



*Fruit & Flower children, parents and staff take to the streets on April 7, 2005, for a parade to celebrate the start of the Center's centennial year.
Photo courtesy of NW Examiner*

Fruit & Flower Footsteps

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fruit & flower
quality childcare
since 1906

footsteps

spring 2006



Caralee Lockwood Longwood (pictured here on her 78th birthday) left a generous gift to Fruit & Flower in her estate

A Legacy of Generosity: Caralee Lockwood Longwood, 1925-2004

When Caralee Longwood was a young girl, she heard plenty about Fruit & Flower Day Nursery. In those days, Fruit & Flower was located at what is now Portland State University. Also in those days, Ms. Longwood's grandmother, Harriet Lockwood, served on the organization's board of directors. A decade later, Caralee's mother, Philena King Lockwood served on the board. Young Caralee watched and learned as her mother and grandmother served their community.

Fast forward to March of 2005. Fruit & Flower Child Care Center becomes the recipient of a generous bequest of \$350,000. The donor? Caralee Longwood, the little girl who had long ago heard about Fruit & Flower.

Caralee Longwood was born Caralee Lockwood in Portland on September 23, 1925. Though she was never a student at Fruit & Flower, she continued a family legacy of devotion to the Center. Described by her son Mark as a modest woman who "walked her talk," Caralee dedicated her life to helping others. She was a consummate homemaker when her children were

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Happy Valentines Day!



Message from the President

Fruit & Flower Board President, Mike Llewelyn

Current events often dominate our day to day lives.

Here in Portland, our public schools face a funding crisis. Half a world away the instability of the Mideast seems to be front page news everyday. Our sports "heroes" often get more news about their latest legal dilemmas than what they did on the field. However in the midst of these problems a bright star shines right here in Portland.

This year marks the 100th year of the existence of Fruit and Flower! Year -in, year-out the Center has provided stability, enrichment, friendship and loving care for generations of Portland's children. The Center relies heavily on the fees that parents pay during the time their children are enrolled at the center. However, the generous contributions that individuals, families, foundations and companies make to enrich our Center are the cornerstone upon which the Center has thrived for a century. In the last year, the Center has received a very generous contribution from the estate of Caralee Longwood. Our annual auction was a huge success and we are well along our way to meeting our goals for our annual giving campaign. Without these generous gifts and grants, the Center simply wouldn't survive. We also receive the gift of volunteer time. Countless numbers of parents and other volunteers over the years have helped the center in numerous ways.

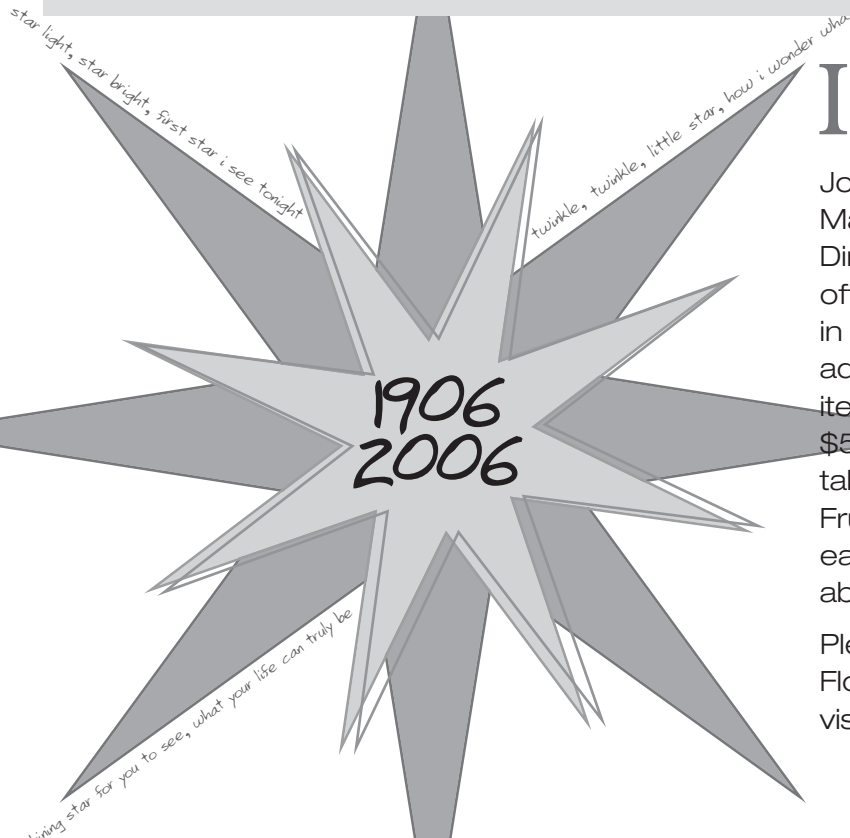
Simply put, Fruit and Flower is a community. As we celebrate our 100th year, we will be contacting as many alumni families as possible to reconnect the present with the past. The Board of Directors and staff at the Center are in the midst of several projects which will enhance the Center to assure another 100 years of quality childcare for future generations to come. Our community is strong and the future remains as bright as the beacon that has drawn families to the Center for over a century.

