

# 2020 Annual Report

## Meeting the Challenge



"Reflecting on Friendship" Nick Legeros 2012

@ZAZILstudios



Dear Neighbors,

Your Board and staff at the Edina Community Foundation look back on 2020 as a year of great challenge, followed by change and progress. Starting with the onset of the COVID-19 pandemic, we engaged in a series of initiatives to redefine our impact on people in our community.

In **March**, Mayor James Hovland and State Representative Heather Edelson asked us to create a COVID-19 relief fund for the benefit of individuals who were impacted financially by the coronavirus.

In **April**, after consultation with the City of Edina, we decided that public health concerns would not allow a traditional 4th of July Parade with 20,000 spectators and a fireworks display with another 10,000, so our Parade Team began planning for a virtual parade, without any fireworks to follow.

In **May**, we began an Edina Reads series of virtual presentations by local authors, entitled *From the Author's House to Yours*.

In **June**, our Board of Directors committed to pursuing racial equity and justice in the Edina community and began organizing its members and staff to meet that goal.

In **July**, we moved our office from its long-time home at the Edina Senior Center to the Southdale Office Center at 6750 France Avenue South.

In **August**, we applied for (and received in September) a major grant from MENTOR to support our efforts to move Edina toward racial sensitivity, social justice, and the elimination of inequities in the community.

In **September**, we expanded the virtual Edina Reads programs to feature local artists, and our first *Curious Edina* column was published in the *Edina Sun Current*.

In **October**, we secured the services of Dr. Terrie Rose as a pro bono staff member to lead our racial justice initiatives in the community.

In **November**, we asked our prior donors in a fall mail campaign to continue their financial support.

In **December**, we had a series of meetings with leaders and members of other community organizations and institutions to invite their collaboration in identifying and opposing racism.

These initiatives involved the collaboration and support of many of our constituents—people who live, work or go to school in Edina. We are pleased with the extent to which we were able to bring them together to meet the many challenges of 2020.

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.

# Racial Equity and Justice

The death of George Floyd in late May and resulting demands for action at local, state, and national levels led ECF to a major commitment to help lead the Edina community to **Racial Equity and Justice**. This required moving beyond our longtime practice of ensuring diversity and inclusiveness in our operations and programs to accepting responsibility for working toward social change in our community.



ECF President Tom Gump accordingly appointed a Racial Equity and Justice Committee of the Board of Directors to focus on engaging the Board in racial justice issues and ways ECF can lead locally on one of the biggest social issues our country is facing. The Committee created an inventory of ECF's diversity and inclusion actions to date and led discussions on racial justice at September and November Board meetings.



With her professional background in leading personal and community change, Terrie Rose led three "Meet and Greet" Zoom sessions of community leaders in 2020. These listening sessions involved some 35 people who were leaders or members of the community organizations listed at right:

#SHARETHEMCMN

AshaUSA

City of Edina

Edina ABC

Edina Chamber of Commerce

Edina Community Lutheran Church

Edina Education Fund

Edina Give & Go

Edina Morningside Rotary Club

Edina Neighbors for Affordable Housing

Edina Public Schools Community Education

Explore Edina

League of Women Voters Edina

Media Minefield

Rolling Green Neighborhood

Rotary Club of Edina

South Cornelia Neighborhood

Stauchauer Park Neighborhood

Vecoeur

We established an anti-racism lending library and used the MENTOR Grant to purchase 20 books for use by the Board, staff, and other members of the Edina community, with the goal of building awareness of white privilege and the pervading influence of racism in America.

## ECF Re-approved for Charities Review Council Certification

This summer, 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.



# 2020 Programs

## COVID-19 Relief Fund

The Edina COVID-19 Relief Fund grew from a request by Mayor Hovland and State Representative Heather Edelson to create avenues for citizens to help citizens. With a mission to serve and strengthen our community, the Edina Community Foundation was in a unique position to create and administer the Fund. Its purpose was to receive donations and give grants to community organizations working to meet the needs of individuals and families in our community who have been especially impacted by the pandemic.

