From the President

During a turbulent year, FutureHeights has moved forward in significant ways. We’ve made huge strides implementing our strategic plan, hired a new executive director and –by the way– launched a newspaper!

Right now, everyone is a little scared, a little concerned and a little unsure of the future. Nonprofits like ours are focused on staying open to serve our community. We are learning to be extremely prudent, even more than our lean organization has in the past.

But it’s not always easy to be both prudent AND innovative. Prudence means balancing what we want to do with what we can do, given the state of the economy. There are those who caution nonprofits against moving ahead with new ideas unless they are completely funded and success is guaranteed, while others say that to truly prosper, now is the time to innovate.

And therein lies the rub: to be conservative or to be bold? I believe now is the time to think big, be bold and be innovative.

So here are a few big ideas:

▪ Increase publication frequency of the Heights Observer. Hyper-local, citizen-journalism is growing. Why? Because it’s relevant to our community. Greater frequency can expand the dialogue and provide more opportunity for citizens to be informed and get involved.

▪ Reach further into our neighborhoods to encourage more citizens to write about their concerns. There are many more voices to be heard and more issues to bring to the table.

▪ Develop new ways to support the economy through our HeightsShops program. An interactive on-line business directory and a one-day holiday shopping event that encourages people to patronize their local retailers are ways to ask shoppers to ‘keep it local.’

▪ Grow our community partnerships in new ways. Be a catalyst, foster dialogue between organizations, and convene groups with diverse objectives to work together in the best interest of our community.

We need your help. **Think big, be bold and be innovative.** Join FutureHeights in innovating for our future.

Gina Cheverine

From the Executive Director

As I look back at the past year, I continue to be amazed at the tremendous community support for the Heights Observer project and the work of FutureHeights.

Since its launch in 2008, the Heights Observer has become accepted as the authoritative source of information about the Heights. More than 380 citizens have volunteered as citizen-journalists and have written more than 1,015 stories in 19 issues. These, stories written by you, have kept us informed, told us about interesting people in our community and prompted us to action when necessary. Thirty-two citizens have volunteered as editors and 22 have helped distribute the approximately 9,000 copies of the free print newspaper every month our 14 business districts. Our latest issue had 59 local advertisers, who have been a huge source of support for the project, especially in the current economic climate. To date, our editorial committee has held four citizen-journalism training sessions and plans to hold one more before the end of the year. Thanks to all of you for helping make this project such a success!

For the second year in a row, our members met our summer membership drive challenge. FutureHeights raised more than $15,310 in membership support during the drive and that amount was matched dollar-for-dollar by an anonymous donor for a total of over $30,310. Thank you!

After a year of intensive focus on launching the Heights Observer, FutureHeights has once again begun work on other aspects of our mission—advocacy, historic preservation and supporting the local economy. In 2010, you can look forward to more community forums and neighborhood meetings.

We have an energetic and committed board of trustees, each of whom is sharing their talents and passions with us as we strive to make our community a better place. I look forward to working with them and with all of you in the year ahead.

Deanna Bremer Fisher
News and Notes

FutureHeights in 2009
Your donation dollars remain hard at work as FutureHeights continues to focus on helping our citizens become engaged in their community in order to find innovative solutions to our challenges and improve our quality of life.

Community forums
FutureHeights once again sponsored the Cleveland Heights Mayor’s State of the City address. We also co-sponsored, with the League of Women Voters, Heights Chapter, a forum on intergovernmental cooperation and Candidates Night for the 2009 municipal elections. Executive Director Deanna Bremer Fisher moderated both events.

Public discourse
FutureHeights continued to promote spirited discussion and debate on various topics on the Heights Observatory Forum, www.heightsobserver.org/deck, an online meeting space for residents to discuss issues and swap information over a “virtual back fence.” We also published our first local election issue of the Heights Observer, which contained comprehensive candidate profiles.

Building community
As of October 2009, FutureHeights had published 19 issues of the Heights Observer community news. A product of the organization’s 2007-2010 strategic planning process, the Heights Observer was funded with start-up grants from the Cyrus Eaton Foundation, the Dominion Foundation, and the Katherine and Lee Chilcote Foundation. It receives ongoing funding through paid advertising.

More than 9,000 copies of the free newspaper are printed each month and delivered to more than 178 locations in the Heights and a growing list of home subscribers. More than 380 citizen-journalist volunteers have written stories, fulfilling the project’s mission of community advocacy, informing and involving citizens, promoting public discourse, and spurring economic development. The project continues to promote increased citizen interaction and participation in local public life.