It's a Date!

Join us at the Multnomah Athletic Club on May 6, 2006 for Fruit & Flower's 11th Annual Dinner and Auction. This year's event will kick off Fruit & Flower's 100th anniversary year in style. The evening will feature live music in addition to fabulous fare and unique auction items from live and silent auctions. Tickets are \$50 each — but don't be shy, buy a whole table for your friends! Proceeds go to benefit Fruit & Flower's mission to provide high-quality, early childhood care, regardless of the family's ability to pay.

Please contact Jeanne McGinnis at Fruit & Flower (503) 288-8349 for more information or visit our website at www.fruitandflower.org. ❁

1906
2006



A Legacy of Generosity: *continued from page 1*



From the Executive Director

Fruit & Flower Executive Director, George Janis

This issue of Footsteps has a focus on both our historic past and our vision of the future. It is one of the elements of our Center that I find most interesting and fulfilling.

Our past is interwoven with the city of Portland.

Our list of former Board members is filled with a "who's who" of the City.

Our alumni still surface, many years removed from their Fruit & Flower experience, with wonderful stories of their preschool memories.

There is much tradition and passion for our mission; this helps to explain how we have survived and actually thrived for almost 100 years while many other centers have disappeared from the landscape. Yet with all our history and richness of tradition we see new families added to this wonderful environment every day. Young families tour our building and look at our program and can't possibly know how great a part of their life Fruit & Flower may become. We are not a new, shiny child care program and we are showing some wear and tear around the edges. Yet one can't possibly miss feeling the warm, caring environment that comes from our many years of collective experience. Three of our seven lead teachers have been with us for over 20 years and the average length of tenure for the seven lead teachers is approaching 15 years! We have a number of classroom aides who have been with us for that long too. Despite this, we remain "young at heart" and full of fun and vitality because of the young children who grow and learn in this warm, safe and nurturing environment. We are all blessed to be a part of this organization and to have our lives woven into its rich fabric. As you read about us, I hope that your spirit is touched and that you feel moved to participate in our very exciting future. Here's to a wonderful past and a bright future!

young and devoted herself to volunteering throughout her adult life. She was particularly committed to causes related to the health and welfare of others, working tirelessly for children's charities, hospitals and Scouts to name a few. She helped found St. Francis of Assisi church in Wilsonville. She was also an accomplished horsewoman and served as president of the Eugene Hunt Club. Though she spent many years in Eugene, she always recalled her mother's fondness for Fruit & Flower and the important role it served in the Portland community.

Extraordinary Oregonians ran in Caralee Longwood's family. Her great grandfather was Philip Marquam, early judge for Multnomah County and Oregon State legislator who for many years was the largest landowner in Multnomah County and was instrumental in the formation of the Oregon Railroad and Navigation Company in 1887. Her grandmother, Harriet Lockwood, was the first licensed female driver in the state of Oregon. Her grandfather was C.W. King, co-founder of Olds Wortman and King located in downtown Portland, the first department store in the Northwest to occupy an entire city block. Her cousin was Sam King, who invented the oscilloscope for Hewlett-Packard.

Caralee herself was also a leader. She motivated others to take action by her example. In 2002, she had open heart surgery. As she recovered, she recognized a need for other heart patients to receive encouragement in the area of exercise and training. True to form, she dedicated herself to coaching other patients.

Caralee passed away in June of 2004, but not before she remembered Fruit & Flower in her estate plans. As generous as she was modest, Caralee left her gift in honor of her late mother, Philena King Lockwood. Like her mother, she believed in using her gifts to give others a chance to succeed. To that end, her bequest to Fruit & Flower has been designated to seed future large fundraising projects.

