



G I ♥ E

**STEVEN & ALEXANDRA
COHEN FOUNDATION**

2014 Annual Report

Executive Summary

“Hello world” was the Steven & Alexandra Cohen Foundation’s theme in 2014. We went public with the launch of steveandalex.org and created social conversations through Facebook, Google+ and Twitter. Our newly designed logo presented a simple call to action: GIVE.

On top of that, we went bicoastal – reaching out and funding children’s health and arts education in Los Angeles. Closer to home, and with the transformation to the Point72 family office, our Foundation deepened its connection to the Firm. We became a conduit between grantees and employees, introducing ways to give back through volunteer events and a board of director placement program.

All the while, we never forgot the roots of the Foundation and its core areas of giving in our community: Children’s Health, Education, Veterans, Arts and Neighbors. Continuing to sharpen our focus on core areas, the Foundation increased its fund and the giving in its portfolio spaces. We donated more than \$51 million, making 2014 the largest giving year in the history of the Foundation.

Looking back at the goals we set for the year, we reached several significant milestones: implemented grant management software; standardized reporting, metrics and targets; strategically increased communications; rebranded; and began telling our story through the media and online.



A black and white photograph of a person's hands holding a small, wrapped gift box. The gift is wrapped in a light-colored paper with a vertical crease down the center and is tied with a light-colored ribbon in a bow at the top. The hands are positioned on either side of the gift, with fingers gently gripping it. The background is softly blurred, showing what appears to be a white tablecloth and a glass of water.

2014 Giving: The Year in Review

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Continued to Increase Giving

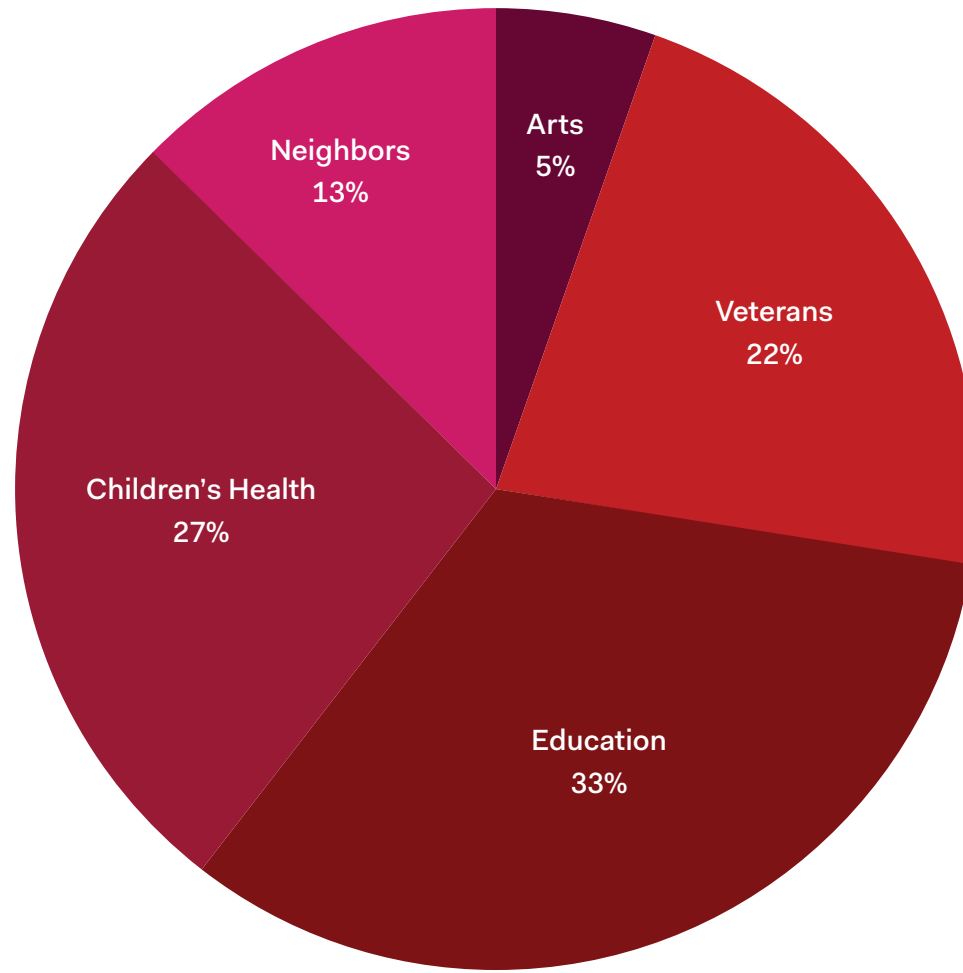
The Foundation's total giving increased by 17% in 2014 versus 2013.

