

2010-2011 ANNUAL REPORT
EDINA COMMUNITY FOUNDATION
BUILDING FOR THE FUTURE



Sondra Smalley and artist James Gabbert at a Grandview Square sculpture reception.

Dear Neighbors,

During our fiscal year ending June 30, 2011, the Edina Community Foundation took several steps toward building a stronger foundation for the future:

- We obtained a \$100,000 leadership gift from a local family foundation to support our work over the next four years, which we believe will be effective in motivating similar support from other families who have achieved business or professional success while raising their families in Edina.
- We finished the year with a 12% increase in the dollar value of program services we delivered and an 11% growth in our endowment funds. The fact that these increases occurred during the continuing recession bodes well for our future, along with our strong and diversified donor base of some 750 individuals and businesses.

- We expanded our Board of Directors to add three individuals with very broad experience and charitable service to our community – Paul Mooty, Scot Housh and Maxine Wallin, with the latter two to begin their service as of July 1 of this year.

Please contact us if you'd like to play a more active role in helping our Foundation and community meet current needs and build for the future.

Sincerely,

Carolyn Schroeder
President

Dick Crockett
Executive Director

STRENGTHENING OUR COMMUNITY

FOUNDATION PROGRAMS

We hosted or directly sponsored several programs in collaboration with other community groups:



Submitted photo

Edina's biggest party.

The **Mission Briefing** for veterans and **Edina 4th of July Parade**, chaired by Richard Olson, and the **Fireworks** display that evening, both in cooperation with the City of Edina and with major sponsorship support from Lunds/Byerlys and Fairview Southdale Hospital

The **Torchlight Concert** in Centennial Lakes Park, in cooperation with the First John Philip Sousa Band, directed by Scott Crosbie, with sponsorship support from Fairview Southdale Hospital and Centennial Lakes Partners

An **Edina Dialogue** event, *Reflections on Bullying*, in collaboration with the Edina Energy & Environment Commission and several local sponsors

Edina Reads programs, chaired by Maureen Millea Smith and co-sponsored by the Edina Library and several other community groups, and featuring authors Jim Klobuchar and Sandra Benitez; Shannon Olson, Katrina Vandenburg and Pamela Holt, Dr. John Najarian and Laurie Hertzell

The annual **Ikola Cup Golf Tournament**, chaired by Casey Hankinson, to honor long-time EHS Boys Hockey coach Willard Ikola and raise funds for our Ikola Scholarship and other youth hockey programs in the community

The annual **Terry Anderson Memorial Golf Tournament**, chaired by Cindy Anderson, to raise funds for Edina and Fairmount High School graduates pursuing college study in photography

Connecting With Kids programs, led by Board chair Mark Peterson and Executive Director Heather Haen Anderson, including the Edina Day of Service and Leadership Breakfast, with funding from EdinAlarm and Murphy Automotive

Our annual **Ikola** and **EHS Girls Hockey Booster Club Scholarships**, to Edina High School graduates Michael Sit, Ellie Starkman-Gleason and Greer Vogl, who had the highest GPA's on the girls and boys hockey teams

COMMUNITY GRANTS

We also provided grant funding for many community programs and events hosted by other organizations. Our Board of Directors and staff greatly appreciate the efforts of other individuals and organizations that have provided leadership, volunteer effort and financial support for these many programs. We welcome the opportunity to serve as the charitable giving partner that helps make these programs possible.

*We have four focus areas for grant making – Beautifying Our City, Bringing People Together, Enhancing Our Safety, and Helping Our Neighbors. **We continue to expand our role in meeting the needs of financially challenged families in the communities, and those grants are italicized below.***

BRINGING PEOPLE TOGETHER AND HELPING OUR NEIGHBORS: CHILDREN, FAMILIES AND SENIORS

Edina Alpine Ski Team – Edina High School Varsity team equipment



Edina Boy Scout Troop 48 – *Fees and camping expenses for Scouts from low income families*

Edina Communications Department – Graphic design software and Communications equipment

Edina Morningside Rotary Club – *Warm Hands, Warm Heads, Warm Hearts* program operated by member Ted Field, to provide mittens and hats to needy children, and community golf event

Edina Park & Recreation Department – *Grant-in-Aid program for needy children and families*, with major funding from David and Sandra Frauenschuh, the Edina Resource Center and our Van Valkenburg Children’s Fund, Winter Neighborhood Night Out and ice time and *jerseys for the Edina Special Hockey program*

Edina Resource Center – *Summer of Opportunity program to allow 12 low-income middle school youth in Edina Public Schools to attend a YMCA summer camp*, funded by our Van Valkenburg Children’s Fund, the ERC Breakfast with a Promise and available Founders Club program funds

Edina Senior Class Party – Edina High School Senior Class Party Committee, to bring graduates and parents together to celebrate high school graduation in a safe and positive environment

Edina Youth Juggling Association – Professional team coaching, juggling equipment, a Winter Juggling Showcase, a Juggling Workshop and its annual end-of-season Juggle Jam