Fruit & Flower is grateful to Caralee Longwood and her family's legacy of extraordinary dedication. Her gift is a tangible reminder of the power of childhood memories of laughter, play and service to others. ❁

Donors

The following list of donors includes contributions made during our fiscal year July 1, 2004 - June 30, 2005. This list does not include the many in-kind donations made by our supporters directly to the Center and to the auction. Also, we cannot quantify the innumerable hours and dollars donated by the volunteer Board members who lead our organization and project volunteers who donate their time to work parties that improve our Center.

Over \$5000

Jubitz Family Foundation
Caralee Longwood Estate
Swindells Charitable Trust
Isam and Rose White Fund

\$1,000 - \$4,999

Autzen Foundation
Diana and Keith Bailey
Greg and Lynda Clarke
Mike and Jennifer Heilbronner
Maryellen Hockensmith
The Jackson Foundation
Pat Janowski and John Kilty
Audrey O'Brien and Mike Llewelyn
Linda Moore Sanders
Alison Stenger
Richard Sullivan
Edward Swenson
Tektronix Foundation
Wendell Walker

\$500 - \$999

Kristen and Gareth Bannister
Becca Cavell and Joe Schneider
Kirsten Larsen and John Clark
Lise Glancy and Dennis Fernandes
Nancy Erfle and Richard Fortner
Gary and Dana Griggs
David Howitt
Kimberly Clausing & Benjamin Hufford
James V. Norlen Memorial Fund
David Johnson
Marina and Kevin Johnson
Steven and Regina Lawrence
Annie McEwan and Steve Lincoln
Joan Llewelyn
John and Elinor McGuire
Nike
Don & Mary Singer
William Stevens
Brian and Anne Marie Talcott
Chris Tebben and Cam Turner
Gordon and Ceci Usher
Jim and Lori Woolfrey

\$250 - \$499

Anonymous
Aldrich Law Office
Celeste Lewis and Tovey Barron
Sarah Gregory and Brian Bramlett
Donna Capodacqua
Vanessa McKiel and Thomas Dietz
Lisa Hannah and Matt Hider
Steven and Linda Moreland-Hooker
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Linda Hutchins
George and Arlene Janis
Wesley Lawrence
David and Deborah Lewinsohn
Wendy Smith and Steven Long
Peter Lyman
Lucy Marlitt
Lora Looney and Darren McDonald
Andrew Chenoweth and
Jeanne McGinnis
Pat and Russ Mickiewicz
Christine White and Scott Milham
Molly and Dan Mullen
Sharon and Jennifer Paget
Portland General Electric Company
Flora Ramey
William and Rose Marie Reilly
Mary Halladay and Brian Rogers
Schnitzer Care Foundation
Sarah and William David Shepherd
Claus and Evelyn Sinai
Douglas and Kimberly Strand
Sally Truhn
Chris Tebben and Cam Turner
Usher Construction Company, Inc.
Anna Davis and Scott Weinrobe
Stacey O'Connell and Doug Wesolek
Lara and John White

Laura Knittel and Brian Wilson

\$150 - \$249

Lorraine LeTac and Bill Aylward
Joan and Bill Bailey
Laura Fallon-Burns
and Scott Burns
Holly and Thomas Chaimov
Nicola Rotberg and Robert Cloutier
Lew and Donna Delo
Kadie Casey and Paul Gaudio
Jeannine Griffin
Wendy Hain
Janet and Maurice Halladay
Peter Koerner
Janet Prewitt and
Wendell Kusnerus
Betty and Joseph Labadie
Frances Lynch and Robert Slugg
Elizabeth Meier
Bob and Sabrina Prill
Arno and Marie Reifenberg
G. Xiaomei and Matthew Rouse
Karen and Nathan Selden
Joanne Stewart
Louis and Eileen Swart
Veryl Wallace

Did you know . . .

that Fruit & Flower was the first child care center in Oregon? Its first major fundraiser was the Bankers vs. Lawyers and Doctors baseball game held on the last day of the Rose Carnival in 1907. The event became the Carnival's annual closing event for years.

As a non-profit organization, Fruit & Flower has always relied on fundraising to help it achieve its mission of care for children of working families, regardless of income. In fact, in the last fiscal year (July 1, 2004 - June 30, 2005) monies from contributions and events (not including the generous bequest from Caralee Longwood) accounted for 11% of the Center's income, while fees from parents accounted for 64%.

Thank you to all of our friends and families for your vital support.

