

Edina Community Foundation

2019 Annual Report: The Impact of Philanthropy



Dear Neighbors,

If you're one of the more than **70** people named in this Annual Report, you've had first-hand experience with the positive impact of the Edina Community Foundation. And you have friends and neighbors who were also affected by ECF's philanthropic work in 2019, including:

- The representatives of our **75** Community Impact Partners and the many people who benefited from these organizations and funds;
- The enthusiastic audience of **180** that attended our Connecting with Kids Leadership Breakfast to honor the **5** leadership award recipients;
- The **20** members of our Connecting with Kids Advisory Board and Edina Challenge Team who ensured youth programming was available to children and families with financial need;
- The **60** veterans and their guests who attended our Veterans dinner on July 3;
- The **20,000** spectators and hundreds of participants from the **90** units who celebrated our community at the Edina 4th of July Parade, along with the audience of **10,000** that enjoyed the fireworks display;
- The **20** Edina Reads committee members and Friends of the Edina Library who orchestrated our Edina Reads programs;
- Our **10** Hometown Heroes & Champions, and additional **12** major corporate sponsors;
- The more than **500,000** visitors to City Hall, Centennial Lakes Park and the Edina Senior Center last year with the opportunity to enjoy public art purchased or commissioned by ECF; and
- The **1,500** businesses and individuals who donated more than **\$500,000** in tax-deductible contributions supporting our work.

During the last **15 years**, individual and corporate donors have enabled the Edina Community Foundation to deliver more than **\$5 million** in program services and grants to our community. If you're part of this philanthropic support, we thank you. If you've not yet partnered with us, join us as we make a positive impact in our community.

Dick Crockett

Dick Crockett, *Executive Director*

We impact people by bringing them together to serve, strengthen & celebrate our community.

2019 Programs

Edina 4th of July Parade, Fireworks & Veterans Dinner



Edina's annual celebration of our country and community attracted more than 20,000 spectators to the parade route from City Hall to 50th & France. The fireworks show at Rosland Park drew another 10,000. Led by volunteer chairs Tom Gump and Leslie Grothe, the parade team—Mark Arnold, Tina Bohrer, Amanda Clarke, John Currie, Dave Dickey, Dan Hunt, Carolyn Jackson,

Barbara Malzacher, Rick Murphy, Annie Schilling and Lynn Swon—organized 90+ units of community groups and entertainers. ECF also honored 60 veterans and their guests at the annual July 3rd Veterans Dinner.

Connecting With Kids

At our annual Connecting With Kids Leadership Breakfast in March, we honored Ryan Elbing, Caroline Correia, Beth Swanson, and Craig Lebakken for their efforts mentoring young people. We presented a Student Leadership Award and a \$1,000 scholarship to Shrey Ramesh, an Edina High School junior.



Edina Challenge

We continued to lead the Edina Challenge Team of representatives from a dozen community organizations collaborating to create better outcomes for the approximately 750 kids in poverty or near-poverty in Edina. We have issued Connect Cards to more than 350, allowing children to reap the benefits offered by local youth activity groups including Edina Parks & Recreation (with scholarship funds provided by ECF), Southdale YMCA and the Edina Baseball, Basketball, Football, and Edina Girls Athletic Associations.



Hometown Heroes and Hometown Champions

We continue to be blessed with major corporate donors whose support was not directly linked to sponsorship of any of our programs.

Our Hometown Heroes—**Real Estate Simplified, Think Bank, and Western National Insurance** each made \$5,000 contributions.

Our Hometown Champions—**Accredited Investors, Avidor Edina, Cahill Financial Advisors, Grandview Tire & Auto/Edina Tire & Auto, Tradition Pass It On, and Washburn McReavy Funeral Chapels** each made \$2,500 contributions.

Thank You!

Thank you to our co-hosts, donors, program participants and volunteers who played vital roles in serving, strengthening, and celebrating our community in 2019. For information about programs and charitable giving opportunities, contact Executive Director Dick Crockett at 952-883-9573 or edfoundation@EdinaMN.org.

Edina Dialogue & Edina Reads



Co-hosting with the Edina Library and the Edina Reads Committee, we presented a series of programs:

- *Poetry and Autism* with Chris Martin and Meghana Junnuru;
- *National Poetry Month* with poets Thorvald Hansen, Carol Flint-Kaliebe,

Bruce Burnside and Cara Sophia;

- *Monarchy, Marriage, Power and Prosperity in Great Britain*, with Dr. Cynthia Curran; and
- *Evidence of V: A Novel in Fragments, Facts, and Fictions* by Edina author Sheila O'Connor, interviewed by ECF Community Advocate Annie Schilling.

