

Calendar of Events

May 4, 2009
Nonprofit Management
Assistance Grant Program
Proposals Due

May 13, 2009
Conversations of the Valley
"The Art of Sustainable Living"
The Grand Banquet Center

In an effort to "go green" and save paper, SCVCF will be sending out this newsletter electronically in the near future. Please call us at 715.386.9490 or send an email to info@scvcf.org so we may place you on our distribution list. Thank You!

Designed and Printed by:



www.resococompany.com

Conversations of the Valley Luncheon Forum

All luncheon sessions through May will be held at the Grand Banquet Center, 301 South Second Street in Stillwater, MN from 11:30 a.m. to 1:00 p.m. (Please note this change in venue.) The cost is \$17.00 per person. Please call 651.430.3830 for reservations and information. You may email us at info@scvcf.org if you would like to be placed on our list and notified about upcoming speakers.

SCVCF Granting Programs

Music Education Grants

Grants totaling \$30,000 were awarded to school music education programs: Clayton Junior & Senior High School; Frederic School District; Meyer Middle School; New Richmond Elementary Schools; River Falls High School; Rocky Branch Elementary School; Somerset Middle & High Schools; St. Croix Catholic School; Stillwater Area High School; Trinity Christian School; and Woodbury High School.

Nonprofit Management Assistance Grants

SCVCF and Hugh J. Andersen Foundation awarded \$20,000 to strengthen nonprofit management and governance: The following organizations received funds from SCVCF directly: St. Bridget Parish School, HomeShare St. Croix, Healthy Communities/Recovery Network, St. Croix River Association, and St. Croix Valley Symphony Orchestra. Proposals for the next grant round are due on May 4, 2009.

Committed to Wise Stewardship, Dedicated to Growth

As the incoming Chair of the Board of Directors of the St. Croix Valley Community Foundation I urge all members of our board to develop a collective mentality regarding two major areas: the Foundation must steward its resources wisely; its board members and affiliate foundations must pursue strategic initiatives and build significant financial assets in order to attain long-range sustainability. By keeping these two ideas first and foremost, we will build lasting resources that serve the people, riverway and natural beauty of the Croix Valley and surrounding communities.

Our board now has a well developed plan for the future. Our president has performed a thoughtful institutional assessment; we look forward with a new agenda, all the while remaining flexible and open to current issues and initiatives. In order for the Foundation to fully sustain its operations, we must reach \$25-\$30 million, approximately double the size of our current assets. This goal is significant for an important reason: until SCVCF is self-sustaining, it competes with the nonprofit organizations we are here to serve. SCVCF operates with a very small staff and we spend carefully, knowing our donors expect their resources will be dedicated to fulfilling our mission – to advance the quality of life in the St. Croix Valley. For this reason I urge the members of our board and those on the boards of our affiliate foundations to embrace their responsibilities and support the work of our capable staff as they do the work of the Foundation. But the situation remains — we must raise large assets in order to build a sustainable organization dedicated to serving the people and communities in the region – today and tomorrow.

Often board members don't see themselves as fundraisers *per se* – instead, I challenge each of us to be asset development "thinkers" and to bring forward the many connections each person has to this community of communities. It is through our interconnections that we understand the needs and interests of our precious Valley and it is in our connections that we can find potential assets to build the Foundation. In this call to action, I ask each and everyone affiliated with the Foundation to bring their eyes, ears and ideas to our charge and to bring individuals, agencies, or community contacts into the

fold. Whether you are a donor, board member or a friend of the Foundation, we encourage you to open doors, make introductions, or simply think of ways to "spread the word" about the Foundation and our mission. Our relationships and connections are invaluable for the future of the Foundation and for the region we all call home.

Letter from the President

One of the things I like best about community foundations is that they "democratize" philanthropy. You don't have to be a Rockefeller; with a community foundation, anyone and everyone can be a philanthropist. I was reminded of this recently when one of our donors passed away.