ECF Board member **Caroline Correia** and Rotary Club of Edina member **Jon Barnett** served as Co-Chairs of the Relief Fund Committee. Other members were:

- **Arnold Bigbee** and **Hope Melton** from *Edina Neighbors for Affordable Housing*
- **Eli Groenendyk** from *Calvary Christian Reformed Church*
- **Shelly Loberg** and **Lori Syverson** from *Edina Chamber of Commerce*
- **Maggie McCracken** from *Edina Give and Go*
- **Stephanie Zahrbock** from *Edina Community Education*
- **Stephanie Pierce, Liz Sherod,** and **Rebecca Sorensen** from *the community at large*
- **Tina Bohrer** and **Dick Crockett** from *the ECF staff*

Twelve grants were made to local organizations meeting emerging needs in vulnerable populations. The initial grant was made to Help at Your Door, a nonprofit serving seniors and individuals with disabilities. Help At Your Door used their grant to purchase N95 masks for volunteers who deliver food and other essential items.

From April through August, an additional eleven grants totaling \$25,000 went to organizations including Oasis for Youth, Aeon, Senior Community Services, FRAYEO, VEAP, Simply Jane/ ArtAble Studios, Common Bond Communities, and Bluebirds & Blooms.

An unexpected infusion of donations came late in the year from donors who wanted to have an impact on others. Two couples donated \$1,000 each, one from their canceled anniversary vacation. And a local family foundation donated \$7,000. All earlier grants were made to front-line nonprofits who were facing increased need and decreased funding. For this round the Committee decided to focus on direct relief, zeroing in on workers at local restaurants who weathered two shutdowns since March. Grants of \$500 each, totaling \$10,500 went to individuals identified by the Edina Chamber of Commerce who qualified under Federal guidelines for emergency assistance. These grants reached 21 families on Christmas Eve or New Year's Eve.



Edina Reads Toni Morrison panelists Muna Bashir, Jim Hovland, Olivia Pierce, and Phoebe Taiwo

## Edina Dialogue and Edina Reads

Edina Reads held one in-person event, a tribute to Nobel Laureate Toni Morrison on February 18, her birthday. Students from Edina High School, writers, and members of the public read from her novels or from writing honoring Morrison's work.

Pivoting to virtual programming, Edina Reads created a program with author Pete Hautman in May that led to a three-part series called **From the Author's House to Yours**. Broadcast on Southwest Channel 16 and posted to the EdinaTV YouTube channel, the series featured authors Sheila O'Connor, Geoff Herbach, and Matthew Goldman. This series was conceived and developed by Edina Reads Co-Chair Maureen Millea Smith.

She also organized a second series, **From the Artist's House to Yours** for the fall season. The series began on September 15th with a feature on Nick, Anne, and Maren Legeros, followed by a feature on Frank and Bell Barr, the artists behind Faerie Houses, an Edina Art Fair fan favorite.



From the Author's House to Yours featured author Matthew Goldman

## Connecting with Kids

At our annual **Connecting with Kids (CWK) Leadership Breakfast** in March, we honored eight individuals for their volunteer efforts to provide children the support they need to grow up to be responsible, healthy, and caring adults:

- **Chris Moquist**, *Community Resource Program Volunteer (and owner of Yoyo Donuts)*
- **Dan Arom**, *Community Volunteer with Edina sports organizations and Loaves & Fishes*
- **Jaime Gaard Chapman**, *EHS Girls Basketball and Girls Tennis Coach/Mentor*
- **Michael Weinkauff**, *Cornelia Elementary Phy Ed Teacher, School Ambassador*
- **Sara Wegmann**, *Founder of Her Next Play*
- **Tom, Catherine and Andrew Gump**, *Rotary Exchange Student Host Family and Community Volunteers*



Breakfast attendees Bocar Kane, Elena Brito Sifferlin, Hope Melton, and Mark Sifferlin



2020 Connecting with Kids Winners. Not pictured: Tom Gump and Sara Wegmann

We also presented a Student Leadership Award and a \$1,000 scholarship to Matthew Hovelsrud, an Edina High School junior. The guest speaker was Ross Bernstein, author of many books about Minnesota sports figures and President of the Herb Brooks Foundation.