Kids Voting Edina – State affiliation fee, teacher training, facilitator stipend, and election supplies

LeagueAires – *Free Community Concert to demonstrate the value of therapeutic music to seniors in group homes and individuals with disabilities*, funded by our Otto Bang Fund for Seniors

Metropolitan Breakfast Club – *Marine Corps Toys for Tots program donation*

BRINGING PEOPLE TOGETHER: NEIGHBORHOOD ASSOCIATIONS

Country Club Neighborhood Association – July 4th breakfast, Octoberfest and Christmas events, and June block party

Edina Highlands Neighborhood Association – Common area landscaping and Night to Unite event

50th & France Business & Professional Association – Reindeer and sleigh rides for 2010 holiday entertainment

BEAUTIFYING EDINA: ENVIRONMENT, MUSIC AND ART

Cool Planet – Environmental education programs and flying disc and Frisbee tournaments

Edina Art Center – Taste of Creativity event and May Day Celebration, with funding from our Peggy Kelly Memorial Fund

Edina Chorale – Challenge grant for Spring Concert

Edina Garden Council – Arneson Acres landscaping

Edina Public Art Committee – Underwriting of the annual Grandview Square Park sculpture exhibition and Peoples Choice awards, and purchase of Time Piece, donated by Dee Kennedy, and Three Trees, donated by artist Kevin Komadina

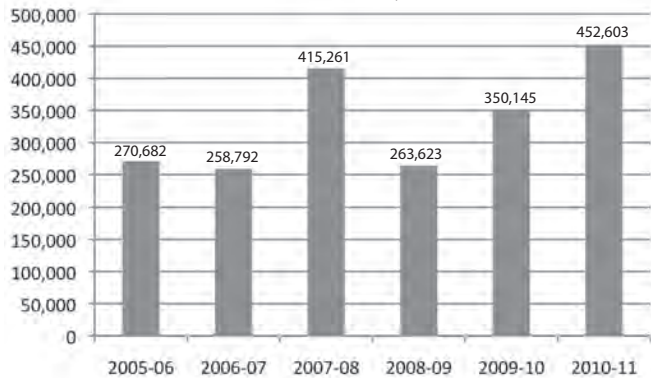
Edina Senior Center – Annual volunteer recognition lunch, Edina Singing Seniors support and purchase of two pool tables and an oil painting by artist Dick Stuck

Wild Prairie Brass Choir – Concert and Cabin Fever Reliever events

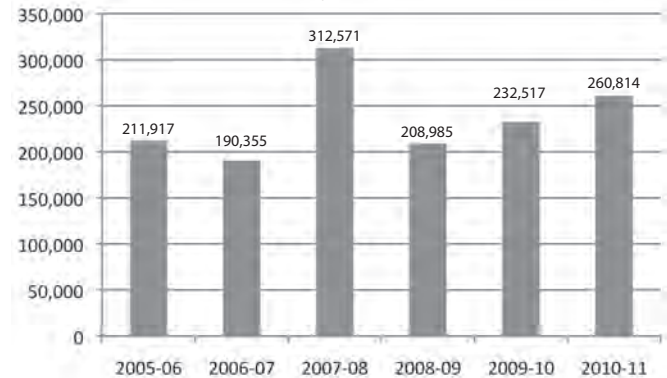
2010-2011 FINANCES

Our total revenue was \$452,603, which exceeded our average for the last five years of \$311,701. Our program services expenditures of \$260,814 were 83% of our total expenditures of \$314,529, which more than complied with the 70% minimum recommended by the Minnesota Charities Review Council.

2010-11 Community Support



2010-11 Program Services



AUDITORS: Ellingson and Ellingson, Ltd. The complete audited statements for this and prior fiscal years, our IRS Form 990 and Minnesota Charitable Organization Annual Report are available upon request.

BOARD OF DIRECTORS AS OF DECEMBER 1, 2011

Carolyn Schroeder, President
Community Volunteer

Tim Murphy, Vice President
President
Murphy Automotive, Inc.

Bonnie McGrath, Secretary
Retired Business Owner

Bernie Beaver, Treasurer
C.P.A (Retired)

James B. Hovland, Immediate Past President
Attorney at Law
Krause and Hovland, Chtd.

James Van Valkenburg, Assistant Treasurer
Retired Mayor and Attorney

Bradley J. Beard
President
Fairview Southdale Hospital and Clinics

Peter Dahl, Chief Executive Officer
Crown Bank

Ron Erhardt
Retired State Legislator

Scot Housh
President and CEO
Willis of Minnesota, Inc.

Grethe Langeland Dillon
President
Calhoun Insurance

Paul R. Mooty
Chief Financial Officer
Faribault Woolen Mill Company

Brenda Quaye
Principal
Venstar, LLC

Maxine Wallin
Community Philanthropist

FY 2010-2011 STAFF

Dick Crockett, Executive Director

Heather Haen Anderson,
Connecting With Kids Executive Director

For more information about our program, charitable giving opportunities and a list of 2010-2011 donors, contact Executive Director Dick Crockett at 952-833-9573, 5280 Grandview Square, Edina, MN 55436 or edfoundation@ci.edina.mn.us, or review our website at www.EdinaCommunityFoundation.org.

