

ACBL EDUCATIONAL FOUNDATION 2020 Annual Report





Dear Friends,

In a year marked by COVID-19, racial injustice, and political upheaval, we are most grateful for your generous support to the ACBL Educational Foundation; we surpassed 2019 in all measurable categories. As country/western singer, Dolly Parton quipped back in March, *"...if you want the rainbow, you gotta put up with the rain,"* and so we did.

We were saddened by the loss of F2F bridge-playing opportunities, but that created an entry into the world of online bridge technology.

Tricky Bridge received a grant to help hook young people on bridge through video-game-style teaching. It has since become a phenomenal success! Next up, we partnered with Trickster Cards to address the need for a social bridge website where non-duplicate bridge players could play across a virtual bridge table in a more friendly and relaxed environment. Lastly, we collaborated with ACBL and ABTA to fund the research and development needed to launch an online teacher training program.

We created our first online fundraiser honoring Peggy Kaplan, a champion for youth bridge, who is battling a life-threatening condition. The funds we raised are dedicated to teaching bridge to young people. We increased our number of donors, number of donations, our investment portfolio, memorial and honorary gifts from people and ACBL clubs, demonstrating our growth from \$1.6M in 2019 to over \$2M in 2020.

In a time and place where so many donors, rightfully, responded to the critical need for health programs, civil rights, political change, and basic human needs, *we are pleased to welcome you out of the rain onto "Bridge Street."*

Social Bridge Online

With gratitude,

Executive Director

Financials

2 Welcome letter

2

risten Frederick **E. Kristen Frederick**

Tricky Bridge

loel R. Kramer



Online Teacher Training Other Grants

First Hands

ACBLEF Purpose

- To increase the number of bridge players.
- To engage in educational activities for the purpose of instructing the public as to the fundamentals, study, and play of contract bridge.



• To increase the pleasure of playing bridge.

Betsy Ross Bare

BETSY'S BOOKS

Donors

C

Peggy Kaplan

PEGGY'S PET SHOP



ACBLEF Goals

- To introduce more people to the game of bridge, regardless of whether it's social, duplicate, or a simplified stepping-stone game.
- To develop a network of casual bridge players and encourage a deeper engagement with the game.

Millions of people around the world are bridge players, and the ACBL Educational Foundation intends to grow the passion for bridge in communities and households all across North America.

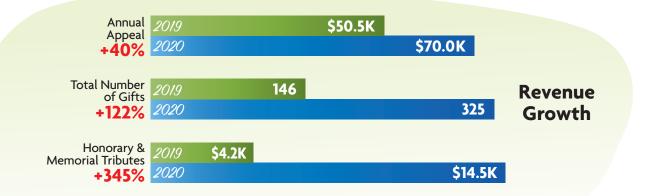
The Foundation does this through grantmaking and developing our own programs, often partnering with other organizations such as the American Contract Bridge League (ACBL) and the American Bridge Teachers Association (ABTA).

Bridge Camp



THE TOWN SQUARE





5th -12th Grade Programs - \$132K Collegiate Programs - \$146K 2017 - 2020 Teachers/Teaching - \$68K **Programs & Grants** Military Initiative - \$25K Social Bridge Initiative - \$50K Research - \$20K Family/Adult Programs - \$10K



TRICKY BRIDGE



Tricky Bridge launched on iOS in October 2020 with a mandate to provide the first fun, free, scalable way for young beginners to learn bridge. Developed from the imagination of Scott Hoffer and his team at Forklift Studios, it was Apple's top-featured new game on the USA App Store at launch, and in the four months since, the app has introduced nearly 25,000 beginners to bridge, the

majority between ages 18 and 44.

The game has been featured six times by Apple and continues to grow with that company's support, including at the #1 spot in their list of "Indie Games We Love". *Tricky Bridge* has taught a total of 440,000 digital bridge lessons.