Student Winner Matthew Hovelsrud with Edina Mayor Jim Hovland

**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.



Catherine and Andrew Gump with former Student Honoree Shrey Ramesh

We have issued nearly 400 Connect Cards since the program’s inception in June 2016, and we issued 120 in 2020, with a total of 275 cards still current.



## 2020 Programs (CONTINUED)

### 4th of July Parade

With large group gatherings off the table, the Edina Parade team and ECF staff planned alternate ways to celebrate the holiday. City of Edina communications staff and Parade co-chairs Tom Gump and Leslie Grothe planned a virtual parade that was narrated by Dave Dickey. The 40-minute video was recorded and aired on Southwest Channel 16 and is also posted on the City of Edina's EdinaTV YouTube page.

We continued our practice of honoring selected community organizations and people as Grand Marshals by choosing four organizations that were celebrating significant anniversaries in serving our community:

- **Edina Human Rights and Relations Commission (50th)**, represented by *Jim Nelson*
- **John Philip Sousa Memorial Band (50th)**, represented by *Scott Crosbie*
- **Edina Crime Prevention Fund (50th)**, represented by *Dennis Maetzold and Pacey Erck*
- **League of Women Voters Edina (100th anniversary of the national and Minnesota League of Women Voters organizations)**, represented by *Colleen Feige*

Interviews with all the Grand Marshal representatives were included in the Parade video, so they were able to convey their messages better than in an actual parade.

The City of Edina named Tom and Leslie 2020 Hometown Heroes for their hard work in bringing the celebration to life despite the pandemic.

Because gathering with neighbors is a big part of the parade experience, ECF staff offered "neighborhood parade kits" of candy and flags so Edina residents could celebrate neighborhood-by-neighborhood. The Edina Sun Current visited several parades, posting pictures online and covering the story in their July 9th edition.

Lastly, so residents could feel connected as a city, the Edina Parade sponsored a 4th of July photo contest, awarding \$50 Lunds & Byerlys gift certificates to five entries. Photos ranged from kids dressed in their best red, white, and blue attire to a family parade-ready with a blanket, chairs, and candy bags at their usual parade route spot.

## CONGRATULATIONS PHOTO CONTEST WINNERS

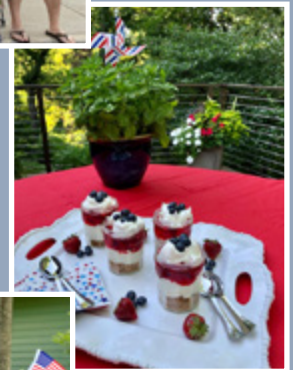
Sheri  
Hendrickson



Tara Finn



Kim Sabow



Rebecca  
Peterson



Ashley  
Doyle



## 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 2020 and their aspirational mission statements were:

- **Scouts BSA Troop 3062** was formed by Craig Lebakken to purchase tents and camping equipment and to create “camperships” for Scouts needing financial assistance for camping trips.
- **Edina Archery Club** was formed by Scott Roberts to develop in youth the skills and appreciation of the sport of archery.
- **#SHARETHEMICMN** was formed by Jasmine Brett Stringer to amplify the work, lives, and stories of dynamic black/brown women residing in Minnesota by expanding the reach of their voices.



- **Southwest Lakers Football** was formed by Mark McCleary to support opportunities for students participating in the Southwest High School football team.

We ended 2020 with accounts and fund balances for more than 80 Community Impact Partners, although it was a relatively quiet year for many of them. They share the ECF mission of **Bringing People Together to Serve, Strengthen and Celebrate the Edina Community**, and the pandemic made that a difficult challenge.