Total Foundation Giving by Years
2002 - 2014



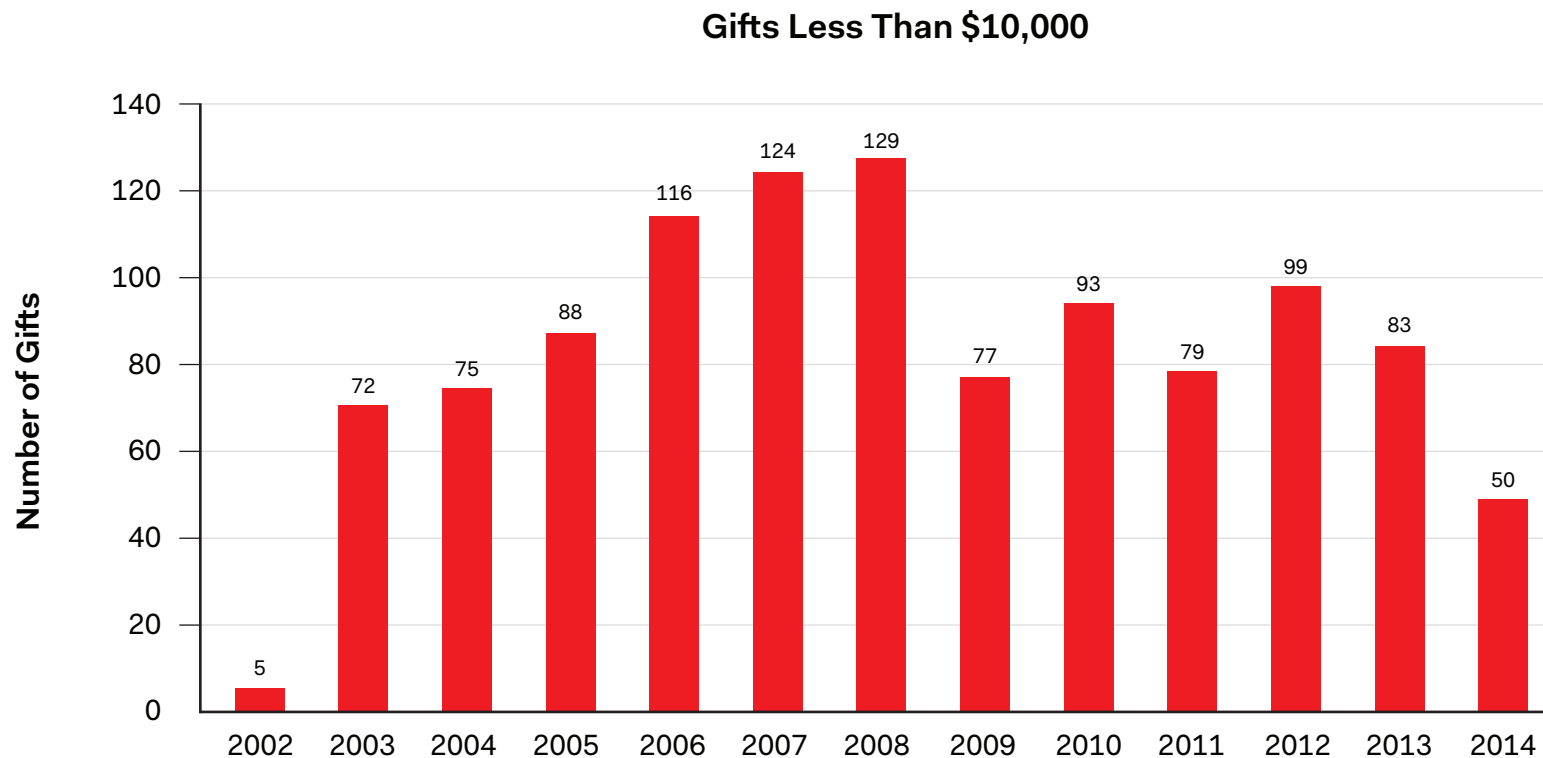
Giving in Core Portfolio Areas

We continued to concentrate giving in the Foundation's core areas: Children's Health, Education, Veterans, Arts and Neighbors.



Reduced Small Grants

