

2021 Annual Report



Bringing
People
Together





Dear Friends and Neighbors,

During the second year of the COVID-19 pandemic, we focused on the first part of our mission statement—Bringing People Together—as we continued to meet the needs of those who live, work, or play in Edina. During a time when many people felt isolated and insecure, we devoted our time and talent to providing opportunities for meaningful engagement in the life of our community.

- We honored **7** adults and **1** high school junior with Connecting with Kids Leadership Awards for their volunteer efforts to mentor youth, integrating them into the life of our community, and we hosted a celebratory Leadership Breakfast that was attended by **85** people.
- We provided nearly **300** young people with Connect Cards to confirm their eligibility for financial aid programs offered by nine community organizations, and we provided **148** youth scholarships to allow their participation in City Parks & Recreation programs.
- We reviewed entries from **120** people ages 6 to adult in an Edina Reads Creative Writing Contest, and we awarded cash prizes to **15** of them at an evening program attended by **35** of their families and friends.
- We collaborated with the League of Women Voters Edina to host two Edina Reads programs, with **110** people attending virtually.
- We were elated to once again stage our traditional 4th of July Parade, with about **1,000** participants and an estimated audience of more than **20,000**. We also hosted a pre-parade Veterans Dinner that was attended by **80** veterans and family members.
- We published a book to highlight our work in public art, *Nick Legeros: Sculpting a Life*, and distributed free copies to **240** local and school libraries, community leaders and ECF volunteers.
- We continued our active service to **40** representatives of Community Impact Partners and welcomed **5** new nonprofit organizations to the program.
- We collaborated with Edina Magazine to honor **12** people as Citizens of Edina for their many contributions to our community, with each monthly issue sent to **10,000** subscribers.
- We committed to focus on Diversity, Equity, Inclusion, and Justice (DEIJ) in these programs, and that effort is reflected in each of the program descriptions below.

More than **1,100** donors made financial contributions to support this work in 2021. If you're among them, thank you again. If not, please join us in 2022 as we work with people like the more than **80** mentioned by name in this report to improve life for all in our community.

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.

2021 Programs

Connecting with Kids

Connecting with Kids Leadership Breakfast

Six adults and the founders of Edina Give & Go were honored as was one student leader who received a \$1,000 scholarship to advance leadership skills.

Connect Card

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 nine community partners.

There are nearly 300 children who live in Edina or attend Edina schools with an active Connect Card. More than 40 children with a Connect Card were able to play basketball this winter through the Edina Basketball Association. In February we added our ninth Connect Card partner, Edina Ultimate, led by Brent Johnson.

Read about the nine partners who accept the Connect Card on our website.



Edina Reads

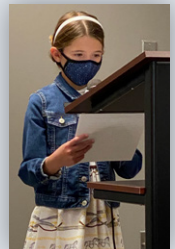


Edina Reads writing organizers and judges.

Edina Reads held a number of activities in 2021, including a book discussion of *Caste* and an event with Edina High School senior Shreya Konkimalla who discussed her children’s novel *Free Birds*.

Edina Reads also innovated, launching a creative writing contest. Local authors—Louisa Castner, Emily Fridlund, Glenn Miller, Laura Westlund, and Olivia Skjervold—served as judges, each giving written feedback to contestants. Edina High School students Dedeepya Guthikonda and Izzy Wagener led the student committee that organized the event.

After winning submissions were announced, there was a “reading” event in May where kindergarten through adult authors read their submissions to an audience. All winners received cash prizes from ECF and are featured on the Edina Reads page of the ECF website.



2021 Connecting with Kids Award Winners

- **Shane Stumm**, *Edina Soccer Association coach and program director*
- **Fartun Ismail**, *Founder of SAWAC, Somali American Women Action Center*
- **Edina Give & Go**, *honoring Meg Rodriguez and the other founders of the organization*
- **Frannie Kuhs & Jane Tygesson**, *Art in the Classroom Program Directors (Tygesson not pictured)*
- **Julie James**, *Community Volunteer*
- **Steve Tschida**, *Edina High School athletic trainer (not pictured)*
- **Maggie Seidel**, *Student Leader*



www.edinacommunityfoundation.org/connecting-with-kids-1

www.edinacommunityfoundation.org/edina-reads-1

2021 Programs (CONTINUED)

Edina 4th of July Parade

After a year off due to the pandemic, we were able to host our annual parade to celebrate Independence Day. The weather was ideal, and parade attendees and participants seemed overjoyed to be able to gather once again to celebrate our nation's birth. Health care workers and local businesses were honored as Grand Marshals, with John Pastor of M Health Fairview representing pandemic first responders and Shelly Loberg of the Edina Chamber of Commerce and Rick Murphy of Grandview Tire & Auto representing local businesses.