Those that met the challenge with active programs during the year included:



Coach Ikola and Nick Legeros at the dedication of the bronze sculpture in the Coach's honor.

- **Bowl Hole**, led by Rick Murphy, had its annual fundraiser in February for the Colon Cancer Coalition.
- **Edina Youth Juggling Association**, led by Rich Lovdal, held its Juggling Showcase in March.
- **Ikola Cup**, led by Casey Hankinson and Linda Dornbach, dedicated its Coach Ikola bronze sculpture in March at Braemar Arena and hosted a golf tournament in September.
- **Sharing Christmas Shopping Spree**, led by Ryan Muhlbauer, helped underprivileged children shop for Christmas presents for their families.
- **The Gardenware Project**, led by Amy Ware and Ann Lagorio, celebrated their third anniversary in November with 7,600 floral arrangements created for residents of hospice and senior assisted living communities.

### Community Connections

Edina Community Foundation staff undertook initiatives to maintain and enhance ECF connections to the community during the pandemic through collaborative efforts with local print media and the Edina Senior Center.

The logo for SUN CURRENT, featuring the word "SUN" in a bold, black, sans-serif font with a yellow sun icon to its right, followed by the word "CURRENT" in a similar font.

#### Curious Edina

September brought the launch of Curious Edina, a column published in the Edina Sun Current and posted to our website and social media channels.

Starting with “How Did Edina Get Its Name?” guest authors wrote seven columns. We covered Edina’s most popular summer 2020 activity—floating down Minnehaha Creek—then moved on to Edina haunted houses, EHS grads who have played professional hockey, Edina women elected to public office, and how many of Minnesota’s 10,000 lakes are in Edina. We finished 2020 with an article about Edina’s newest public art, a sculpture installed outside the Edina Library in June.



Sculptor Janey Westin with “Bear and Bunny” Sculptural Bench

[www.edinacommunityfoundation.org/curious-edina](http://www.edinacommunityfoundation.org/curious-edina)

[www.hometownsource.com/sun\\_current/community/edina/](http://www.hometownsource.com/sun_current/community/edina/)

The logo for Edina Magazine, featuring the word "edina" in a lowercase, black, serif font, with the word "MAGAZINE" in a smaller, uppercase, sans-serif font below it.

#### Citizens of Edina

In the fall we forged a partnership with Edina Magazine to tell the stories of Edina citizens who have made our city better for his or her presence in it.

The first article (published in January 2021) highlighted sculptor Nick Legeros, who created the sculpture of Coach Ike outside Braemar Arena.

Profiles on Wayne Kostroski and his hunger-related fundraising events, and Ukasha Dakane, nonprofit founder and recent candidate for Edina City Council followed in February and March.

These stories shine a light on the impact Edina residents make on our city, state, and beyond.

[edinamag.com](http://edinamag.com)



Ukasha Dakane



We joined in on local events offered by Edina Parks & Recreation and the Edina Senior Center:

### *Halloboo Event*

ECF staff members masked up and dressed up to distribute candy bags at Edina Parks & Recreation's Halloboo event on October 28 at Rosland Park.



### *Edina Senior Center Holiday Event*

On December 18, ECF joined the Edina Senior Center to distribute holiday cheer—poinsettia plants, hot chocolate bombs, candy & candy canes—to senior center members who were unable to gather in person. The poinsettia plants were paid for by the Otto Bang Memorial Fund for Seniors, an ECF community impact fund created by Mary Bang to honor her husband, a 20-year legislator and prior ECF Board member.



