

# 2022 Annual Report

Engaging  
Our  
Community



"Pam's Golden" Nick Legeros 2022



Dear Friends and Neighbors,

Having started my work for the Edina Community Foundation in 2003, this is the 20th Annual Report for which I have chosen a theme and written an introduction. All the themes have reflected our mission to bring people together to serve, strengthen, and celebrate our community, e.g. **Providing Program Leadership** (2006), **Celebrating our People** (2013), and **Bringing People Together** (2021), the last being an appropriate focus for our work coming out of the pandemic.

Our Annual Report this year focuses on our work in **Engaging Our Community**, which is both an opportunity and a challenge as our lives in 2022 continued to reflect a more cautious approach to meeting with other people in public places. In this context, we are proud to have organized and hosted the 36 events described in this report, ranging from our annual Connecting With Kids Leadership Breakfast to the Edina 4th of July Parade, Veterans Dinner and Fireworks; and from beginning new charitable partner relationships with eight new nonprofit organizations to providing a Citizen of Edina column for 12 monthly issues of Edina Magazine.

We're also pleased to name more than 70 individuals and organizations who have played a key role in these events or whose volunteer work we have recognized and honored for serving the Edina community. This doesn't count the approximately 1,000 people who engaged with ECF by participating in our 4th of July Parade, the more than 20,000 people who watched the parade, or the audience members in Edina Reads and the other programs described in this report.

I've chosen a related title, *Twenty Years of Engaging Our Community, 2003-2023* for a separate report that describes and names many more programs, services, and people that have been a part of ECF's service to the Edina community during the last two decades. My retirement date of March 15, 2023, is now in the very near future, and I want to express my appreciation for all the people and organizations who have been engaged in the work of ECF during my years of service.

I'm very pleased that the ECF Board has appointed Alison Briggs to serve as Interim Executive Director for a six month term. She joined the ECF staff in September of 2022 and has served with distinction as our Connecting With Kids Director and Event Coordinator. You can read more about her and the Twenty Years Report on the ECF website at [www.edinacommunityfoundation.org](http://www.edinacommunityfoundation.org).

A handwritten signature in black ink that reads 'Dick Crockett'.

Dick Crockett, Executive Director

**Mission:** We bring people together to serve, strengthen, and celebrate our community.



# 2022 Fundraisers

## Lucky Duck Fundraiser

Fifty 8” ducks floated down Minnehaha Creek on July 13th in a new fundraiser that raised money to support the Edina Parade, the Connecting with Kids Program, the Connect Card, Edina Reads, and the Community Impact Program that supports more than 80 charitable organizations in our community.



Duck number 20 and owner Scott Brener won the inaugural ECF Lucky Duck race. Scott Brener is a board member and designated his \$1,000 winnings to ECF.



## Shop and Celebrate Edina

We closed 2022 with five December fundraisers designed to raise funds in a variety of ways to reach Edina residents and increase awareness of the Edina Community Foundation and its programs.



## ECF holds Charities Review Council Certification

In 2020, ECF was re-approved for the Charities Review Council "Meets Standards" designation. ECF received its first "Meets Standards" certification in 2017.

The Charities Review Council of Minnesota examines accountability standards in public disclosure, financial activities, governance, and fundraising.



# 2022 Programs

## Community Impact Program

**Building our community one great idea at a time,** we continued to serve as an incubator for the Edina nonprofit community by offering charitable and organizational services for events, organizations, and programs led by people who live, work, or attend school in Edina. Our new partners in 2022 and their aspirational mission statements were:

- **Edina Parks and Recreation–Centennial Lakes Park** was formed by Perry Vetter to maximize Edina’s quality of life by nurturing the health and well-being of our people, community, environment, and economy.

- **Minnesota Wild Deaf/Hard of Hearing Hockey Association** was formed by Antonia Gillen to instill confidence and self-esteem in deaf and hard-of-hearing athletes while building life skills through the game of hockey.



- **Chowen Park Initiative** was formed by Norman Bjornnes to provide private support for improvements by the City of Edina to light poles, traffic signs, and posts in the Chowen Park neighborhood.



- **Neighborgood** was formed by Joel Zaslofsky to cultivate a culture of care and connection, one block at a time.