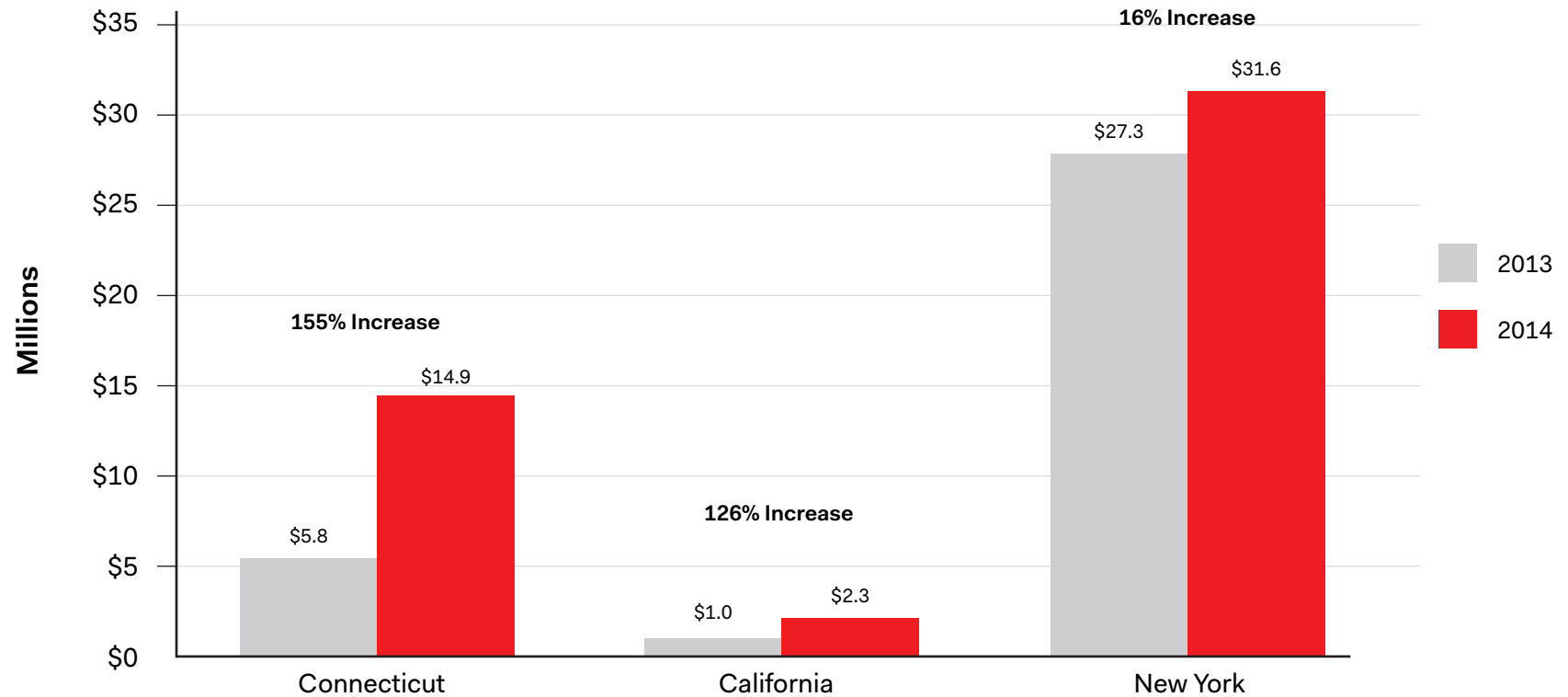
The Foundation continued to shrink its number of small gifts, consistent with our strategy of giving larger gifts to fewer organizations. In 2014, gifts under \$10,000 decreased 38% and the total number of grantees was reduced by 10%, from 177 to 160 organizations.