### *Hometown Heroes and Champions*

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

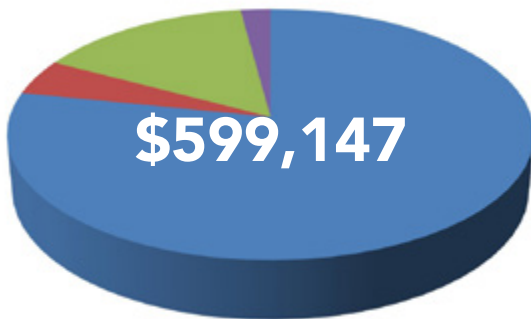


"Pinecone" Marcia McEachron 2008

# 2019-2020 Finances

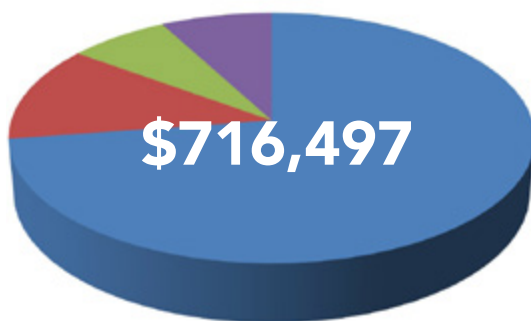
For our fiscal year ending on June 30, our total program services expenditures (Community Impact Program Grants and Direct and Indirect Costs of Program Services) of \$609,510 were 85% of our total expenditures of \$716,497, much greater than the 70% minimum recommended by the Minnesota Charities Review Council. Our 2019-20 audit reports a decrease for the year in net assets without restrictions of \$58,942, with \$23,938 of that consisting of a federal Paycheck Protection Program loan that was forgiven in December 2020.

## Community Support and Revenue



- Community Impact Program: \$468,542 (78.2%)
- Program Service Revenue: \$27,512 (4.6%)
- Unrestricted Gifts: \$90,489 (15.1%)
- Net Investment Income: \$12,604 (2.1%)

## Expenses



- Community Impact Program Grants: \$520,683 (72.7%)
- Program Services: \$88,827 (12.4%)
- Management and General Expense: \$50,728 (7%)
- Fundraising: \$56,259 (7.9%)

### 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.



"The Glamorous Days of Flight" Nick Legeros, 2015

### We Have Moved

**In August, we relocated to donated office space in the Southdale Office Center.**

Thanks to the generosity of **Wildamere Properties**, we're able to spread out and work together in the office. We also have a conference space and look forward to hosting meetings when the pandemic has eased. Our new phone number is 952-300-2378, and our address is:

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



@ZAZILstudios

**As we look back on 2020, 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 17 years, individual and corporate donors have enabled the Edina Community Foundation to deliver more than \$8 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 **Executive Director Dick Crockett** at 952-300-2378 or [ecf@edinacommunityfoundation.org](mailto:ecf@edinacommunityfoundation.org) or review our website at:

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



### Board of Directors

- Tom Gump, *President*
- Carolyn Jackson, *Vice President*
- Caroline Correia, *Secretary*
- Sheila Berube, *Treasurer*
- Robert Blanton
- Sandy Bodeau
- Steffen Hovard
- James Hovland
- Brad Johnson
- Jody Kern
- Richard Meyer
- Jeff Ohe
- Abby Power
- Elena Brito Sifferlin
- Jasmine Brett Stringer
- Rebecca Sorensen
- Dick Ward

### Directors Emeriti

- Bradley Beard
- Bernie Beaver
- Ron Erhardt
- Scot Housh
- Dennis Maetzold
- Steven McDonald
- Bonnie McGrath
- Paul Mooty
- Richard Olson
- Fred Richards
- Carolyn Schroeder
- Mamie Segall
- Maxine Wallin
- Geof Workinger

### Staff

*(all part-time)*

- Dick Crockett, *Executive Director*
- Tina Bohrer, *Communications Services*
- Patty Dronen, *Connecting With Kids Director*
- Eda Rivers, *Development*
- Terrie Rose, *Racial Equity & Justice*  
*(as of 10/15/2020)*
- Siena Shull, *Donor Services*

SERVE.  
STRENGTHEN.  
CELEBRATE.



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

952-300-2378  
[ecf@edinacommunityfoundation.org](mailto:ecf@edinacommunityfoundation.org)



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"Dreams Take Flight" Nick Legeros, 2015

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