\$1-\$149

Albert Abe
Albertsons
Theodore and Joan Antonsen
Karen Aschbacher
Michelle Sang and Dan Balmer
Muriel Barron
Ann Dart and Ralph Beaumont
Ogden and Charlotte Beeman
Laurie Gould and Bruce Billo
Scott and Stephanie Birdsall
Virginia Smith and
John Bissonnette
Bishop and Mrs. Thomas Brown
Sheri and Sean Browning
Lynne Cartwright
Diane Casey
Ed and Cathy Casey
Bud Clark
LaFonsa Clay
Michael and Jeanie Coates
Laila Cook
Kevin Coté
Shirley and Bernie Croucher
Gustavo Cruz, Jr.
Jason Musengo and
Monica Cullen
Laura Megliori and
Tom Cunningham
Aimee and Greg Davenport
Reena and Stuart Davis
Erin and Josh DeCristos
Margo and Frank Delbovo
Selma Denecke
Krista Reininga and John DeVoe
Martha and Dean Dibblee
Dana and Palmer Dobbs
Molly Edison
Virgil and Julie Emery
Michelle Emery
Todd and Lisa Findlay
Alysa Rose and David Finkelman
Steve Collins and Julie Florence
Edna Fog
Ralph Fullerton and Myra Friedman
Ralph Gaudio
Tim and Judi Gilles
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Jim Smith and Patchen Haggerty
D. Ben Henzel
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Marilyn Hinman
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Leslie Iverson
Becky and Eric Johnson
Douglas Johnson
James and Rhonda Kennedy
Key Foundation
Lavern Knutt
Steve and Randi Kobak
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Denise Lafond
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Kelly Skye and Christopher Larsen
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Russ Margach
Maggie and Roger Martin
Lora and James Meyer
Edith Miller
Tracy and David Modde
Helen Morris
Bob and Lori Nagel
MaryAnne McDowell and
Robert Neuberger

Susan Ong and David Norris
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Alar Mirka and Irja Oray
Erin Osband
Geoffrey Bruce and Susan Parke
Shirley and Abraham Perlstein
Marya DeVoto and Soren Petersen
Cheryl Rath
Joanne Recken
William and Rose Marie Reilly
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Vincent and Kim Cao Vu
Jim and Tricia Walker
Carolyn and Allen Webb
Bob Weil
Shirley and Sidney Werbner
Ted and Carolyn Wesolek
Lois and Charles White
Virginia Wilkinson
Mary and Martin Wilson
Barbara Coit Yeager
Ted and Mildred Zell

In Honor...

In honor of Haley Wilson
Shirley and Bernie Croucher

In honor of Andrew Steiger
*Edna Fog
Hyun Ja Kook*

In honor of Anina Gaudio
Ralph and Barbara Gaudio

In honor of Ali Kuni
Lavern Knutt

In honor of Fruit & Flower Staff
Denise Lafond

In honor of Eavan O'Neill
Maureen Harkin and Phillip O'Neill

In honor of Jacob Werbner
Shirley and Sidney Werbner

In Memory...

In memory of Elaine Llewelyn
Audrey O'Brien and Mike Llewelyn

In memory of
John and Esther McGinnis
*Andrew Chenoweth and
Jeanne McGinnis*

In memory of Louise Nugent
Henry and Louis Marquering

In memory of Kathy Williams
Ted and Joan Antonsen

Child Care Legacy Project

In Fiscal Year 2004-2005, Fruit & Flower created the Child Care Legacy Project, thus giving a name and goal for the scholarship funding it has provided for many years. Thank you to the Maybelle Clark MacDonald Fund, Jubitz Family Foundation, Swindells Charitable Trust, Isam and Rose White Fund, Jackson Foundation, Anna Wheeler Hayes Fund, Tektronix Foundation, Nick and Sandra Snell Fund, Schnitzer Care Foundation, Juan Young Trust, Swigert Foundation and the Oregon Community Foundation for supporting this Project. Their gifts totaled over \$51,000 for the fiscal year.



A Chapter In Time

In this issue, *Footsteps* continues a series of articles about Fruit & Flower's history.

The second in a series of three articles about Fruit & Flower's long and storied history. Our last issue: The Portland Flower Mission is started in 1885 by eight young girls. The organization finds its true mission in 1906 and establishes Oregon's first day nursery. Designed to provide working parents with a feasible option for child care, it quickly grows with the demand of the times.

In 1919, Fruit and Flower was a going concern. Since the Nursery's founding in 1906, Portland's population had tripled, and there was no shortage of working poor people to serve. Many families lived in squalorous tenements. The nursery provided its children with fresh air, clean clothes, hot food, dental and basic medical care, and even haircuts. Also by that year, the organization started using the name of Fruit and Flower Day Nursery, and to this day that is its legal name. One other large event of 1919: the Nursery hired Elizabeth Jehu as its superintendent.



