Beyond The Blog

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,

In the spirit of fostering wide participation, The Patterson Foundation (TPF) strives to create opportunities to make philanthropy open and accessible to all. One of the ways TPF demonstrates this is by simplifying the complex systems through which we work into actionable points that are easy to recall and understand — ultimately helping us share more of our learnings with more people.

The many “5s” TPF often references and shares were born out of that focus. Anyone who has had the opportunity to collaborate with TPF will tell you that the 5s are more than mere words on a brochure or poster. Rather, they embody and represent the ideals and actions that TPFers bring to life each day through their efforts to strengthen people, organizations, and communities.

The growth of TPF’s collection of 5s over the years reflects the evolution of our collective experiences in philanthropy and the knowledge we each have accrued throughout our respective journeys. Crystalizing those learnings into our 5s creates a strong compass that guides TPF’s future collaborations and efforts — reminding each of us who we are as TPFers, where we have been, and where we can go next.

If you were to ask a group of TPFers what their favorite 5s are and what they have meant to their work, you will no doubt get a variety of answers with experiences spread across multiple initiatives. The breadth of those experiences inspired this edition of Beyond The Blog, which is dedicated to sharing stories demonstrating TPF’s 5s in action.

As you dive into these stories, I encourage you to ponder how each set of 5s can be applied to your own life outside of philanthropy. Beyond TPF’s particular set of 5s, consider the tremendous value in taking an intentional approach to archiving and refining what we learn through

Architects of our future

The Patterson Foundation’s 5s symbolize our approach to philanthropy and reflect this collaborative philosophy as we undertake — with joyful stewardship — philanthropic work that strengthens individuals, organizations, and communities.

Debra Jacobs, president and CEO of The Patterson Foundation
our journey to apply it as we go forward. By consistently capturing our learnings and making them actionable, we can all strengthen our stride toward a better future.

With gratitude for our learnings today and for those yet to come,
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 (BTB), an evolution of The Patterson Foundation’s storytelling approach. Glimpse the first BTB edition here.

One of TPF’s values is “Undertaking philanthropic work in ways others are not doing, cannot do, or will not do.” Those connected with the foundation learn the importance of the “in ways” terminology to emphasize how TPF isn’t doing different work than the rest of the sector but instead has a unique approach to philanthropy. These approaches consist mostly of 5s -- unrelated but uniquely coordinated in that a star also has five points. Each star point works well apart, but when combined and interconnected, sparkles brighter. Over time TPF has come to have several groupings of words, amounting to five, that act as a guiding star for TPF’s approach to philanthropy. Not only do they act as guiding stars, but TPFers live these 5s as part of our commitment to excellence.

Throughout the following pages, you can view each approach.
As current 2022/2023 Fellows, we prepared the **2023 Immersion: Propelling Possibilities**. This all-day event for the TPF family was a way to reflect (or hear for the first time) on TPF values, approaches, and stories, including a star activity. Each table received three yellow star cutouts showcasing: CLSES, External Stakeholders, and The Five Cs. Table members discussed each point and wrote examples of how TPF strengthens using these approaches. What twinkled most across the galaxy was, “you can’t have one component of a 5 without the other 4." Through TPF's system, we see that everything is connected and weaves in ways we expect and sometimes don't. To our surprise, External Stakeholders had overlap we weren't expecting as ideas around connecting, collaborating, accessing, and sharing wove throughout.

In this second edition of BTB, the video, podcast, and written pieces all focus on TPF’s approach through 5s (and one 3). Jump in with a podcast featuring a look into LWRCC and Internal Stakeholders. Then head to the video to hear personal perspectives on how TPF strengthens people, organizations, and communities in the Suncoast region.

Grateful you are with us to Join the Journey, Beyond The Blog...

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The shared belief that strengthening the future starts with passionaries and possibilitarians.

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

Words are the stimulants that make people feel things. They can move us through stories, provide clarity, and, most critically, connect us with meaning.