Targeted Giving by Location

We significantly increased giving to Connecticut organizations as we focused on making a difference where the family and Point72 are based. At the same time, there was a natural increase in California-based giving as the family expands its presence in the state.

Change in Giving by Location



A black and white photograph of a young boy in a classroom, smiling and raising his right hand. He is wearing a light-colored, long-sleeved button-down shirt. In the background, other students are seated at desks, and a rainbow poster is visible on the wall. The overall scene is bright and positive.

2014 Grantee Highlights

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Stamford Hospital: Cohen Children's Institute

2014 Gift: \$15 Million

Why We Gave: We continued to support children's programs and services at Stamford Hospital, consistent with our focus on giving to both Children's Health and local Stamford organizations.

How We're Helping: The donation will build the Cohen Children's Institute at Stamford Hospital, which will incorporate all current and future pediatric services at the Hospital, including the Cohen Children's Specialty Center and a new, fully integrated pediatric inpatient unit.



\$20 Million Gift From Cohen Foundation to Create The Cohen Children's Institute at Stamford Hospital

10/16/2014

The Stamford Hospital Foundation announced today that the Steven & Alexandra Cohen Foundation has donated a total of \$20 million to create the Cohen Children's Institute at Stamford Hospital. The Cohen Children's Institute will offer unparalleled pediatric healthcare to children in our region through a collaboration of highly trained pediatric experts. The Institute will incorporate all current and future pediatric services at Stamford Hospital, including the Cohen Children's Specialty Center located at Stamford Hospital's Tully Health Center; as well as a fully integrated, pediatric inpatient unit to be created in the Hospital's Whittingham Pavilion following the opening of the new Stamford Hospital in 2016. The new Hospital will also house the Cohen Pediatric Emergency Services Center and trauma program, the first dedicated pediatric emergency center of its kind in Fairfield County.

"Steven and I are happy to support the continued expansion of pediatric services at Stamford Hospital and to help create state-of-the-art facilities needed to care for our community's children," said Alex Cohen. "We want families in our region to know that they can get access to top-quality medical care right here in Stamford, no matter what their financial status."

Bob Woodruff Foundation: Stand Up for Heroes

2014 Gift: \$1 Million

Why We Gave: We continued to grow our strong relationship with the Bob Woodruff Foundation, a grantee since 2004. In the spirit of our focus on veterans, we became the co-lead sponsor for the Woodruff Foundation's annual Stand Up for Heroes event.

How We're Helping: The annual Stand Up for Heroes event increases awareness about the issues with which veterans and their caretakers struggle. The 2014 event raised \$6 million, the most ever since its launch in 2007.



GIVE

Hiring Our Heroes: Virtual Job Scout

2014 Gift: \$500,000

Why We Gave: We are proud to support the team at Hiring Our Heroes and its Virtual Job Scout tool, helping service members and their spouses find meaningful employment.