Clara Smith had had a Donor-Designated Fund with the Foundation for about ten years, since shortly after her husband of 52 years had passed away. She set up the fund initially because of a tradition she and her husband had had for years: three seasons of the year their habit was to take a walk in the evening after dinner. Their usual route was to pass by the public library, and



David Wettergren,
Board Chair



Jane Hetland
Stevenson,
President

IN THIS ISSUE:

New Board Members	2
Volunteer Committee Members	2
Partners for the Future	3
Space for the Arts	3
Building Career Experience	3
Donate	3
Calendar of Events	4
Conversations of the Valley	4
Granting Programs	4

Contact SCVCF:

Phone: 715.386.9490
Fax: 715.386.1250
Email: info@scvcf.org
Website: www.scvcf.org



Confirmed in Compliance
with National Standards for
Community Foundations



more often than not, the United States flag that flew on the library's front lawn was tattered and torn. Her husband used to rail about that flag, feeling that a tattered flag demeaned the library, the community and the country itself. It was simply a sign of disrespect. Shortly after her husband passed, with a small amount of money she set up a Donor-Designated Fund that would forever make sure that the library could always be able to fly a new flag.

A Donor-Designated Fund allows a donor to name a particular organization, project or cause, which will receive the funds forever. It doesn't take much time or effort to set up, and the Foundation automatically awards the grant every year.

At Clara's funeral, her son in his eulogy of his mother told the story of how his parents used to walk by the library every night. He said it gave his mother great joy to know that she had solved a problem that had so rankled his father. He said it gave her great satisfaction that never again would the library have to worry about being able to afford a new flag, and she felt that it improved the whole community.

This is a good story to remember when someone mentions that only wealthy people have funds with the St. Croix Valley Community Foundation or with one of its affiliates in Hudson, River Falls, Amery or Chisago Lakes. SCVCF can – and does – work with all kinds of donors, all kinds of people. Even small acts of kindness, such as a new flag, can leave a lasting effect for all of us.

Welcome New Board Members!



Suzann Brown

Suzann Brown is currently a Partner with Virchow Krause where she leads their Minneapolis Wealth Management practice. Prior to joining Virchow Krause, she spent 15 years with U.S. Bank. She has 27 years of investment related experience, and holds a BBA from Western Michigan University. Currently she is serving as chair of EverybodyWins! Minnesota, and was named Top Women in Finance 2008 by Finance and Commerce. Suzann has also served on the boards of St. Mary's Episcopal Church, Children's Hospital Association, Women's Leadership Council, River Valley Arts Council, and The Partnership Plan. Suzann and her husband James and son Jackson have lived in West Lakeland Township since 1994.



Jeff Heegaard

Jeff Heegaard leads 1000 Friends of Minnesota, a nonprofit dedicated to helping Minnesota's communities plan for growth and development. He was a founding partner of two for-profit HomeStyles Publishing and Marketing of Saint Paul and Juliana America of Red Wing. Heegaard has served on a variety of nonprofit and foundation boards; he currently serves on the board of Youth Frontiers, a nonprofit dedicated to teaching kindness, courage and respect in schools, and on the board of the Afton Community Foundation. He is a graduate of the University of Minnesota and lives in Afton with his wife and three children.

Thank You to Volunteer Committee Members

Thank you to our volunteer committee members who spend countless hours helping SCVCF achieve their goals. They are:

Paulette Anderson (Valley Arts Initiative), Durand Blanding (Donor Services), Chuck Bransford (Community Partnerships), John Coughlin (Community Partnerships, Health & Wellness), Bill Friedlander (Valley Arts Initiative), Todd Gillingham (Donor Services), Karen Hansen (Branding Task Force), David Ihle (Nonprofit Management Assistance), Andy & Ginny Kass (Music Education), Robin Murray (Valley Arts Initiative), Erv Neff (Donor Services), Janice Odegaard (Music Education), Bobbi Pominville (Music Education), Lisa Rinde (Finance & Investment), Lynn Shafer (Community Partnerships), Kris Tjornehoj (Music Education) and Marj Wade (Valley Arts Initiative).

SCVCF

Board of Directors

- Charles Amason, Marine, MN
- Gretchen Bell, New Richmond, WI
- Ann Brookman, Lake Elmo, MN
- Suzann Brown, Stillwater, MN
- William Campbell, River Falls, WI
- Patty Draxler, Amery, WI
- Chris Galvin, Woodbury, MN
- Jim Gillespie, Hudson, WI
- Martha Harding, Taylors Falls, MN
- Jeff Heegaard, Afton, MN
- Nate Jackson, River Falls, WI
- Michael Johnson, Bonita Springs, FL
- David Palmer, Stillwater, MN
- Gretchen Stein, Osceola, WI
- Kathryn Tunheim, Stillwater, MN
- Mark Vanasse, Houlton, WI
- David Wettergren, Stillwater, MN**
- Steve Wilcox, Hudson, WI