To support citizen-journalist volunteers, FutureHeights conducts workshops on basic news writing taught by professional journalists and mentors those who have story ideas.

2009 summer interns Kaitlin Bushinski and Jeremy Hebebrand added their journalism skills to the important work of covering our community.

We want to hear about what is important to you and invite you to send in your story. Go to www.heightsobserver.org and sign in at the member center. For assistance navigating the site, call Deanna or Jane at the FutureHeights office.

Promoting local sustainability
Since 2002 the HeightsShops program has recognized significant contributions local, independent businesses make to the economic fabric of the community. At this year’s 5th Annual Best of the Heights Awards a record number of people voted for their favorite local businesses.

Sadly, FutureHeights suspended its successful Gift Certificate Program in February 2009, when our supplier, Certifichex, filed for bankruptcy. Our HeightsShops Committee continues to evaluate options for replacing this popular program.

Cleveland Bridge Builders completed a survey to help FutureHeights better understand the needs of local businesses and the value they see in their relationship with us. We continued our collaboration with COSE on the I Buy Northeast Ohio, customer loyalty program, which rewards consumers for shopping with local businesses. And, with the financial support of COSE and the Great Lakes Independent Business Association and planning support from a group of John Carroll University marketing students, we are sponsoring the first Shop Around the Heights event on Nov. 21.

Creating partnerships
FutureHeights continues to partner with WJCU 88.7 FM to produce a weekly, local news segment.

Many organizations, such as the League of Women Voters, the CH-UH Public Library, the CH-UH City School District, the cities of Cleveland Heights and University Heights, the Home Repair Resource Center, Heights Community Congress, Heights Youth Club, Heights Arts, Heights Parent Center, and more contribute regular articles to the Heights Observer. Nonprofit and neighborhood groups are increasingly connecting with their constituents through the Heights Observer.

Promoting our community
FutureHeights co-sponsored tours of Grant Deming’s Forest Hill neighborhood, which has been nominated for listing in the National Register of Historic Places, Heights History Day at the library, and a lecture on how the older and historic homes that we have in abundance in the Heights can be “green” and sustainable. We also marched in our first University Heights Memorial Day Parade.

Looking to the future
In 2010, we’ll expand our outreach into Heights neighborhoods and encourage even more citizens to become engaged through the Heights Observer, volunteer opportunities and neighborhood meetings; increase our support of the local economy through special events and programs; and continue to collaborate with neighborhood groups and fellow nonprofits to sponsor events and issues-based forums that keep citizens active and involved.

Thank you for your investment in us during these difficult economic times. Careful stewardship has enabled FutureHeights to continue to build its civic engagement programs and become an even more vital force for positive change in our community. Thank you for being a part of a bright future!
Meet the 2009 FutureHeights Board of Directors

Gina Cheverine
President
Lives in the Oxford neighborhood of Cleveland Heights • Enjoys organizing her neighborhood around important issues facing inner-ring suburbs • Is chief program officer for the YWCA Greater Cleveland

Michael Wellman
Vice President
Is an architect with Richard L. Bowen & Associates • Is concerned for the community in which he lives and desires to make it better • Serves on the Cleveland Heights Board of Zoning Appeals

Lloyd Bell
Has two children thriving in the CH-UH school system • Is director of the corporate finance group of Meaden & Moore, Ltd. • Is a 15-year resident of Cleveland Heights

Vince Reddy
Is project manager for Cleveland Public Art • Loves Cleveland Heights and the standard-setting role it plays in Greater Cleveland • He also worries about the city’s fragility • Executive committee member of the Ohio Planning Conference, Cleveland Section

Bob Rosenbaum
Is owner of The Market-Farm LLC, and 25-year journalist and publisher • Believes transparency and civil discourse are the keys to a strong community • Father of 3, and an avid sailor and lifetime Heights resident

Mark Majewski
Immediate Past President
Owns Northstar Planning and Design LLC • Likes benefiting the community through his involvement with FutureHeights • Is an avid gardener and tinkerer

Deborah Edwards
Is a partner at Boommodern, a gallery specializing in iconic 20th Century modern furniture and design • Is a 16-year resident of Cleveland Heights • Animal advocate, dog lover and sailor • Passionate about maintaining the life, diversity and energy of our first-ring suburbs!