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, 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, Tom Gump, and Dan Hunt.

We were happy to renew the tradition of hosting a **Veterans Dinner** before the parade. Jeff Staads chaired the event, and John Currie served as the master of ceremonies. Mayor Jim Hovland spoke on behalf of Edina residents thanking veterans for their lifelong commitment to service while former Representative John Kline delivered the keynote speech.



THANK YOU VETERANS!

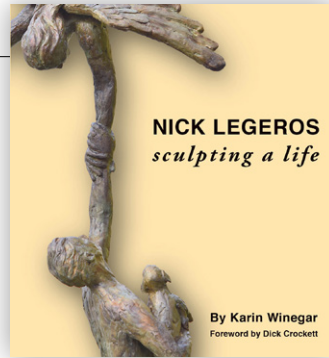


www.edinaparade.org

Public Art

We took pride in publishing *Nick Legeros: Sculpting a Life*, about the work of an Edina resident

who is Minnesota's most prolific, creative and sought-after living bronze sculptor. Like architects and builders, a bronze sculptor can leave a strong public legacy in a community. Nick's art is displayed in parks, places of worship, cemeteries,



"The Glamorous Days of Flight" 2015

Community Impact Program

Through this unique program, ECF serves as a charitable partner for Edina residents who wish to start and run valuable programs that directly impact our community. From arts and sports organizations to neighborhood groups and memorial funds, the Edina Community Foundation is the incubator for the Edina nonprofit community.

Our new partners in 2021 were:

- **David Mirelez**, for the *MISS REBECCA DANCE FUND*. This organization's mission is to provide tuition assistance for low-income family members who want to study dance.
- **Terrie Rose**, for the *ANTI-RACISM COLLECTIVE*. The Anti-Racism Collective's mission is to foster unlearning racism and hate through community conversations, individual growth, and systemic change in service of the community where we live.
- **Dave Wendt**, for the *COMPASSIONATE PILOTS ASSOCIATION*. This organization's mission is to encourage and support flight services by individual pilots to beneficiaries of charitable organizations such as Angel Flight, Pilots for Paws, and the Experimental Aircraft Association Young Eagles program.
- **Bill MacLean**, for the *EDINA HIGH SCHOOL CLASS OF 1971*. This is a 50th year reunion fund for the Edina High School Class of 1971.



"Reflecting on Friendship" 2012

hospitals, libraries, and colleges, including the University of Minnesota and St. Thomas. We were pleased to create this book, made possible through donations from three sources, as part of our mission to bring people together to serve, strengthen, and celebrate our community.

Donors also made it possible to purchase several works by Nick Legeros for public display in our community: *Reflecting on Friendship* and the Northwest Airlines Memorial

sculptures—*Dreaming of Flight* and *The Glamorous Days of Flight*—in Centennial Lakes Park, and Coach Ike at Braemar Arena, all of which are featured in the book authored by Karin Winegar and designed by Joan Nygren.



"Dreams Take Flight" 2015

Nick Legeros: Sculpting a Life is for sale for \$43 at our offices at 6750 France Avenue South, Suite 220, Edina. For mailed copies, you may order through our distributor, Itasca Books.

[www.edinacommunityfoundation.org/
community-impact-program](http://www.edinacommunityfoundation.org/community-impact-program)

2021 Programs (CONTINUED)

Public Communications

2021 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.



Ukasha Dakane

Photo courtesy of
Chris Emeott



Maxine Wallin

Photo courtesy of
The Wallin Foundation



Nia Diaby

Photo courtesy of
Chris Emeott



Paul Mooty

Photo courtesy of
Paul Mooty



Paul & Wendy Arneberg

Photo courtesy of
Paul and Wendy Arneberg



Dan Arom

Photo courtesy of
Tate Carlson



Nick Legeros

Photo courtesy of
Michael Braun Photography & Design



Rick Murphy

Photo courtesy of
Rick Murphy



Mary Brindle

Photo courtesy of
Mary Brindle



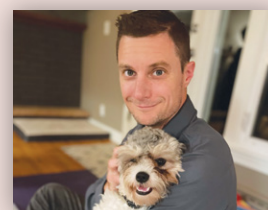
Wayne Kostroski

Photo courtesy of
Hunger Related Events



Regina Neville

Photo courtesy of
Regina Neville



Ryan Muhlbauer

Photo courtesy of
Ryan Muhlbauer

READ THE 12 ARTICLES LINKED FROM THE ECF WEBSITE:
www.edinacommunityfoundation.org/citizens-of-edina-1

