

PROGRAMS AT-A-GLANCE

The Foundation makes grants to and investments in organizations in rural and urban communities in the United States engaged in the wealth-creation and preservation strategies noted below. We particularly seek organizations with a clear commitment to and track record of using data to improve impact.

QUICK FACTS

▶ Website: www.heronfdn.org

Total Assets as of 12/31/08:
\$221 million

Grantmaking in 2008:
Number of grantees: 157
Total grants paid: \$15 million
Grants for General Support: 74%

First-time Grant Range:
\$25,000–\$50,000

Annual Grant Range:
\$25,000–\$125,000

Mission-Related Investments as of 12/31/08 including commitments:
Total PRIs: \$22.2 million
Market-Rate MRIs: \$93.3 million
Total MRIs: \$15.5 million

WHERE THE FOUNDATION FUNDS

▶ Going forward, the Foundation will concentrate the majority of our grants in the areas listed here. We will also continue to support organizations with a national focus and, in some cases, regional focus where those organizations are advancing solutions that have broad application for the Foundation's selected wealth-creation strategies. Our mission-related investments, however, will not be restricted geographically, but will remain nationwide in scope.

- ▶ Appalachia
- ▶ Michigan
- ▶ Mississippi Delta
- ▶ New York City
- ▶ Texas

2008 NET CHARITABLE DISTRIBUTIONS BY SUPPORT TYPE



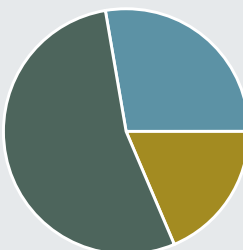
Core Support	74%
Project Support	26%

2008 NET CHARITABLE DISTRIBUTIONS BY PROGRAM AREA



Combined Charitable Distribution	Grants
Access to Capital	35%
Child Care	8%
Effective Practices in Philanthropy	5%
Enterprise Development	12%
Home Ownership	40%
Total	100%

2008 NET CHARITABLE DISTRIBUTIONS BY POPULATION SERVED



Combined Charitable Distribution	Grants
Urban	28%
Rural	18%
Both Urban and Rural	54%
Total	100%