

GRANTS AND GIVING

Interfaith House's 'Big Give' bump

By Charles Storch

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Last March, several young Chicagoans came down with a serious case of philanthropic fever after watching the charity-reality TV show "Oprah's Big Give."

They fixed on a local non-profit, **Interfaith House**, a West Side respite center for injured or ill homeless. Using \$10,000 in seed money from **Oprah Winfrey**, in just a week they arranged and held a fundraiser at a downtown hotel, and worked business contacts for additional support. An "Oprah Winfrey Show" camera crew was at Interfaith House for the announcement of the total pledged: \$458,496 in cash, goods and services.

But would pledges be fulfilled once the show's cameras turned elsewhere?

Seven months have passed. "The Big Give" is no more. But most of the promises made to Interfaith House seem to have been kept.

Sarah Schroeder, the agency's development director, said all the cash pledged, about \$120,000, was

received, some of which went for a new bus to transport residents. Goods have flowed in, including new mattresses from **Verlo Mattress Factory Stores**, toiletries from **H.O** and computers from **Flagstar Bank**. Space was donated for a downtown fundraiser that was held last month and drew 200 people.

She said the only significant pledges outstanding are about \$90,000 in construction labor and building materials for planned building improvements.

The whole experience, she said, "changed our ability to network with people in Chicago and raised our profile. Overall, it was tremendously helpful."

Mag Milers: The Greater North Michigan Avenue Association has formed an **Institutions Council** of non-profits situated on or near the Magnificent Mile. As it does with the business community, the association is seeking to help the non-profits with marketing, promotion and advocacy.

"People don't think of the Magnificent Mile as institution-rich," said associ-

ation President **John Maxson**.

But he noted that representatives from about 25 museums, theaters, religious bodies, universities, health-care institutions, libraries and cultural institutes have expressed interest in joining the 6-month-old council.

Grants: Communities in Schools of Chicago, which links neighborhood groups and public schools, received \$300,000 over two years from the **Polk Bros. Foundation**, \$200,000 over two years from the **Louis R. Lurie Foundation**, \$150,000 from the **Gilead Foundation**, \$40,000 from the **VNA Foundation** and \$10,000 from **Northern Trust Charitable Trust**.

McCormick Foundation is giving **Columbia College Chicago** \$600,000 over two years for the professional development of managers at 10 **Head Start** programs.

Make-Up Art Cosmetics Inc. gave \$199,500 to **Chicago's Howard Brown Health Center** for a HIV prevention program.

cstorch@tribune.com