Hugh Williams
Secretary
Has lived in University Heights for 12 years • Is director of operations for the Cleveland Foodbank • Wants to see the Heights become THE place to live for progressive minded, intellectually stimulating people of all origins

Lloyd Bell
Has two children thriving in the CH-UH school system • Is director of the corporate finance group of Meaden & Moore, Ltd. • Is a 15-year resident of Cleveland Heights

Deborah Edwards
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Is owner of The Market-Farm LLC, and 25-year journalist and publisher • Believes transparency and civil discourse are the keys to a strong community • Father of 3, and an avid sailor and lifetime Heights resident

Toby Rittner
Vice President
Is president and CEO of the Council of Development Finance Agencies • Believes FutureHeights programs, such as the Heights Observer, have had a real impact on the Heights • Serves on the Cleveland Heights Cable Television Commission and volunteers with Interfaith Hospitality Network, Hands-on Northeast Ohio and the Cleveland Foodbank

Patrick Paoletta
Treasurer
Is vice president of commercial banking for FirstMerit Bank • Likes to be involved in the community and help add direction • Formerly of Shaker Heights, he has lived in Cleveland Heights for 11 years

Judith Miles
Is an attorney with the Cuyahoga County Prosecutor’s Office • Is a small business consultant • Lives in the Oxford area of Cleveland Heights

Lisa Smith
Is Marketing Manager for Cuyahoga Community College • Is a 9-year resident of Cleveland Heights • Loves all the Heights has to offer from great restaurants to one-of-a-kind shops

Clare Taft
Is an associate at Benesch, Friedlander, Coplan & Aronoff LLP • Is a 10-year resident of Cleveland Heights • Loves the character of the neighborhoods and homes in Cleveland Heights.

Tobias Wojnar
Is president of Priva, LLC, an Internet consultancy located in Cleveland Heights • Is a 12-year resident of Cleveland Heights • Is an avid traveler and martial artist

Our thanks to former board members Yemi Akande, Greg Donley, Andrea Morris, Sarah Wean and Jessica Schreiber for their years of dedicated service to the mission of FutureHeights.
Our Mission

FutureHeights promotes a vibrant and sustainable future for Cleveland Heights and University Heights through innovative ideas and civic engagement.

FutureHeights values:

• Active and informed citizen participation in community decision making

• Innovative ideas in addressing the challenges of inner ring suburbs

• Open and effective communication and partnerships among nonprofits, schools, local business, city government, and citizens

• A thriving local business community

• Historic neighborhoods and commercial districts

• High quality and sustainability in design and architecture

• A regional approach to innovation, planning, and development

FutureHeights is a 501 (c) (3) organization.

2008 Financial Statement

Unaudited condensed statement of activities

Revenue and Support

Grants $44,000
Memberships 23,991
Annual fund 6,465
Interest Income 946
Product Sales 200
Online Auction 18,354
Advertising Revenue 24,330
Misc. 11,956

Total Revenue and Support 130,242

Expenses

Program $101,486
General and Administration 40,252
Fundraising 1,960

Total Expenses 143,700

Change in Net Assets (13,458)
Net Assets at Beginning of Year 89,742
Net Assets at End of Year $76,284

The FutureHeights financial year begins January 1 and ends December 31. FutureHeights is a 501(c)3 nonprofit organization.

Contributions to FutureHeights are tax-deductible to the fullest extent allowed by law. FutureHeights participates in GuideStar, the online standard for nonprofit accountability. Please visit GuideStar.org to view the organization’s Annual Form 990 and other organizational information.

Join Us

Your tax-deductible membership contribution goes directly to supporting the community-based programs and projects of FutureHeights that help strengthen our wonderful neighborhoods. Join online today at our secure website, www.futureheights.org, or by calling 216-320-1423.

Be Local. Buy Local.

Purchase the I BUY NEO community card for $10 and use it in the Heights and at thousands of participating NE Ohio local, independent businesses for cash rewards and donations to local nonprofit organizations (such as FutureHeights). Purchase online at www.ibuyneo.com, by telephone at 216-320-1423 or e-mail us at info@futureheights.org and we’ll get the card to you.
Supporters 2008–2009

Foundation Support
Great Lakes Independent Business Association
The Bregenzer Fund of the Cleveland Foundation
The Cyrus Eaton Foundation
The Katherine & Lee Chilcote Foundation
The Longworth Foundation
The Paintstone Foundation
Anonymous
The Wolpert Fund of the Cleveland Foundation