They've received many messages of encouragement and support from players around the world, most often from bridge players grateful to be able to recommend *Tricky Bridge* to their friends and family members that never played bridge. Several players have offered to translate the game into their languages. Others are considering how it could be used in classrooms.

The game was ported to Android in February and is expected to launch in May. That will provide access to a much larger audience. *Tricky Bridge* is also planning an additional 19 lessons to further engage our beginners and to help narrow the gap between learning and competing.



If all continues to go well, Tricky Bridge will further expand the app content, build out its social media presence, and explore strategic partnerships that will help bring even more young beginners to bridge!

2020 PROGRAMS & GRANTS TECHNOLOGY



2020 PROGRAMS & GRANTS **TECHNOLOGY**, continued



ACBL DIGITAL TEACHER TRAINING

Our third technology grant enabled ACBL to make online bridge lessons more engaging by providing a new "how to teach" workshop online. Jointly sponsored by ACBL and the ACBL Educational Foundation, and in consultation with the American Bridge Teachers Association (ABTA), it introduced teachers to apps and websites that offer unique teaching capabilities and use each to demonstrate creative lesson dynamics. Teachers could now pick and choose what worked best for them.

As of March 1st this year, 8 training sessions have been offered and 84 teachers are now trained. In addition to upcoming classes, ACBL will be adding one dedicated exclusively to youth teachers soon.



ORANGE EDUCATION FOUNDATION (Orange, NJ):

\$5,000 to provide teacher stipends and teaching supplies for use in a newly formed Saturday Bridge Academy. The Academy will provide continued bridge instruction for secondary students, knowing they have little afterschool time during the week.

SOCIAL BRIDGE ONLINE

Haven't seen your regular partner in over a year now?

Our second technology grant, in collaboration with Trickster Bridge, created "Social Bridge Online – Bridge With Friends" – a website for social bridge players. On this site, you can play bridge with your regular partners in a relaxed and comfortable environment -

and it's free!

Whether you call it social bridge,

rubber bridge, party bridge, or something else, we know that millions of you play bridge regularly. Once you log in, you can handpick your own foursome to play, schedule your own regular game, and activate the camera on your device so you really ARE playing face-to-face with the three other people at your table.



Social Bridge Online is currently a hub where you can play bridge. (In fact, 2500 people have already signed up to receive email updates as we build it out.) In 2021, we'll be hiring a website editor and creating an advisory board to help us further develop the site. Then you'll be able to find even more content relevant to social bridge playing, supplies, compatible partners, and tips for making your game more enjoyable.



Did you know that:

82% of the ACBL duplicate bridge players we surveyed are also social bridge players?

87% of that same group play social bridge at least occasionally, with 40% of them playing social bridge more than once weekly?

2020 PROGRAMS & GRANTS **TECHNOLOGY**, continued



Here's what graduates are saying about the experience:

4 The class was wonderful. I learned a lot about online tools for teaching. I highly recommend this class to anyone teaching in today's environment."

⁶⁶ Using more than one app during a lesson gives the class terrific energy and excitement.

4 That (training) was terrific. I got it. It's so clear. Thank you.

To find out more, go to: www.acbl.org/teach/become-ateacher/#online

OTHER 2020 GRANTS

LA LIGA DE BRIDGE (Oaxaca, Mexico):

\$4.000 to expand their existing bridge program for young people to include the use of young, local, newly certified student teachers from their community. Support for providing instruction to four young student teachers was provided by an earlier ACBLEF grant.

MO-KAN ACADEMY (Lake Winnebago, MO):

\$900 to provide the stipends and supplies needed to conduct Sunday afternoon bridge instruction for young people.



2020 PROGRAMS & GRANTS, continued





Even in "The Summer of COVID." Digital Bridge Camp was FUN.

No, virtual summer camps couldn't replace rope courses, water balloon battles, bonfires, or the time spent outdoors with friends, but for kids who wanted to learn or play better bridge, the virtual bridge camp experience added structure to long summer days in 2020. Through Zoom and BBO, it offered kids the chance to make new bridge friends, interact with old partners, and learn from experienced bridge teachers.