- **Lakers Golf Boosters** was formed by Mark McCleary to support the financial, organizational, and logistical efforts of the Southwest High School golf team, a co-ed team of approximately 35 student athletes.

- **Edina High School Chinese Language and Culture Club** was formed by Zhuo Wang to further understanding of Chinese culture and traditions.



- **Ozzy’s Animal Rescue** was formed by Andy Jennen to find “forever homes” for all animals, educate, and give back to the community.

- **Minnesota Sled Hockey Association** was formed by Antonia Gillen to support the highest quality hockey programs for athletes with physical disabilities.



- **Team Venom** was formed by Rachel Reeves to make it possible for a local group of 12-year-old boys to participate in a summer 2023 baseball tournament in Cooperstown, NY.

We ended 2022 with accounts and fund balances for more than 80 Community Impact Partners. They share the ECF mission of **Bringing People Together to Serve, Strengthen and Celebrate the Edina Community.**



## Connecting with Kids

At our annual **Connecting with Kids (CWK) Leadership Breakfast** in March, we honored eleven teenagers for their volunteer efforts during the pandemic:

- **Lila Emerson & Claire Wegman-Krider**, *Edina Girls' Sports Summit Leaders*
- **Dedeepya Guthikonda & Izzy Wagener**, *Edina Reads Writing Contest Organizers*
- **Sreeyutha Ratala**, *Creative Fundraiser for Second Harvest Heartland*
- **Connor Killilea**, *Creative Fundraiser for Second Harvest Heartland*
- **Francesca Lichtenberger & Sabeeh Mirza**, *Edina Human Rights and Relations Commission Members*
- **Atman Jahagidar**, *COVIDedu.org website developer*
- **Saketh Budideti & Kedar Simhadri**, *Hornet Mentor Connections Organizers*

Good Grocer founder Kurt Vickman was the 2022 keynote speaker.



Winner Sreeyutha Ratala's family came to celebrate her recognition



2022 Connecting with Kids Winners

**Our CWK Connect Card** program exists to help families who qualify for free or reduced priced meals (or who have a financial hardship that prevents full payment of a program fee). They can apply for a Connect Card, which gives “one-stop” access to programming with our eight community partners. With one application, students can access seven sports associations, City parks & recreation activities, and YMCA activities. Partners include City of Edina (Edina Parks & Recreation), Edina Baseball Association, Edina Basketball Association, Edina Football Association, Edina Girls Athletic Association, Edina Lacrosse Association, Edina Ultimate, Edina Volleyball Association, and Southdale YMCA.

We have issued nearly 600 Connect Cards since the program's inception in June 2016, and we issued 145 in 2022, with a total of 282 cards still current.



Sabeeh Mirza and Francesca Lichtenberger accept their award



CWK Director Patty Dronen with honorees Saketh Budideti and Kedar Simhadri



# THANK YOU VETERANS!



### Veterans Dinner

The annual **Veterans Dinner** was held the night before the parade. John Currie and Patty Dronen chaired the event. Speakers included Representative Dean Phillips and representatives from the Afghan Refugee Community. Vietnam veteran Greg Moon was the keynote speaker.

### Edina 4th of July Parade and Fireworks

The 2022 Edina Parade boasted 86 units and went off despite bad weather. The fireworks returned after a two-year pandemic break and were held on July 3.

The 2022 theme was Edina United—Celebrating our Past, Present, and Future. Edina Public Schools Superintendent Dr. Stacie Stanley served as Grand Marshal, along with a veteran and several student recipients of the Connecting with Kids Leadership Awards.

Thank you to presenting sponsors Explore Edina and M Health Fairview for their generous sponsorship of the Edina Parade. Special thanks to our parade team chaired by Mark Sifferlin and Patty Dronen, who organized the event, and to the City of Edina, represented by Amanda Clarke, for its partnership. Other volunteer members of the team were Mary Brindle, John Currie, Ann Platt, Annie Schilling, Cheryl Gunness, and Tom Gump.