Business/Nonprofit Support
Academy Music Studios
Alladin’s Eatery
Amy R. Roth & Co.
Anonymous
Ardmore Tree Service
Ascherman Photographers
Atma Center - Yoga for EVERY Body
Biers and Cowells
Big Fun
Big Fun Toy Store
Bodega
Bold Alternatives
BOOMModern
Bremec On the Heights Garden Center
Brennan’s Colony
Café Tandoor
Cedar Fairmount SID
CGB Tech Solutions
CH Teachers Union
Chestnut Hills Yoga
City of Cleveland Heights
CityMusic Cleveland
CL Barber Salon Family Hair Design
Cleveland Botanical Garden
Cleveland Classics
Cleveland Restoration Society
Cleveland Zoological Society
Clyde’s Bistro & Barroom
Cozy at Home Pet Sitting and Dog Walking
Cutri Photo Arts
Dewey’s Pizza
Dobama Theatre
Dogtopia Daycare for Dogs
Doty & Miller Architects
Elizabeth M Wood, Esq.
Focus Educational Services, Inc.
Forest Hill Home Owners Inc.
Genie Repros, Inc
Geraci’s Restaurant
Grace Chin Design
Grace Partners LLC
Gray & Company, Publishers
Green Tara Yoga and Healing Arts
Greenener Home Services
Hang It Up! Framing Gallery
Heights Arts
Heights Center Ltd.
Heights Mini Storage
Heights Parent Center
Heights Rockefeller Building
Hollis Automotive, Inc.
Inspiral Motion
International Partners in Mission
Isle of Beads
J.A.C. Business Communications, Inc.
JD Breast Cancer Foundation
Jillian’s Billiards Club
John Florian Koncar Interiors
Jubilee! Gifts in the Heights
June Greenwood Antiques
Karma Yoga Cleveland
Kathy the Coach
La Tea Dolly - Tea Parties for a Princess
Liquid Planet
Mac’s Backs Paperbacks
Marchetti Company
Melk Bar & Grilled
Merritt Bakery & Café
Mitchell’s Fine Candies
Mo & Son Inc.
Motorcars Honda
Nela Florist
Nemastill Home Inspections
Nighttown
Organizing 4 U
Pacific East Restaurant
Penagony Gallery and Frame
Pizzazz On The Circle
Priva
Quintana’s Barber & Dream Spa
Reflections Interior Design
Revive Fair Trade
Richard Carra for Hair
Sanctuary by joyce
Sectic Statistical Consulting, Inc.
Setz-Agin Hardware
Shawn Paul Gustafson
Simply Charming Boutique
Skov Silk
Something Dada
South Overlook - A Jazz Combo
St. Paul Men’s Council
Starbucks Coffee Company
Strategic Pricing Associates
Studio Taylor
Table 45
Taste
The Chautauqua Institution
The Cleveland Free Clinic
The Cleveland Museum of Art
The Fairmount Group
The Grog Shop
The Home Repair Resource Center of Cleveland Heights
The Little Gym
The Market Farm
The Stone Oven Bakery and Cafe
The Union Club of Cleveland
The Well Dressed Food Company
Three Gates Massage-Karan Shelley
Tobi Jewelry
Verne & Ellsworth Hann, Inc.
Vidstar Video
Vixseboxse Art Galleries
Washington & Lee Service
Wood Trader
Your Business
Zagara’s Marketplace