Diversity, Equity, Inclusion & Justice

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 2021 ECF evolved in its work toward this goal, moving from a focus on Racial Equity and Justice to the broader mission of Diversity, Equity, Inclusion and Justice (DEIJ).

Nearly all the program areas reflect this DEIJ focus:

- CWK Leadership Award recipients and the Connect Card Award recipients.
- New Community Impact Funds for Miss Rebecca’s Dance Studio and the AR Collective.
- Parade participants drawing attention to anti-racism efforts in Edina.
- Edina Reads programs with participants and books featuring racial and ethnic diversity, supplemented by a lending library of anti-racism books in the ECF office.
- Citizen of Edina articles about ECF and community volunteers of diverse backgrounds.



In addition, former Connecting with Kids Leadership Award winner Nia Diaby interned over the summer, spearheading several diversity-related initiatives and working to make the Edina Parade event more inclusive. The ECF Board of Directors listed on pages 8 and 9 also include several members with racial diversity.



We continue to be blessed with major corporate donors whose support was not limited 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 a Hometown Champion—**Accredited Investors** made a \$2,500 contribution.



Meet Our Board of Directors

The Edina Community Foundation is overseen by a volunteer Board of Directors composed of individuals who live and work here. These civic leaders offer diverse backgrounds in business, philanthropy, investments and community leadership.



Tom Gump
PRESIDENT

Tom Gump is a lawyer and real estate developer serving as “of counsel” with Stier Law Offices. He is the past president

of Edina Morningside Rotary Club (2016-17), where he was also named “Rotarian of the Year” in 2014. Tom is the founder of the first-ever Rotary Club for Veterans, and he served as District Governor for Rotary District 5950 in 2020-21.

He was Chair of the Community Involvement Programs Board of Directors and served on the Parks and Trails Council of Minnesota Board. He also chaired Edina’s Construction Board of Appeals. Tom and his family live in the Sunnyside neighborhood of Edina.



Steffen Hovard
VICE PRESIDENT

Steffen Hovard is a global Medical Device industry leader working with private equity firms and earlier stage

companies as an Executive Advisor, Investor and Board Professional. He serves on several boards – supporting both for profit and nonprofit organizations.

He holds a MSc and two BAs from Copenhagen Business School.

Steffen, his wife Therese, and their three sons moved from Denmark to Edina in 2011 and have fully embraced their new hometown and community. Residents of the Country Club neighborhood, they enjoy spending time outdoors and traveling the U.S. and internationally.



Caroline Correia
SECRETARY

Caroline leads Business Development for BeEvents, an innovative event design company based in Northeast

Minneapolis. Her background is in fundraising and event management. She has worked for foundations and nonprofits in Connecticut, Seattle and Minneapolis.

Caroline volunteers as a puppeteer for PAC-ER Center, co-founded the Meal Fund for Edina Public Schools, and currently serves on the Legislative Action Committee for Edina Public Schools.

Caroline received her BA in English Literature from Union College in New York. She lives in the Country Club Neighborhood.



Sheila Healy Berube
TREASURER

Sheila is an investment professional with more than 20 years of experience helping individuals

and institutions define and reach their investment goals while identifying and managing market risk. After employment with organizations including 3M, American Express and Allina, she founded Sheila Healy Berube Consulting, which provides investment management due diligence, sourcing, and oversight for foundations and high net-worth families.

Sheila’s active community service includes board membership at CFA Society MN, Campfire MN, and Sr. of St. Joseph Investment Committee. She is serving her second term as an Edina Planning Commissioner and was Communication Lead for the 2018 Edina Senior Party.

Sheila and her husband Brian live in Country Club area with their triplets who are 2018 Edina High School graduates.