EDINA  
**4<sup>th</sup> of July**  
**PaRaDe**  
 PRESENTED BY THE CITY OF EDINA AND  
 THE EDINA COMMUNITY FOUNDATION



[www.edinaparaade.org](http://www.edinaparaade.org)



# Community Connections



We continue to be blessed with major corporate donors whose support was not limited to the sponsorship of a specific program. Our Hometown Heroes—**Think Bank**, **Western National Insurance**, and **Wildamere**—each made \$5,000 contributions. Our Hometown Champions—**Accredited Investors** and **Grandview Tire and Auto**—each made \$2,500 contributions.

## Diversity, Equity, Inclusion & Justice (DEIJ)

Supported by a major grant from the MENTOR Network, we are committed to “moving Edina toward racial sensitivity, social justice, and the elimination of inequities at important touch points within the community.”

In 2022, the ECF Board’s DEIJ Committee hosted an Equity Innovation Journey for the Board of Directors, ECF staff, and eighteen community leaders. The YMCA of the North Equity Innovation Center conducted an Intercultural Development Inventory, assisted participants in implementing individual development plans, and led sessions on transforming workplace culture.

MENTOR funds also supported ECF’s collaboration of the One Town, One Family series of community engagements co-hosted by the City of Edina, Edina Chamber of Commerce, and Edina Public Schools. Charged with the question “How do we become a community of belonging,” the YMCA UnitedHealth Group Equity Innovation Center of Excellence guided hundreds of participants through interactive exercises and conversations.

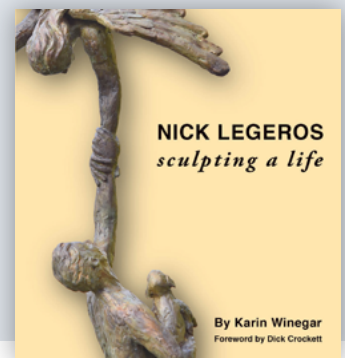


Edina Reads Founders Maureen Millea Smith and Dick Crockett

## Edina Reads

Edina Reads held five events in 2022.

- **January 27** Discussion of *Stamped – Racism, Anti-Racism, and You* cohosted with the League of Women Voters Edina
- **May 16** Edina Reads Writing Contest Reading Event where students and adults read their first and second place winning submissions to event attendees
- **June 8** Author Matt Goldman spoke about his previous novels and experience in Hollywood then signed editions of his latest novel, *Carolina Moonset*
- **November 7** Edina Reads honored Edina Librarian Maureen Millea Smith and ECF Executive Director Dick Crockett who organized 80 events since 2005
- **December 5** The creative team (subject, author, designer, and publisher) behind *Nick Legeros: Sculpting a Life* hosted a panel discussion about the making of the book.



Author Matt Goldman shares his latest work with Maureen Millea Smith and the Edina Reads audience.



# 2022 Outreach

## Public Communications

### 2022 Citizens of Edina

We collaborated with *Edina Magazine* to publish a story in each issue about an Edina resident who has made our city better for his or her presence in it. We profiled Connecting with Kids Leadership Award winners, former Board Members, parade team members, and people who operate a nonprofit in our Community Impact Partner Program.

This effort began as an alternative way to “bring people together to serve, strengthen, and celebrate our community” during the pandemic.

We hope that these stories shine a light on the impact Edina residents make on our city and the state of Minnesota.