Community Impact Program

As the incubator for the Edina nonprofit community, ECF serves as a charitable partner to 75 organizations. Four nonprofits grew from our Bold New Idea event in April, when we invited proposals for new funds, selected the top five, and held a vote to select the winner of a \$5,000 grant funded by event attendees. The winner was **Her Next Play Edina**. Led by Claire Wegmann-Krider, this group of middle school girls aims to promote girls in athletics and leadership. Their first Edina Girls Sports Summit event attracted 130 attendees.



ECF also helped secure funding for several other Bold New Idea finalists:

- **Edina Entertainers**, created by EHS student Kris Hoedeman to create opportunities for performing music, theatre and dance artists in Edina.
- **Edina Mural Project**, led by Julie Greene to cooperatively create a series of murals for permanent display in public spaces.

- **Step To It Edina**, a program implemented by Nicole Gorman aiming to motivate people of all ages and abilities to become more physically active.

Six additional Community Impact Partners launched in 2019 with our support:

- **Imagination Library-Edina**, proposed by EHS student Sarah Hogan to provide free books to preschool children to assist their early educational development,
- **Minnesota Wild Blind Hockey**, formed by Toni Gillen and Theresa Weber-Sexton to provide visually impaired children and adults the opportunity to play ice hockey.
- **Stand With Her**, created by EHS student Anushka Thorat to supply feminine hygiene products to teenage and young women in shelters.
- **Edina Neighbors for Affordable Housing**, organized by Hope Melton to promote and support affordable housing in our city.
- **Edina Village**, started by David Alkire to support Edina residents who wish to age in place.
- **EHS Class of 1970 Fund**, led by Sheldon Peterson to support the 50th reunion, which includes a class gift to the community (following a tradition started by the Class of 1965).

Public Art

The newest contribution to Edina's growing public art collection evolved from the Edina Student Public Art Project started by Shannon Steven, a Cornelia Elementary art teacher. Shannon invited Edina's elementary school students to submit a model of a sculpture representing what "Better Together" meant to them, with the winning entry to be re-created by a professional artist. Concord



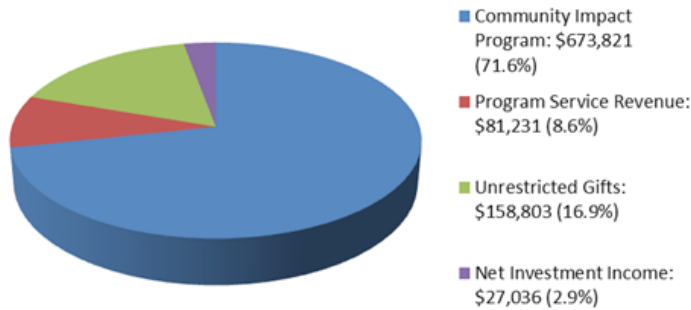
Photo by Barbara La Vallour

Elementary 5th grader Alex Wyatt's winning design was built by Alan and Nicole Miligan. With funding from ECF and the Edina Arts & Culture Commission, "Shoals of Fish," was installed at Centennial Lakes Park in November.

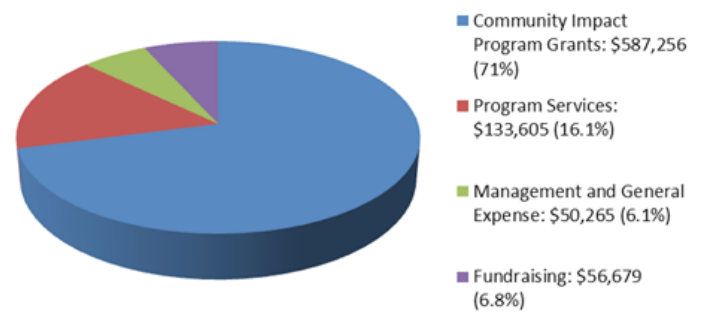
2018-2019 Finances

Our total program services expenditures (Community Impact Program Grants and Program Services costs) of \$720,861 were 87% of our total expenditures of \$827,805, much greater than the 70% minimum recommended by the Minnesota Charities Review Council.

Community Support \$940,821



Expenses \$827,805



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

Board of Directors

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 Carolyn Schroeder
 Mamie Segall*
 Geof Workinger

* As of 7/1/19 following end of Board service.

Staff

Dick Crockett, Executive Director
 Edie Opdahl, Donor Services
 Annie Schilling, Development Relations (until 11/08/19)
 Eda Rivers, Development Relations
 Tina Bohrer, Communications Services
 Patty Dronen, Connecting With Kids Director



* As of 7/1/19.