The Gravity of Words
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."
Our Approach

Change happens at the speed of trust
Catalysts for Good (CLSES)

The Patterson Foundation works with people, businesses, nonprofits, government, and the media to catalyze efforts toward shared aspirations through five key actions: Connecting → Learning → Sharing → Evolving → Strengthening.

Learn more with CEO Debra Jacobs, launched Fellow John Ferguson, and current Fellows Connor LaGrange and Michael Zimmerman.

Interested?

READ BLOGS ABOUT CLSES
Importance of Alignment (LWRCC)

**Leadership**
Value of collaboration is understood and used to drive impact

**Willingness**
Enthusiasm about working together and with others accelerates change

**Readiness**
Available to embrace the journey

**Capacity**
Ability to bring assets to the work and to implement strategic recommendations

**Culture**
Shared belief that strengthening the future starts with passionaries and possibilitarians

While everything collaborators do requires trust, The Patterson Foundation has learned that the alignment of five characteristics — leadership, willingness, readiness, capacity, and culture — is critical to success.

ACCESS THE PODCAST TO HEAR MORE

READ BLOGS ABOUT LWRCC
Opportunities for Impact

External Stakeholders Engagement
Working with people, businesses, nonprofits, government, and the media to rethink obstacles and explore solutions

The Patterson Foundation capitalizes on methods to refocus efforts toward lasting impact. President/CEO Debra Jacobs and Launched Fellows, Hannah Saeger Karnei, Abby Rolland, and John Ferguson discuss how The Patterson Foundation capitalizes on methods to refocus efforts toward lasting impact through its Opportunities for Impact.

Internal Stakeholders Engagement
Engaging all stakeholders — CEO/ED, board, staff, donors, and volunteers. When we understand the "Why," we embrace the "How" and the "What."

There are three groups within Opportunities for Impact: Internal Stakeholders: CEO/ED, Board, Staff, Donors, Volunteers; External Stakeholders: People, Business, Nonprofits, Government, Media; and Moving the Needle: (From → To).

Moving the Needle: (From → To)
Finding ways for people to engage and create their desired future.

- Scarcity to Abundance
- Issues to Aspirations
- Enabling to Engaging
- Silos to Systems
- Outputs to Outcomes
The Five Cs

No matter the circumstances, The Patterson Foundation enters each day focused on five constants that power its ability to thrive in the face of change while harnessing that change to work in new, impactful ways. This is achieved through five key actions: Caring → Connecting → Collaborating → Contributing → Creating

Learn more with CEO Debra Jacobs and TPF Fellows Michael Zimmerman, Connor LaGrange, Rachel Hettinger, and Kellie Alexander.

Interested?
READ ABOUT THE FIVE CS
The Patterson Foundation understands that the recovery process following a disaster or unexpected challenge includes three distinct phases: Cope → Adapt → Innovate.

**Interested?**

READ BLOGS ABOUT COPE → ADAPT → INNOVATE
The Podcast
Collaborative philosophy and approach to philanthropy
The Significance of LWRCC

Kellie Alexander interviews consultant Mike Oxman about The Patterson Foundation’s collaborative philosophy and approach to philanthropy, including LWRCC: Leadership, Willingness, Readiness, Capacity, and Culture.

By engaging No Margin, No Mission, the Foundation strengthens the efforts of people, organizations, and communities by igniting interest in earned-income possibilities and ensuring nonprofits have access to expertise and resources to develop entrepreneurial, revenue-generating plans to support and expand their missions in a resource-challenged world.

Mike Oxman works on Margin & Mission Ignition through TPF’s Nonprofit Thrivability initiative, which engages the national consulting firm No Margin, No Mission.

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

Kellie Alexander, TPF Fellow 2022/23
The Video

"The Patterson Foundation is Ikigai"
I feel grateful to do work that matters, work the world needs. There is a word that connects what you are passionate about, what the world needs, and what you can make a career out of. It's your reason to get out of bed. TPF is Ikigai.

Maria Schaedler-Luera, TPF Consultant

The Patterson Foundation discovered that you couldn't have 1 component of a 5 without the other 4. Take a look as TPF stars showcase how the 5s weave together.
Thank you for reading
Beyond The Blog
Join the Journey