The Educational Foundation has historically provided grants to support summer bridge camps. Grants made to these camps for the 2020 summer season have been rolled over to 2022 due to COVID-19. and the camps will operate digitally in 2021.

Carlinville Youth Bridge on Lake Williamson, IL, which was started with a grant from us in 2009, has had over 300 "graduates" and due to the popularity of its online summer bridge camp in 2020, will offer it again in June 2021.





Michigan Youth Bridge, Inc.

on Lake Copneconic, was developed from

the Carlinville model in 2018 and has had

58 campers (with 14 repeaters) during its

first two years. While it did not offer an

online camp in 2020, virtual bridge camp

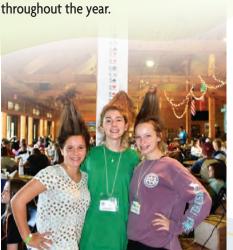
and games to keep campers involved

is planned for 2021 as well as online events





Bridge camps provide the skills for a lifelong "sport," and have created some competent young champions! Here's the camaraderie we can't wait to see once again.





James Holzhauer







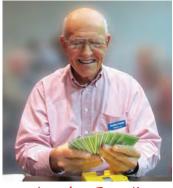


Barbara Seagram

Mike Lawrence

"FIRST HANDS"

In January, we engaged Jonathan Friendly, already an ACBLEF volunteer, to come up with an idea for a regular column on our website. A former editor of Alan Truscott's column in the "New York Times," he suggested a series entitled "First Hands:"



Jonathan Friendly

"Bridge players, even the great ones, all have to start somewhere. When the Educational Foundation asked me to contribute to its website. it occurred to me that I would have a good excuse to talk to my idols and ask them about their earliest days of play and what so fascinated them about the game. So far, these players have been extraordinarily generous with their time and their memories. I hope you find their stories as interesting as I do."

In 2020, our readers learned about Larry Cohen, James Holzhauer, Mike Lawrence, Jeff Meckstroth and Barbara Seagram. Coming soon are articles about Jerry Helms, Adam Parrish and Ed Zuckerberg. Whenever possible, we included photos of each of them at the age they learned to play. And, when asked how he came to play bridge, Jonathan replied:

"About 70 years ago, my older brother and I were desperate for opponents for Canasta, so we recruited my mother and one of her friends; in return, we had to learn to play bridge with them. Remembering how I had gotten started led me to wonder how the nation's finest players had gotten hooked. First Hands became the way to find out."

For Jonathan's own "First Hands" story, plus those of others, go to www.acblef.org/page/first-hands-series-35.html.

If you have players whose origins you want to learn about, or if you want to share how you got started, drop him a line at Jonathan.ACBLEF@gmail.com.



PEGGY KAPLAN

The importance of teaching bridge to young people is a common thread throughout this publication and a major goal of the Educational Foundation. Two special people come to mind as friends and family paid tribute to them through contributions supporting Youth and Collegiate Bridge: Peggy Kaplan and Betsy Ross Bare. Together they generated \$14,000 for programs to support teaching bridge to those from middle school through college.

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In Honor of Peggy Kaplan (Grand Life Master)

Peggy Kaplan – bridge coach, photographer and mentor to young people playing bridge – was a college student player on the Bob Hamman-Bill Gates-Warren Buffett team, and has been a well-known, well-loved top bridge competitor for years. When Peggy began the most serious fight for her life, longtime friend Cookie Hoberman approached ACBLEF about doing an honorary online fundraiser to benefit youth and collegiate bridge. In the space of five weeks, a flyer emailed to ACBLEF friends raised over \$12,000 in funds, now earmarked for grants that will teach young people how to play bridge. (See Special Tribute Gifts, page 15.)