David Alkire

David and his family moved to Edina in 2004, and he’s been involved in the community ever since. He has served as Precinct 14 Chair

Election Judge and worked on the Fourth of July Parade Committee. More recently, he was a member of the Edina Street Funding Task Force. He is currently serving on the Planning Commission, and is Co-Chair of the Cahill District Plan project that is creating a vision for the future of the Cahill District.

In 2018, David retired from a 20-year career at The Toro Company where he served as Vice President of the Residential and Landscape Contractor Businesses. Before joining Toro, he held various leadership positions in marketing and operations at Honeywell and Bank of America. He holds a BA from Duke University and an MBA from the University of Virginia’s Darden School of Business.

David and his wife, JoAnne, live in the Minnehaha Woods Neighborhood. Their three children have attended Edina Public Schools; the youngest will graduate from Edina High School in 2022.



Robert Blanton

Robert Blanton is an entrepreneur and the owner of the Kiddie Academy of Edina since 2017. Robert moved to the Edina area after

six seasons as a professional National Football League player, including four years as a member of the Minnesota Vikings.

Robert holds a Bachelors of Business Administration from the University of Notre Dame and an MBA from the University of Miami School of Business Administration. Robert and his wife Erin live in Edina with their two children.





Sandra Bodeau

Sandra Bodeau is a principal at the Lathrop GPM law firm. She practices in the areas of franchise law, mergers and acquisitions, and other

commercial transactions. As an attorney, she enjoys problem solving to reach achievement of targeted goals.

Sandy and her spouse Geoff have four children, all of whom attended Edina Public Schools. Sandy has been very active in volunteering in fundraising, educational and service roles benefiting Edina High School, Valley View Middle School and Creek Valley Elementary School. She has also worked as a parent volunteer for band, cross country running, track, speech, debate, football, lacrosse, soccer and free-style skiing teams. In addition, Sandy has served on the Deer Lake Conservancy board. She and Geoff are members of Our Lady of Grace church in Edina.

Sandy holds a B.A. from the University of Wisconsin-Madison and a J.D. cum laude from the University of Minnesota Law School.



Scott Brener

Scott is Senior Vice President/General Counsel at Cadence RX. Scott is a graduate of Georgetown University and Emory University School of

Law. Scott's career has spanned both private and public sector environments, including four years as Commissioner of the Minnesota Department of Labor & Industry. He brings expertise in building relationships, with experience in healthcare reform and insurance, as well as labor standards, worker safety, transportation, technology, and telecommunications.

A former member of the Edina 4th of July Parade Committee, Scott has previous experience with the Edina Community Foundation and local volunteerism.

Scott and his wife Maureen reside in the Country Club neighborhood. They have one son attending Georgetown and two sons at the Blake School in Minneapolis.



Jim Hovland

Jim Hovland, the Mayor of Edina, has served over 20 years on the Board. He is a partner in the Edina law firm of Hovland & Rasmus

and a member of the I-494 Corridor Commission and the Regional Council of Mayors. He also belongs to the Edina Morningside Rotary Club and was recognized by the Edina Chamber of Commerce as its Business Person of the Year in 2004.

Jim lives with his wife LaRae in West Edina. One of his two daughters lives in Edina, and his grandchildren attend Edina Public Schools.



Brad Johnson

Brad is an Investment Advisor and Partner in Tradition Wealth Management, with an office in the Centennial Lakes area. With

more than 25 years of experience in the financial services field, he has built lifelong, trusting relationships with individuals, corporate executives, and business owners that involve the full range of financial planning stages: wealth accumulation, wealth preservation, income creation, and wealth transfer strategies. Brad has a B.A. in Business Administration from the University of Colorado and the Accredited Asset Management designation from the College for Financial Planning.

Brad resides in the Highlands neighborhood of Edina with his wife and their two children. He has been serving his local community during the past year as a founder of Art of Edina and Tradition Pass It On in the ECF Community Impact Program.



Rich Meyer

Rich Meyer became president of the Abbott Northwestern Hospital Foundation in 2007. Previously, he was vice president of organiza-

tional advancement for Minnesota Masonic Homes and director of the Children's Theatre Company's development program. He has a B.S. in political science from the University of Washington and a J.D. from the University of Minnesota.

His skills, experience, and interests include personnel and HR, nonprofit and community service, policy development, program evaluation, communications and PR, special events, fundraising and grant writing, outreach and advocacy.

Richard and his wife Annie live in Edina's Country Club neighborhood.