How We're Helping: This year's gift completed the \$1.5 million pledge we made in 2013, which made us the lead financial supporters of Hiring Our Heroes' Virtual Job Scout. The online tool launched in August 2014 and allows all active and non-active service members and military spouses free access to vetted business recruiters while at home or abroad.



VIRTUAL JOB SCOUT
Connecting employers and job seekers online
in real time.

JOB SEEKERS

- Make a great first impression by communicating one-on-one with recruiters.
- Search job listings to find the perfect opportunity and reach out to employers.
- Personalize your job search by location, keyword, industry or other filters.

EMPLOYERS

- Get free and instant access to a valuable talent pool of veterans and military spouses.
- Easily create customized job listings or refer job seekers to your existing careers page.
- Filter interested applicants and start a conversation with the most qualified job seekers at any time.

Sign up for a free job seeker or employer account at virtualjobscout.org

HIRING OUR HEROES
U.S. CHAMBER OF COMMERCE FOUNDATION

POWERED BY
GIVE
STEVEN & ALEXANDRA
COHEN FOUNDATION



The Equity Project Charter School (TEP)

2014 Gift: \$3 Million

Why We Gave: We knew TEP needed a new home after we visited and saw a parking lot of 30 trailers where more than 500 middle school children in Washington Heights were performing in the top 10% of New York students.

How We're Helping: The gift will be used to construct a state-of-the-art music floor for the school's new facility, supporting TEP's special emphasis on rigorous, daily music instruction as an integral part of its curriculum.



Harlem School of the Arts (HSA)

2014 Gift: \$300,000

Why We Gave: After visiting HSA and meeting with its Executive Director, Yvette Campbell, the Foundation immediately saw the benefits the school provides to its students and the important role it plays in the community. HSA is also a partner of Foundation grantee TEP.

How We're Helping: HSA provides TEP students with a safe after school program. A portion of our gift to HSA went specifically to supporting TEP student enrollment in the after school program, in addition to providing financial aid and supporting the school's operational expenses.



Achievement First (AF)

2014 Gift: \$6 Million

Why We Gave: We have a close and long-standing relationship with AF and are proud to support its mission to close the achievement gap affecting low-income and minority children.

How We're Helping: The Foundation's 2014 gift to AF helped fund the creation of a new school model, the capital campaign for First Amistad High School and the new AF Greenfield School Designs.





"Hello World"

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Going Public

We decided to go public this year to share our message. We want to reach those who have the capacity to give but need to be inspired, those who want to give back but don't know how or where and those who are friends of the Foundation.

Our message is simple. With just a little bit of your time, or a little bit of your talent, or a little bit of your treasure, you can help those in need and bring joy to yourself and the world: GIVE.

We believe that giving isn't about money; it's about people helping others without consideration for themselves. We want to inspire everyone to join us in giving to make the world a better place.

We want to share stories of everyday giving; news and tips about how to get involved; and update our friends on the Foundation's activities – and show the world what giving can do.