After reading "25 Things You Didn't Know About Me" on her Facebook page, we learned that Peggy can touch her nose with her tongue, she was almost run over by a car while sleeping in bed, that Oswald Jacoby played bridge with her once, and that she has been blessed with incredible friends.

We agree.



In Memory of Elizabeth "Betsy" Ross Bare (Bronze Life Master)

From classrooms to courtrooms to bridge games, Betsy touched thousands of lives across North Carolina. Already an accomplished public-school teacher in Chapel Hill, NC, she chose to pursue a law degree at Wake Forest Law School. With brainpower and charisma, she broke through traditional barriers to take on leadership roles as federal prosecutor in law enforcement and served as an Associate Attorney General in that state.

Her longtime, grand life master bridge partner, Happoldt "Hap" Neuffer, knew that Betsy truly recognized the "depth of the game" and remembers a Swiss Team competition where they were down by 60 IMPS in the first match, only to win the entire event.

Although privately fighting multiple chronic diseases and constant pain, Betsy demonstrated unusual resilience over the past decade. What doctors diagnosed as a "mild" case of COVID-19 ultimately caused her death.

She devoted her life to the well-being and teaching of children and because of this, her family chose to include the ACBL Educational Foundation as a recipient of memorial gifts to further the game of bridge among young people. (See Special Tribute Gifts, page 15.)



BETSY ROSS BARE





DONORS

Sapphire \$500-\$999

Emerald \$2500-\$4999 Anonymous (1) Marta Black In honor of David B. Black,

world's best bridge husband Paul L. Cuneo Sally Giloth For advancing youth bridge Joel and Laurie Kramer Eric & Sally Robinson

Diamond \$1000-\$2499

Anonymous (4) Ellen Anten In memory of my parents, George & Esther Findling Barbara Clark In memory of my parents, Thelma & Lonnie Clark Larry Cohen In memory of Sylvia Berkowitz Mitch Dunitz The Villages Duplicate Bridge Club In honor of Jay Whipple East Bay Unit 502 DBC Allison Freeland In honor of Jay Whipple & ACBLEF Naren & Vinita Gupta For bridge teachers & teaching Greg Johnson Michael Khandelwal In memory of my father. Govind Khandelwal S. Reese Koppel In memory of my grandmother, Amy Bonoff Jennifer O'Neill John & Deanna Sammon Martin Seligman Roger Smith Robert Todd

Anonymous (2) District 17 ACBL In honor of Kitty & Steve Cooper Michael Becker Michael Berkowitz Kenny & Nancy Blank Honesdale-Hawley DBC Associates* E. Kristen Frederick Bryan Howard Eric Leong Thomas Rosenthal Jean-Noel Willk

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Ruby \$100 - \$249

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Byron Jenkins In honor of Dee White. my bridge partner Lynn Johannesen Libby Johnson Laura & Chris Johnsrude Joe Jones In honor of Jay Whipple Mary Pat Killian Jonna Kosalko Joel & Laurie Kramer In memory of Tom Juntunen Julian Laderman James LaFave Terry Lavender Deana Liddy Marilyn R. Lightner Cedrick Lorenzini Justine Lyons James Nash Nassau-Suffolk Bridge Assoc. Inc. In memory of Beverly Levy Mariann Nolan Kevin O'Brien James & Martha O'Donnell Nancy Olsen Dan Parish Joshua Parker & Debby Kittay Parker Kate Parker James Patton Carole Poggi In memory of my sister, Jayne Paquette Carol Pollack Anant Rathi John Rich Lockwood Rienhart Patricia Rogers Linnemeyer In honor of Barbara Clark Alice Rolls

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Bronze \$50-\$99

Anonymous (3) Anonymous & Memory Of (1) In memory of Jane Snell "Nicki" Brunner Sunnyside Unit 450 ACBL In memory of Leonard McGrath, Hassan Mojtahedi & Mary Conmy Margot Cegielski ACBL Unit 22 Fresno In memory of Richard Meffley Mieke Aerts Muriel Altus In memory of Shirley Levine Robert M. Asher Floreine Atkins

