Beyond The Blog: Edition 1

Beyond The Blog is an evolution of The Patterson Foundation’s storytelling approach focused on creating and sharing engaging content featuring the people, organizations, and communities strengthened through the Foundation's work.
Join The Journey

Learn more about The Patterson Foundation’s new approach to communications and storytelling
Dear readers,

Of the many gifts our work in philanthropy has given back to us since The Patterson Foundation’s (TPF) inception in 2010, the stories of those strengthened by that work are some of our most cherished. Even more than a decade into our journey as changemakers, we never cease to be humbled and inspired by the personal accounts of the people, organizations, and communities able to turn their aspirations into actions through their participation in TPF's initiatives and endeavors.

The opportunity to share that inspiration throughout TPF's network and beyond has long motivated our approach to communications and storytelling. Storytelling provides a relatable way to heighten our collective understanding of the possibilities innovative, strategic philanthropy can bring to life. Finding new avenues to share TPF's impact stories in authentic, engaging ways, therefore, strengthens our mission to create opportunities for wide participation in shaping our future through this work.

This pursuit has led to the latest evolution of TPF's approach to storytelling: our new multimedia storytelling platform, entitled Beyond The Blog. In each edition of Beyond The Blog, you will find a collection of videos, podcasts, and other engaging content featuring stories of the people, organizations, and communities strengthened through the Foundation's work. We will publish a new edition of “Beyond the Blog” monthly, while our legacy blog will continue to publish the posts readers have come to know and love each week.

Our inaugural edition of Beyond The Blog focuses on illustrating the approach TPF takes to strengthen those with whom we connect, which will lay the groundwork for the impact stories shared in future editions. In this month’s podcast, I had the privilege to sit with TPF Fellow Rachel Hettinger and share my thoughts on how the Foundation works and how our

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**The Journey Begins**

"Beyond The Blog will go beyond to educate and engage while illustrating the human element at the heart of each of The Patterson Foundation’s initiatives."

Debra Jacobs, president and CEO of The Patterson Foundation
approach continues to evolve. You will read more from Rachel as well as TPF Fellow Kellie Alexander, who have both committed tremendous creativity and dedication toward making Beyond The Blog a reality. TPF’s values and approach to philanthropy are also wonderfully demonstrated in this month’s video, which features a montage of TPF fulfilling its mission in several initiatives throughout our region and the voices of some of those it has strengthened along the way.

We look forward to sharing our stories with you as we begin our journey Beyond The Blog. I encourage you to join that journey by signing up to receive our monthly editions here.

With happy anticipation for the stories to be told,
Beyond The Blog Architects
Rachel Hettinger & Kellie Alexander
Hi, we are Rachel and Kellie, current fellows with The Patterson Foundation (TPF) and co-editors of Beyond the Blog, an evolution of TPF’s storytelling approach focused on creating and sharing engaging content featuring the people, organizations, and communities strengthened through the Foundation’s work.

TPF has a litany of stories from blogs, people, social media posts, newsletters, and more and believes sharing these stories in various engaging ways can heighten our understanding of the good that innovative, strategic philanthropy makes possible. Beyond the Blog allows us to dive deeper into the stories and all the pockets that bring TPF’s mission and values to life. Each month we will immerse ourselves in a new topic to engage within our Suncoast community.

As co-editors, we envision Beyond the Blog providing a monthly experience that allows us to share the power of storytelling and connection. What's truly special about this communications evolution is with each topic, there's a new perspective and new people to interview. Each person, organization, and

Authors' Note

What are you most excited to see in Beyond The Blog?

- Video
- Podcast
- Written Pieces

POST ANSWER
Each person, organization, and community featured in Beyond the Blog's stories has been strengthened in a significant, sustainable way through The Patterson Foundation's work. Beyond the Blog fosters a space for possibilities to propel. As our understanding of the form grows each month, Beyond the Blog will expand to offer further opportunities for storytelling and engagement. With the amount of opportunities TPF's work provides for meaningful connections, it won't be a matter of finding stories but rather a matter of how we can share these stories with passion and intention.

With this message, we welcome you to join the journey Beyond The Blog...

Special thanks to Bill Wagy for video creation and production, Lisa Moody for storytelling and podcast teachings, and TPF Staff Debra Jacobs, Beth Duda, Stacey Gadeken, Nancy Henry, Stacy Sternberg, Connor Lagrange, Michael Zimmerman for being gracious first podcast guests.

Rachel Hettinger and Kellie Alexander
Rachel Hettinger

Rachel brings an extensive array of knowledge on philanthropic topics as well as unique experiences.

She earned her Bachelor of Arts degree in Philanthropic Studies from the Lilly Family School of Philanthropy in 2021 and subsequently finished her Master of Arts in Philanthropic Studies in 2022 through the school’s 4+1 program.

Rachel is ecstatic to be working alongside people who care deeply for others and work to create lasting philanthropic impacts in the community. By learning TPF’s philanthropic approaches, Rachel intends to strengthen her ideas of innovative models of philanthropy to create more effective change.

To contact Rachel: rhettinger@thepattersonfoundation.org

"A community, big or small, has to believe in itself and build trust over shared aspirations and commonalities to create meaningful actions that ignite change."

Behind the Scenes of Beyond The Blog
By Rachel Hettinger

Written pieces are our third component for the same reason someone goes to a bookstore and looks at books or a newspaper. When we read, we exercise our brains differently than what we watch and listen. Thus, it provides us with one more avenue to connect with..."
Kellie Alexander

Kellie Alexander graduated with a Bachelor of Arts in Philanthropic Studies from the Indiana University Lilly Family School of Philanthropy in 2021 and an accelerated master’s degree in spring of 2022. She simultaneously completed a minor in community health, an academic certificate in fundraising, and a Certificate in Fund Raising Management (CFRM) from The Fund Raising School.

Kellie is thrilled to join The Patterson Foundation and to work alongside passionate individuals and communities to implement innovative change and catalyze impact before launching into a career in philanthropy.

To contact Kellie: KAlexander@thepattersonfoundation.org

"To live the day is to journey through each detail, including thinking through the schedule piece by piece and looking for how it will flow well and how it may not."
The Podcast
Do good and do it well
Rachel Hettinger interviews Debra Jacobs, exploring The Patterson Foundation's innovative and caring approach from the beginning with the great responsibility of a blank charter.

Without further adieu, dive deep into who we are through this month's edition featuring a podcast with Debra Jacobs.

Click the play button on the grey bar to listen to the podcast.

Rachel Hettinger, TPF Fellow 2022/23
Living The Patterson Foundation's Values

Highlighting our approach to philanthropy
TPF Values

TPF's values guide our approach to philanthropy, demonstrating its collaborative philosophy and tenets of change while the Foundation's icons reflect this collaborative philosophy as we undertake — with joyful stewardship — philanthropic work in ways others are not doing, cannot do, or will not do.

"TPF is driven by its values. Whether it's being accessible and engaged with others or demonstrating integrity blended with joyful stewardship, the values are present as the guiding star for all its work."

Rachel Hettinger, TPF Fellow 2022/23

The first video in Beyond The Blog sets the stage for who The Patterson Foundation is by highlighting what makes its approach to philanthropy so unique — its values. Learn how Foundation values are lived throughout initiatives, projects, and, most importantly, through people.