City Recognized Nationally With ‘100 Best Communities For Young People’ Award

By **Emilie Kastner**

Missing one penny takes away the possibility of the dollar, a misplaced puzzle piece changes the entire picture and one teenager dropping out of high school can alter the outcome of the community.

Thanks to numerous collaborations between organizations and good-hearted residents who strive to improve the livelihood of and foster success of youth, the Edina community can feel a sense of pride.

The City of Edina was recently named to the list of “100 Best Communities for Young People” for the second consecutive year by America’s Promise Alliance.

Each year, America’s Promise Alliance and ING recognize 100 communities that have made efforts to reduce drop-out rates and provide support for youth. These communities have also adhered to the Alliance’s “Five Promises:” caring adults, safe places, a healthy start, effective education and opportunities to help others.

With a population of 47,941 according 2010 Census data, Edina has a graduation rate of 98 percent and a youth poverty rate of 2.5 percent. Edina Public Schools consistently ranks No. 1 in the state for standardized testing.

“Clearly we have effective education since we have a 98 percent graduation rate,” said Heather Haen Anderson, Executive Director of Connecting With Kids. “In effect,

you’d say our dropout rate is 2 percent and that’s because of all these collaborations. Edina really is a community that values our children and works to foster achievement in them.”

“Edina Public Schools has been a school system that has always believed in doing anything we can to create active citizens,” said Edina Public Schools Service Learning Coordinator Julie Rogers Bascom, who aided Haen Anderson with the application process. “The goal of public education is not just to impart knowledge, but also to nurture active citizens.”

The City boasts 14 youth athletic associations led by more than 1,100 volunteers and is a member of Tri-City Partners for Healthy Youth and Communities.

Other examples of collaborations Haen Anderson listed on the application to America’s Promise Alliance include the Students Taking a Renewed Interest in the Value of Education (STRIVE) Program, a mentorship program that selects children with greater potential who are underachieving in school and pairs them with a community resident who is often times a Rotary Club member or a mother of a former high school student; Edina Chemical Health Partners, a group that works to reduce substance abuse in youth and pairs with community members from a variety of organizations; and Junior Police, a program sponsored by the Rotary Club of Edina-Morningside and local elementary schools that works to build relationships between students and police officers.

"I feel a sense of pride and sense of gratitude to the community," said City Manager Scott Neal. "It isn't a recognition of greatness of the school district or city government. It's a recognition of the priority the community places on creating a supportive atmosphere for its youth and I feel lucky to be a part of that."

Additional community programs and foundations in Edina that are devoted to the success of the community's youth include the Edina Community Foundation's Van Valkenburg Children's Fund; May Term Program, which offers high school seniors the opportunity to complete an internship; scholarships for Camp Kici Yapi, a collaboration between the Southdale YMCA, Edina Public Schools and the Edina Community Foundation that makes it possible for children from low-income families to attend camp; and Youth Frontiers.

"I'm proud of the entire community for this achievement because we all work to make Edina one of America's 100 best communities for young people," said Haen Anderson. "We should be proud of our accomplishment and be inspired to continue our efforts."

"One of the reasons that we were chosen is because of our long history of service and service-learning," said Rogers Bascom, referencing the recent third Edina Day of Service, Kids Voting Edina and the variety of service-learning experiences for students in each one of the schools.

More than 300 communities from all 50 states, the District of Columbia and Puerto Rico were nominated in the 2011

competition. Each of the 100 winning communities received a \$2,500 grant to help fund a local program or to sponsor a local celebration. In addition, each winning community received media exposure, a commemorative trophy, road signs, a media relations toolkit and a one-year subscription to a leading online grant search service.

"We will have a Connecting with Kids Leadership Breakfast in February where we will celebrate the award with the community," said Haen Anderson, adding that some of the funds will also go to Connecting With Kids.

Other Minnesota communities recognized this year included Landfall, Northfield and St. Louis Park, which has been awarded all five years.

(continued on next page)



Photo by Michael Braun

Connecting With Kids' Heather Haen Anderson is proud to represent Edina as spokesperson for the '100 Best Communities for Young People' award.

America's Promise Alliance is a partnership of more than 400 corporations, nonprofits, organizations and advocacy groups, which works to improve the lives and outcomes of children. The Alliance focuses on ensuring all youth graduate from high school prepared for college, work and life. The "100 Best Communities for Young People" awards have been granted five years, once in 2011, 2010, 2008, 2007 and 2005.

"This is a national recognition of the community and that's something that is worth being proud of," said Neal.

"Many communities seek this recognition and only a few deserve it. Edina is one of the 100 that made the grade. We should use this recognition as a goal for the future, not just something to hang a hat on in the present."

For more information, call Haen Anderson at 952-688-8081, email info@connectingwithkidsedina.org or visit www.AmericasPromise.org.

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952.826.0462 or jrepya@ci.edina.mn.us

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