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Larry Bausher

Damian Birnstihl

* See Special Tribute Gifts, page 15

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* See Special Tribute Gifts, page 15

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Michael Howland In memory of Victor King Olin Hubert Tara Hudson Paul Isaacson Keelly Jones Jonathan & Susan Kaden Carol and Dennis Kasle Suheil Khuri Nancy & Paul Klein Joel & Laurie Kramer In memory of Barbara Scoll Nita Krevans Kimberly Lawson Alvin Levy Joyce Lewis **Richard S. Linkemer** In honor of loe Biden Billy Lyman Bootsie Lynch Owen Lynch Pamela Lyon In honor of my son. Robert W. Lyon John Marshall GerriAnne Mason In honor of Barbara Heller Robert Mattox Allan McAllister Mark P. McGree Paul Meerschaert Ana Messiry In honor of Allison Freeland Mary Walser & Lynne E. Meyer Lynne & Glenn Mohr Virginia E. Naugler In memory of Victor King Warren Nelson Jeffrey Nevins In memory of my bridge partner, Roger Moon Cynthia Ottaway

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Social Media Gifts

Amazon Smile Facebook Fundraiser (courtesy of H. Byron Jenkins) Network for Good

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Saralee Roseman In memory of Bill Grosnick Betsy Ruehl Joan Schepps Judy & Phil Schwarz Rocco Semararo Andy Stark Nancy Wittwer

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Sharon Anderson Dianne Belk & Lawrence Calder Paul Cuneo Herman Feldman** E. Kristen Frederick Carlene Garrigus** Bryan Howard Joel & Laurie Kramer Richard Schwartz**

**Deceased

ACBLEF Honor Roll

Our deepest thanks to these new 2020 members of the Honor Roll whose belief in bridge education and their support of it is truly exceptional.

Anne Allen Lee Anderson Sidney Axelrod Jay Bates Judy Bates Mary Bates William Beakes Ginger Bisek Charlotte Blum Janice Custer Herman Davis Dan Fowler Carol Ann Frederick Peter Halmos Jon Hammett Allan Hillman Roberta Hollingshead Stanley Hurwitz Christina Kelton Bennett Klausner Richard Long Donald Lowry Arthur Moore

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Gustave Wurman

See the full list at

www.acblef.org/page/honor-roll-28.html

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Anonymous (7) Darwin & Kay Afdal Floreine Alkins Anthony Ames Sharon Anderson Lynn Baker Jacqui Banasynski Michael Becker Drew Becker Lisa Berkowitz Jude Bijou Jonathan Blees Robert Boudreau Anne Brenner Clemens Bribitzer Matthew Bribitzer-Stull Jordan Chodorow Phil Clayton Tracey Clifford Larry Cohen Reba Cole Keith Connolly Bill Cubley Fran Davis Donna Deroos Yan Drabek

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Bennett Applegate Juliet Berger-White Kenny & Nancy Blank Dante Chinni Ted Corbin Elise Eplan Elliot Frolichstein-Appel Shauna Greene Melissa Harper Kelli Harsch Barbara Hayes Tara Hudson Libby Johnson Laura & Chris Johnsrude Keelly Jones Jonathan & Susan Kaden Kimberly Lawson Billy Lyman Lynne & Glenn Mohr Kate Parker John Rich Alice Rolls Don & Corrie Rovak Applegate & Thorne-Thomson Dawn Whaley

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In Honor of Peggy Kaplan for Youth Bridge Education

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Yorktown Bridge Club Tributes

In Memory Of:

Martin Feldsher Bobbie Gomer Michael Gordon Bill Grosnick Lillian Pecarsky Manny Radbill Wendy Ross Lillian Rothman Stanton Oswald

In Honor Of:

Ellen & Steve Goldman's Grandson

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