Individuals
Louise Acheson
Mark & Kathy Adams
Tom & Laurie Adams
Rick Adante
Stanley & Hope Adelstein
Daniel & Chantal Akerib
Laurie Albright
Anonymous
Patricia Anderson
William Amnable
Anonymous
Carol Armbrust
Dan & Becky Austin
Sherry Ball
Ken Barcus
Anonymous
George Barletta
Russell Baron
Pam Barr
Dennis & Kathy Barrie
Jim & Marjorie Bashaw
Christine Bates
Margaret Baughman
Daniel Behl
David Beach & Constance Magaulias
Ed Becker
Jerry & Maureen Belinson
Lloyd & Betsey Bell
Jeffrey & Joan Bendix
Steven & Cheryl Bennett
Clarie Bennis
David Benson
Marcie Bergman
Gladys Bergson
Thomas & Dorothy Bier
Michael & Jennifer Bier
Mark & Kathleen Binng
Ed & Chessie Bleick
Arthur Blum
TC Boonsypatara
Christopher Brandt & Beth Sergis
Grace Bregenzer
Bunny Breslin
Arthur V.N. Brooks
Daniel Brustein & Joan Trey
George & Carrie Buchanan
Patricia Burk
Janet Burnside
Jane Busch
Kaitlin Bushinski
Bill & Laurie Buss
All & Mary Cahen
Joanne Campbell
Donald Carey
Ruth Carlson
Kathy Carrick
Bob & Pat Carterette
Judy Charlick
Dave & Amy Cheverine
Gina Cheverine
Hillel Chiel & Elizabeth Dreden
Mac & Laura Chisolm
Elke Chodorow
John & Stephanie Cieszkowski
Sacha Clark
Lorraine Cole
Gregory Coleridge
Gary & Irene Collins
Joyce Collins
Linda Collins
Roslyn Collins
Tracey Cooley
Ensign & Lana Cowell
Margaret Cowin
Jean Cross
James & Claudia Cull
Jane Cunn
Irving Cusher
Ruth D’Emilia
Barbara Danforth
Lois Davis
Dick Dawson
Dorothy Dawson
Glenn & Kathleen DeBoer
Tom & Sue Deet
Delyte DeLong
Jackie Dorrow
Ben DeRubertis Jr.
Jan Deveraux
Ken & Jeanne Diamond
Dick & Nancy Dietrich
D. Drifanco & K. Kornell
Morris Dixon Jr.
Bernard & Helen Doherty
Bonnie Dolezal
Elizabeth & Greg Donley
Bruce Donnelly
Gina Drobnick
Jeffrey Dross & Michele Ladouceur
William Du Gar
Michael & Linda Dudzinsky
Mary Dunbar
Deborah Edwards
John Elder
Kari Elia
Doug & Sheila Epp
Andrew & Leigh Fabens III
Anonymous
John & Betsy Feighan
Ketti Finneran
Diana Fisher
Hugh Fisher & Deanna Bremer Fisher
George Fitzpatrick
Adam & Susan Fleischer
Lisa Foster
Barbara Franke
Eric & Jaria Friess
Edward & Anna Fritz
Bruce Frumker
Mark & Krispy Gallagher
Alan Gates
Michael & Gayle Gathercole
Carol Gay
Michael & Lisa Gaynier
John & Pamela Gibbon
Tom & Carol Gibson
Tuck & Rachel Giesey
Carol Gill
Anonymous
Edward Godleski
Michael & Stacy Goldberg
Paul & Margie Goldberg
Lois Goldstein
Jonatha Gott & Eric Christian
Barbara Green
Kathleen Greenberg
Harry & Kate Greenfield
Todd & Laurie Griffith
Margaret Guibranson
Lainie Haddon
Tom & Kirsten Hagesfeld
Michael & Elise Hagesfeld
Anonymous
Scott Haig
Gretchen Hallberg
Sallie Karnitz
Richard & Gloria Hanson
Barbara Hawley
Jeff Haynes
Thomas Haywood
Jeremy Hebebrand
Alfred Heggie
Dawn Heinzelman
Bruce Hennes
Margaret Henning
Judith Higbee
Jeanetta Ho
Peter Hochberg & Maxine Singer
Andrew & Tracie Hoffman
Mark & Ellen Hoffman
Lansing & Patience Hoskins
Christopher Hubbert
Joe Hunter
Anonymous
Damir Janjig & Kim Conklin
John & Sue Janssen
Gael Jarrett
Bob & Patricia Jeffreys
Phillip & Amy Jenkins
Wayne & Fern Jennings
Linda Johnston
William Jones
Donald & Laura Junglas
Susie Kaesser & Jerry Blake
Mark Kaznak
Errick Kaufman & Lucie Wisniewski
Anita Kazarin
Ed and Mary Beth Kelley
Mary Kelsey
Malcolm Kenney
Ann Kent
Douglas & Mary Ann Kerr
Mike Kinsella
Naomi Klareich
Stuart & Anne Klein
Bob & Jean Kloss
Graig & Amy Kluge
Steven Kordalski & Mary LaRiccia
Ursula Korneckchouk
Anonymous
Sally Kramer
William Kramer
Al Kunz
William & Jeanne Kurtz
Rick Labus
Susha Lacey
Kathryn Lad
Donna Lalewicz
Julie Langan
Ann Lawrence
John Lentz
Martin & Maureen Lentz
Nikki Lewis
Richard Lightbody
Kermit Lind
Donna Lipson
Nan Little
Keith & Laurie Logan
Linda Logan
Bruce & Lisa Lowrie
Marci Lu

Anonymous
The Fairmount Group
The Cleveland Museum of Art
The Cleveland Free Clinic
The Union Club of Cleveland
The Well Dressed Food Company
Three Gates Massage-Karan Shelley
Tobi Jewelry
Verne & Ellsworth Hann, Inc.
Vidstar Video
Vixseboxse Art Galleries
Washington & Lee Service
Wood Trader
Your Business
Zagara’s Marketplace