN RADIO
720

Chicago Tribune

WGN **CW**
CHICAGO'S VERY OWN



ILLINOIS TORNADO RELIEF EFFORT GRANTEES

AMERICAN RED CROSS

Greater Chicago Region - \$150,000

Opened Emergency Aid Stations in the affected areas offering first aid, oxygen, water, cell phone chargers, snacks and mental health services. Established nine multi-agency resource centers (MARC's) in the communities of Brookport, Diamond, Gifford and Washington to distribute thousands of meals, snacks and emergency supply kits to displaced residents. Providing mental health services and conducting health service contacts with plans for additional case management and financial assistance to displaced residents. Assisting in rebuilding by helping with school and home repairs.

SALVATION ARMY

Heartland Division - \$150,000

Providing food, water and clothing to displaced residents of the storm. Offering vouchers to local clothing stores, assistance with deductibles for the under-insured or uninsured, application fees for new or temporary rental apartments, and coverage for prescription medication costs.

COMMUNITY FOUNDATION OF RANTOUL

- \$100,000

Founded the Gifford Tornado Relief Fund to bring together funders and case workers to assist those impacted by the disaster and facilitate victims' long-term recovery in cases when all other means of support have been exhausted. Providing rent assistance, utilities payments, counseling and other disaster-related services in a quicker and more efficient manner.

SOUTHERN ILLINOIS COMMUNITY

FOUNDATION - \$230,000

Supporting the rebuilding process for many of the destroyed homes and offering case management, crisis counseling, construction and volunteer coordination services to those residents who were directly impacted by the tornadoes. Working with local county boards and other organizations to identify homes that were most severely damaged to begin providing social services to those families.



"After a disaster, everyone experiences different challenges and needs assistance at different times and we are thankful for the funding that allows us to help those when they need it the most."

– Alyssa Pollock, Regional Disaster Program Officer, American Red Cross

"The resilience of our residents is unbelievable. Through the support of generous individuals, I believe our town can rebuild stronger than ever." – Gary Manier, Mayor of Washington, Illinois

PEORIA AREA COMMUNITY FOUNDATION - \$500,000

Established the Long Term Recovery Committee (LTRC) whose mission is to strengthen disaster coordination through communication, simplifying access to assistance for survivors, and jointly resolving cases. The LTRC provides follow-up, screening and disaster case management to individuals and households recovering from the disaster. Offers support focused on donations, volunteer management, mental health services and home repair. Provides Unmet Needs Table to support the disaster-related needs of clients through an anonymous donation process.

The Unmet Needs Table is the ultimate safety net for victims. Families who have explored and exhausted all available sources of assistance and still have unmet needs standing in the way of their recovery, can have their individual circumstances presented to the Unmet Needs Table for financial assistance.



Robert R. McCormick Foundation

The Robert R. McCormick Foundation is committed to fostering communities of educated, informed and engaged citizens. Its Communities Program partners with media outlets, like WGN Radio and *Chicago Tribune*, sports teams and philanthropic organizations across the country to transform and improve communities.

The Foundation and its Fund Partners raise funds year-round to help those in need. Every gift is matched at 50 percent by the Foundation and all expenses are paid by the Foundation and the Fund Partners. One hundred percent of the funds raised, including the match, are granted through our Fund Partners to nonprofit organizations that empower disadvantaged children, adults and families to improve their lives, become self-sufficient and strengthen their community.

To learn more visit: McCormickFoundation.org

The Robert R. McCormick Foundation is a registered 501(c)(3) public charity, IRS registration #36-3689171.

WGN Radio Neediest Kids Fund

WGN Radio Neediest Kids Fund, a McCormick Foundation Fund, helps Chicagoland's at-risk kids stay in school and receive nutritious meals. Grants made through the Neediest Kids Fund are given to local nonprofits with programs focusing on child and youth education and childhood hunger.

To learn more visit: wgnradio.com/NeediestKidsFund

Chicago Tribune Charities

Chicago Tribune Charities, a McCormick Foundation Fund, focuses on educational opportunities in low-income communities to help people to improve their lives. This Fund supports children's literacy, high school education, adult literacy, workforce development and child abuse prevention programs.

To learn more visit:

McCormickFoundation.org/TribuneCharities

Continue to lift spirits and change lives by supporting the work of WGN Radio Neediest Kids Fund and Chicago Tribune Charities. Visit: McCormickFoundation.org/Donate