Former Board/Staff

- Sarah Andersen, John Baird, Lurline Baker-Kent, James Bradshaw, David Brandt, John Coughlin, Kathleen Doar, Lou Fuller (deceased), Molly GaleWyrick, C.R. Hackworthy, Jim Hanks, George Hauser, Karen Hansen, Rod Holland, Larry Horsch, Linda Jacobson, Orv Johnson, Peter Kilde, Barb Klemme (deceased), Ron Kroese, Rita Lawson, Daniel Lien, Marilyn McCarty, Dan McGuinness, Erv Neff, JC Pfeiffer, Thomas Scheuerman (deceased), Lawrence Severson, Lynn Shafer, Heidi Smith Erspamer, John Tunheim, Dan Willius

SCVCF Staff

- Jane Hetland Stevenson
President
- Jill Shannon
Director of Community Partnerships
- Margi Miller
Director of Administration
- Sally Hermann
Administrative Assistant

**Board Chair

Partners for the Future Challenge Initiative

Nineteen organizations are racing towards the finish as they enter the third and final year of the Partners for the Future Initiative. As of January 2009, they have reached 77% of their collective \$1 million dollar goal! Double your impact and help local nonprofits be responsive to local need—each dollar a donor contributes to an organization's fund, SCVCF will match dollar for dollar.

Our Partner Organizations

- Big Brothers Big Sisters of Northwestern Wisconsin
- Carpenter St. Croix Valley Nature Center
- Courage St. Croix
- Family Resource Center St. Croix Valley
- FamilyMeans
- HSI - Human Services, Inc. in Washington County
- Hudson Health Foundation
- Kinship of Polk County
- Lakes Area Youth Service Bureau
- New Richmond Preservation Society
- The Partnership Plan for Stillwater Area Schools
- The Phipps Center for the Arts
- Standing Cedars Community Land Conservancy
- Turningpoint for Victims of Domestic and Sexual Violence
- United Way St. Croix Valley West CAP
- West Wisconsin Land Trust
- Young Life St. Croix Valley
- Youth Service Bureau

Space for the Arts....But What Type?

The idea of new performing or cultural art space in the Stillwater – Lake Elmo area has emerged over and over again over the past several years – it has surfaced as an answer for downtown economic development and several organizations have proposed similar projects, often pursuing separate organizational goals.

What's been missing, however, is a regional vision – what type of space is needed to fulfill the future plans of many arts organizations in the area? And do cultural organizations have the financial capacity to support a new facility? It is one thing to build a new building and another to bring in an audience to generate necessary revenue.

Recently, SCVCF in partnership with several other nonprofit cultural groups, hired Artspace – a Minneapolis-based consulting firm – to conduct a cultural needs and use assessment to answer these questions. The task force guiding this project includes ArtReach Alliance, Lake Elmo Regional Art Center, The Phipps Center for the Arts, Stillwater Area Public Schools Community Education, Trinity Lutheran Church, Theater Associates of Stillwater and Valley Chamber Chorale.

The study will provide objective information to base decisions regarding future cultural development at a regional rather than an organizational level. "Our goal is to learn what proposed concept or concepts may be feasible whether it is large or small performing art space; performing or rehearsal space for specific venues (jazz, dance, orchestra, etc), artist live-work space, gallery space, classrooms facilities, administrative offices or space for creative businesses," noted Dan Poffenberger, Senior Pastor of Trinity Lutheran Church. Other organizations like ArtReach Alliance plan on using the study to decide how to best use the Heulsmann property they recently purchased.

The SCVCF has taken an active role in this study knowing that a coordinated approach will enhance the unique cultural character that attracts new businesses and sparks revenues for the region overall. Whatever the outcome, well-grounded research will show prospective donors a cultural development is needed and that their resources will be used wisely.

Building Career Experience

This last January, John Hensel joined SCVCF to help the Foundation review the Partners for the Future Initiative and identify the successful strategies, challenges and promising outcomes our 19 partner organizations reported over the initiative's first two years.



John is a graduate student in an MBA Program at the University of St. Thomas, where he is focusing on organizational development and nonprofit management. "I wanted to volunteer where I could build experience toward my career goals," remarked John. Following graduation in May 2010, John plans on working for a consulting firm or nonprofit organization that does strategic planning and organizational performance evaluation for organizations of all sizes.

Thank you for your help John!

You can now Donate Online!

SCVCF now offers donors the option to donate online! Please visit: www.scvcf.org and click on "Ways to Give." Your generous contribution to SCVCF will directly support our mission to enhance the quality of life in the St. Croix Valley.