Jim Nelson

Jim Nelson practiced law for 43 years. A long-time Rotarian, Jim served as president of the Minneapolis City of Lakes Rotary Club

and as District Governor for the 63 clubs of Rotary District 5950 in central Minnesota, as well as on several related Rotary Foundation boards.

Jim's volunteer activities include service on the Edina Human Rights and Relations Commission, which he chaired for three years. He also volunteers with the Minnesota Historical Society.

Jim is a graduate of the University of Minnesota (B.A., J.D.). He and his wife Ellen live in the Bredesen Park neighborhood. He has three grown children and six grandchildren.



Jasmine Brett Stringer

Jasmine joined the Edina Community Foundation board in September 2020. A graduate of

American University's Kogod School of Business, she also holds a distinguished alumna award. Jasmine is a keynote speaker and award-winning author, on-air TV personality, and host of a podcast and lifestyle blog. She recently founded #SharetheMicMN, an ECF community impact fund with a mission to amplify the work, lives and stories of Black/Brown women residing in Minnesota by expanding the reach of their voices.

Jasmine and her husband live in the Bredesen Park neighborhood and spend some of their free time in southern Minnesota at the family farm.

Meet Our Staff

At the Edina Community Foundation, you'll meet professionals who are accomplished in many ways, from education to professional achievements. Though we have varying backgrounds and skill sets, we all share a deep commitment to the Edina community, as well as passion and enthusiasm for the work we do.



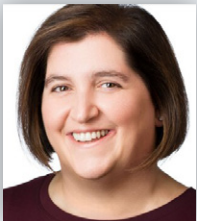
Dick Crockett
EXECUTIVE
DIRECTOR



Tina Bohrer
COMMUNICATIONS
SERVICES DIRECTOR



Patty Dronen
CONNECTING WITH
KIDS DIRECTOR



Eda Rivers
DEVELOPMENT
DIRECTOR



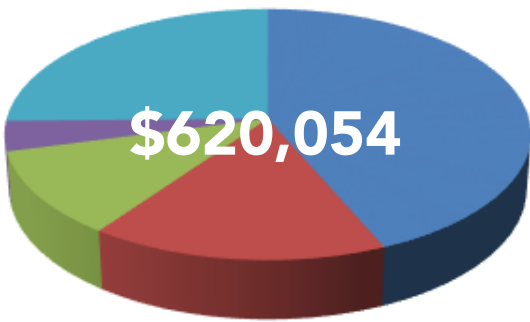
Siena Shull
DONOR SERVICES DIRECTOR
AND OFFICE MANAGER



2020-2021 Finances

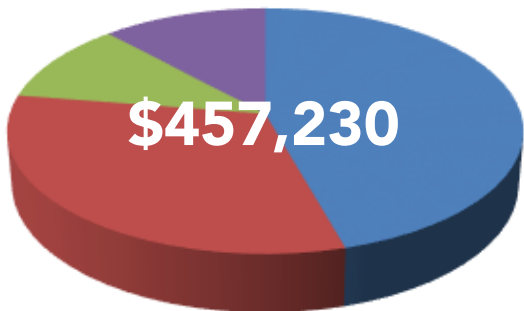
For our fiscal year ending on June 30, our total program services expenditures (Community Impact Program Grants and Direct and Indirect Costs of Program Services) of \$354,310 were 78% of our total expenditures of \$457,230, greater than the 70% minimum recommended by the Minnesota Charities Review Council. Our 2020-21 audit reports a substantial increase for the year in net revenue of \$162,824.

Community Support and Revenue



- Community Impact Program: \$270,038 (43.6%)
- Program Service Revenue: \$101,011 (16.3%)
- Unrestricted Gifts: \$68,301 (11%)
- PPP Loan Forgiveness: \$23,938 (3.9%)
- Net Investment Income: \$156,766 (25.3%)

Expenses



- Community Impact Program Grants: \$208,617 (45.6%)
- Other Program Services: \$145,693 (31.9%)
- Management and General Expense: \$48,706 (10.7%)
- Fundraising: \$54,214 (11.9%)

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.

As we look back on 2021, 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 18 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.

For more information about our programs and charitable giving opportunities, contact **Executive Director Dick Crockett** at 952-300-2378 or ecf@edinacommunityfoundation.org or review our website at:

www.edinacommunityfoundation.org



Directors Emeriti

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

SERVE.
STRENGTHEN.
CELEBRATE.



GRAND
MARCHAL

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