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New Brand and Website

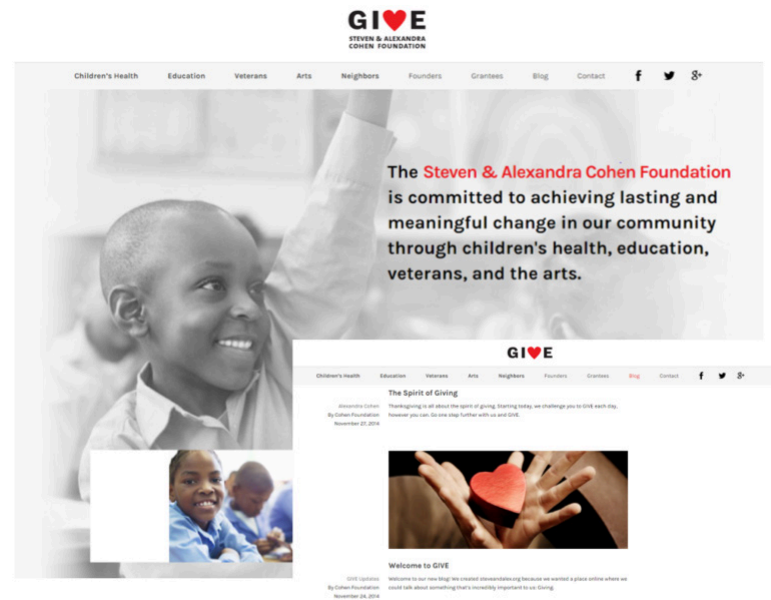
New Brand Identity

We created a simple logo that reflects our philosophy: **GIVE**.



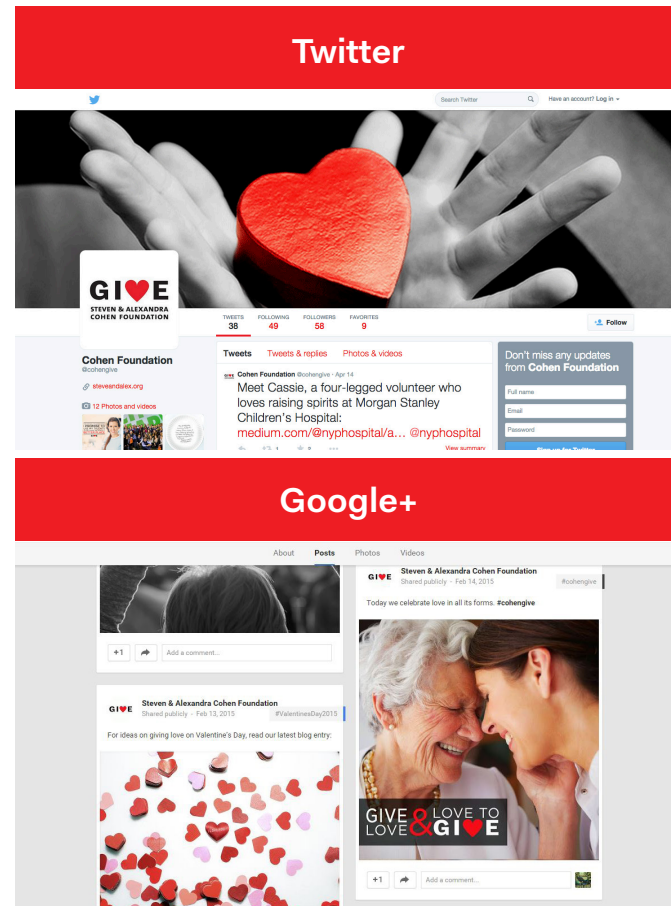
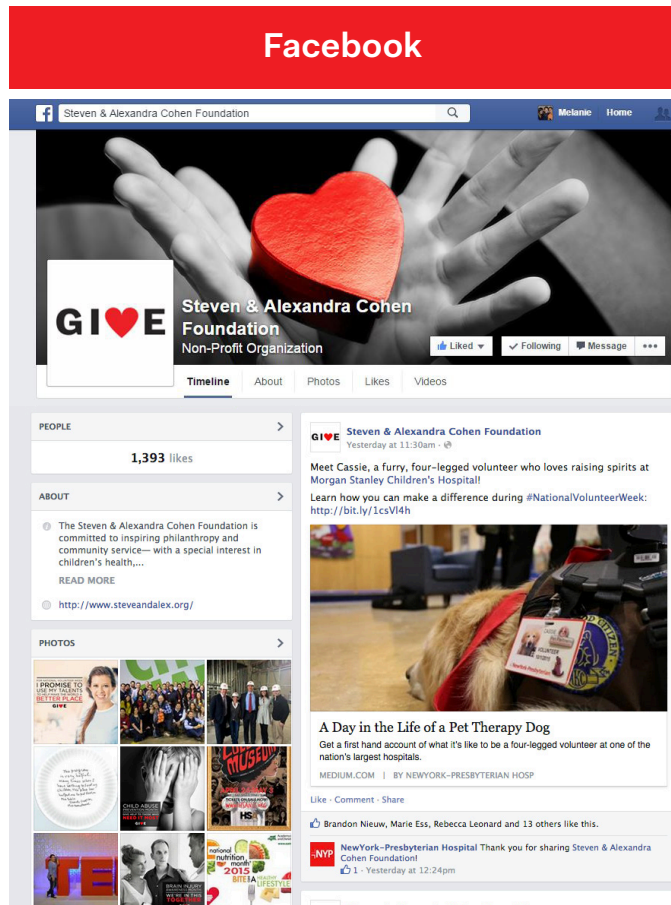
stevenandalex.org