All dressed up: "The Awakening of Spring" was the theme for this 1930 pageant

Mrs. Jehu made a huge difference in her decade of tenure. She changed the administrative environment to one of collaboration. She raised cash and in-kind donations. And she subtly shifted the center's approach to more modern ideas of early childhood development, rather than discipline as the means to maintain order. In those early days, the Nursery had a kindergarten too. Probably the biggest change during her years, however, was the permanent home that Fruit & Flower found at 12th and Market, custom built at a cost of \$85,000 (above and beyond the \$15,000 that it paid for the lot.) The new site was state-of-the-art for the time.

The country's economic challenges of the 1930s brought no shortage of community need. When the United States entered the second world war, however, big shifts

occurred in the labor force and in privately supported human services. Earlier, in 1921, the Nursery became one of the first community partners of a precursor to the United Way. By that time, Fruit & Flower already had expertise in fundraising, volunteer and investment management. Considered a very reputable charity, the Nursery had raised money through, among other events, an annual Bankers vs. Lawyers and Doctors baseball game, for years held as part of the Rose Carnival.

By the time of the stock market crash in 1929, a change in philosophy was already taking place regarding the role of government in social services. In 1933, Roosevelt's New Deal increased federal spending on social programs. Fruit & Flower's expanded program benefited.

The second world war brought many women back into the labor force and looking for childcare. The Kaiser Shipbuilding Corporation came to Portland and brought with it the need for more child care. It also provided care to thousands of children of its employees; the impact on child care was widely felt. Fruit & Flower also grew at this time and the standards for child care, and staff training, improved by a wide margin. The Lanham act provided funding for many child care centers as a war effort. When the act was withdrawn after the war, many women who chose to continue to work found themselves without child care. Steady need with decreased funding became a new obstacle for the Center, but only temporarily.

A Chapter in Time: continued on page 7

History Repeats:

A meeting of Fruit & Flower Leaders

On November 7, 2005, a historic meeting happened at Fruit & Flower. For the first time in the Center's history, four of its executive directors (EDs) were gathered in one place. Representing the past forty years of leadership, Fran Ousley (ED: 1969-1976), Joan Antonsen (ED: 1976-1989), Roberta Recken (ED: 1989-2001) and George Janis (ED: 2002 - present) got together for a meeting of the minds.

In addition, former and current staff and board members were there, completing the lunchtime meeting, which spilled well over into the afternoon.

Fruit & Flower's history and future were the topics of discussion. Said Antonsen (ED 1976-1989), "I went to the meeting for two reasons: it seemed to be a good way to see people with shared memories and be useful at the same time." Many years of fun memories were shared, as well as moments to remember those who served Fruit & Flower as board members, teachers and staff. One thing became apparent: children's mischief is ageless. Another Fruit & Flower constant? The dedication of its supporters. Reflected Antonsen, "Thanks to our wonderful staff, committed Board members, and the faithful membership, we got through the bumpy times. We found ways to serve more families, continue serving low-income families, and broaden the age range we served to include infants and toddlers."

Rare is the organization that can inspire the sort of affection that will bring together generations of leaders to share stories and lunch. Fruit & Flower is that rare organization. ❄



Four Fruit & Flower directors gathered for a historic meeting. L-R: George Janis, Roberta Recken, Joan Antonsen, Fran Ousley



Fruit & Flower paid a total of \$20,500 for both the lot and building, which was finished in 1928. The building, at SW 12th and Market, is now part of the Portland State University campus

increased flexibility on the Center's part. This led the board of directors through a period of introspection. The result? A change of scenery.

In our next issue: Fruit & Flower moves to NW Irving Street – generations return to the center – The Portland Flower Mission celebrates 100 years – what lies ahead for Fruit & Flower? ❄

A Chapter in Time: continued from page 6

Fruit & Flower continued to weather many challenges. Since its early days, Fruit & Flower had been on the leading edge of early childhood development—not just "babysitting" for working parents. The child care industry grew tremendously as a reaction to the increased demand provided by the war. As a result, teachers and administrators became more informed and effective. After the war, the funding fell off much more than the demand. Many mothers now chose to work. And many families (including families in transition) remained poor. Fruit & Flower found its demographic somewhat changed by the war, but still primarily served the working poor. The next decade would see even more changes in the population that Fruit & Flower served, and the need for