**Arnie Bigbee**

Photo courtesy of  
Barbara LaValleur



**Scott Crosby**

Photo courtesy of  
Scott Crosby



**Jeff Ohe**

Photo courtesy of  
Jeff Ohe



**Fartun Ismail**

Photo courtesy of  
Chris Emeott



**Shelly Loberg**

Photo courtesy of  
Chris Emeott



**Cheryl Gunness**

Photo courtesy of  
Cheryl Gunness



**Colleen Feige**

Photo courtesy of  
Colleen Feige



**Maureen Millea Smith**

Photo courtesy of  
Kevin White



**Shrey Ramesh**

Photo courtesy of  
Shrey Ramesh



**Stephanie Pierce**

Photo courtesy of  
Chris Emeott



**Mark Sifferlin**

Photo courtesy of  
David Kurtovich



**Denny Schulstad**

Photo courtesy of  
Denny Schulstad

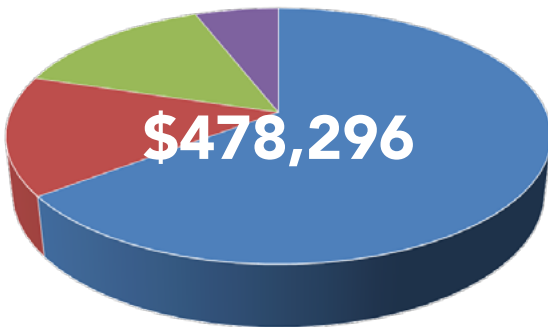
READ THE 12 ARTICLES LINKED FROM THE ECF WEBSITE:  
[www.edinacommunityfoundation.org/citizens-of-edina-1](http://www.edinacommunityfoundation.org/citizens-of-edina-1)

# 2021-2022 Finances

For our fiscal year ending on June 30, our total program services expenditures (Community Impact Program Grants and Direct and Indirect Costs of Program Services) of \$444,281 were 81% of our total expenditures of \$548,055, much greater than the 70% minimum recommended by the Minnesota Charities Review Council.

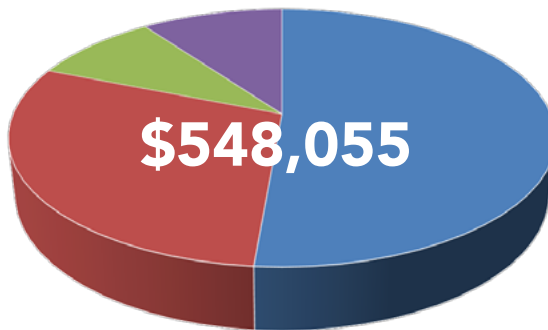
Note: A net investment income loss of \$88,206, due to unrealized depreciation of equity investments, is not shown on this chart.

## Community Support and Revenue



- Community Impact Program: \$308,298 (64.7%)
- Program Service Revenues: \$71,874 (15%)
- Unrestricted Gifts: \$68,792 (14.4%)
- PPP Loan Forgiveness: \$28,332 (5.9%)

## Expenses



- Community Impact Program Grants: \$281,498 (51.3%)
- Other Program Services: \$162,783 (29.7%)
- Management and General Expense: \$49,135 (9%)
- Fundraising: \$54,639 (10%)

## 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.



## Contact Information

Edina Community Foundation  
 Southdale Office Center  
 6750 France Avenue South #220  
 Edina, MN 55435

Our phone number is  
 952-300-2378.







**As we look back on 2022, we thank all our co-hosts, donors, program participants, and volunteers who have played such vital roles in serving, strengthening, and celebrating our community.** During the last 19 years, individual and corporate donors have enabled the Edina Community Foundation to deliver more than \$9 million in program services and grants to our community. If you're part of this philanthropic support, we thank you again. If you're not yet part of our donor constituency, please consider joining us as we continue our work to make a positive impact in our community.

For more information about our programs and charitable giving opportunities, contact **Interim Executive Director Alison Briggs** at 952-300-2378 or [abriggs@edinacommunityfoundation.org](mailto:abriggs@edinacommunityfoundation.org) or review our website at:

[www.edinacommunityfoundation.org](http://www.edinacommunityfoundation.org)



### Board of Directors

Tom Gump, *President*  
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 Steven McDonald  
 Bonnie McGrath  
 Paul Mooty  
 Jeff Ohe  
 Richard Olson  
 Fred Richards  
 Carolyn Schroeder  
 Mamie Segall  
 Maxine Wallin  
 Geof Workinger

### Staff

*(all part-time)*

Dick Crockett, *Executive Director*  
 Tina Bohrer, *Communications Services*  
 Alison Perrier Briggs, *Connecting With Kids Director/Events/Development*  
*(as of September 2022)*  
 Patty Dronen, *Connecting With Kids Director*  
*(through July 2022)*  
 Eda Rivers, *Development*  
*(through October 2022)*  
 Siena Shull, *Donor Services, Office Manager*



SERVE.  
STRENGTHEN.  
CELEBRATE.



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Edina, MN 55435

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ecf@edinacommunityfoundation.org



[www.edinacommunityfoundation.org](http://www.edinacommunityfoundation.org)

"The Glamorous Days of Flight" Nick Legeros, 2015

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