Our new website launched on August 8, 2014. By year-end, steveandalex.org received more than 18,000 visitors, averaging 160 visitors per day. In the fourth quarter, we launched a blog on the site featuring monthly posts.



Launched Social Media Accounts

To complement the new website, we created a social media presence. Our first step was a Facebook page, which launched in November 2014 and received 1,351 total likes and 382 likes, comments and shares by the end of the year. In addition, we created Twitter and Google+ accounts to strengthen the Foundation's online presence.





Strategic Initiatives and Growth

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Community Matters at Point72

We deepened our connection to Point72 and provided employees more resources to be better givers.

Community Giving

We met increased demand for employee volunteer events, organizing nine Firm-wide volunteer activities with 185 employees participating over the course of the year. We also introduced a Matching Gifts program to support employee giving.

Community Talks

We wanted to provide opportunities for employees to learn more about our charitable partners, and began planning the first series of Talks to begin in 2015.

Community Leadership

We formalized our existing board placement efforts, and had continued success placing employees on boards of partner organizations. We also began developing a training program to support employee board members.



Completed Board Placements

Kirk McKeown	Person to Person
Michael Sullivan	ConnCAN
Phillipp Villhauer	Domus
Mike Niedermeier	Stamford YMCA
Vinny Tortorella	Children of the Fallen Patriots



Strengthened Team and Resources

In 2014, we strengthened and expanded our team and our resources. We implemented new grant management software that allows us to better track our giving and Point 72 employee volunteerism.

We increased staff, hiring an administrative assistant to help manage additional responsibilities, as we increased giving and launched Community Matters. We also increased our engagement with Point72 resources, including Communications, Legal, Finance and Technology.

We developed relationships with external partners to help launch, maintain and grow the Foundation brand:

- *Brand and Design: Robert Matza*
- *Digital and Social Media Strategy: Beeby Clark & Meyler*
- *Video Production: Richard Freeda*



Looking Ahead: 2015

Our goals for 2015 are to continue to encourage and inspire people to give, to lead by example and to tell the story of how giving can make a difference.

GIVE

Continue to increase giving

Love the GIVE

Inspire giving at a higher level

Define the GIVE

Articulate our passion for giving

Share the GIVE

Tell the world about the power of giving



Appendix: 2014 Year-End Financials

Foundation Assets

For the Year Ending December 31, 2014

Assets	January 1, 2014	December 31, 2014
Cash	\$ 8,131,775	\$ 8,666,737
Investment in SCILTD	\$ 237,377,225	\$ 443,398,927
Investment in GDFLTD	\$ 52,570,890	\$ 98,584,636
Twitter	\$ –	\$ 15,283,669
Total Assets	\$ 298,079,890	\$ 565,933,968

Rate of return of investments: **44.08%***

Minimum investment return
distributable for US tax purposes: **\$20,467,742**

*Represents the blended rate of return for all invested capital in 2014



Foundation Expenses

For the Year Ending December 31, 2014

Expense Type	Amount
Admin	\$ 15,167
Legal	\$ 3,837
Social Media	\$ 89,564
Tax Prep	\$ 32,213
Telephone	\$ 1,048
Total	\$ 141,830





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