



New Richmond Area
COMMUNITY FOUNDATION
leadership • philanthropy • collaboration

leadership



philanthropy

2010 Annual Report



resource management

The New Richmond Area Community Foundation is vibrant and growing!

Over one-third of our donors are new to the organization in the past 18 months.

In that same time, six new funds have been established with over \$135,000 in assets.

In 2005, our board focused on the changing environments as it began studying the future of U.S. community foundations. The report “On the Brink of New Promise” expanded upon the concept that the endowment is the means to service, not the end in itself. It challenged foundations to take strategic positions on difficult issues and cross-sector solutions in maintaining a relentless commitment to the betterment of communities.

The foundation has been actively incorporating this expanded community leadership role with its endowment and grantmaking core. This report highlights some of those innovative contributions.

Continuing to lean forward into the future, the board is in the midst of strategic planning to articulate the updated vision and mission, the aspirations of the foundation that will light our path and continue to increase the foundation’s value and impact within the community.

Here is a glimpse of the future we envision for this foundation...

We choose to be a catalyst and conduit for improving the fabric of our community ...

We have adopted the Big Hairy Audacious Goal to

“Become one of the most generous communities in America by providing \$1 million every year in programs, grants and human capital!”

The Foundation



*The prosperity of any
community depends on
how well the growth can
be nourished.*

A foundation is the place where you come to build the community you long for. The Foundation has been providing citizens the opportunity to improve the area's quality of life through on-going, community building efforts for over 30 years. The Foundation's efforts and contributions, since its inception in 1980, have been directed to community building activities that the benefactors have felt most strongly about. By collaborating with us you will sustain a legacy of community caring and sharing that dates back to the cyclone of 1899.

The fruits of the Foundation's efforts can be found in many places in New Richmond and surrounding communities:

The recreational trail system
Health and wellness activities
Leadership training

Youth and family programs
Support of school district initiatives
Community enhancement projects

We believe that being engaged in giving back to one's community is an essential component of local citizenship. This belief is represented in the core values of the foundation, philanthropy, leadership and collaboration. As a foundation we have given back to this community over 160 times.

The Foundation is made up of your friends, colleagues and neighbors. Our community foundation is a public entity created by and for the people of the New Richmond area. We enable individuals to effectively support causes they care about, through both financial and non-financial contributions. As we engage in service-based philanthropy, we are committed to cultivating the dreams of our citizens; nurturing the possibilities for our communities; facilitating the leadership and developing the resources necessary to bring these dreams and possibilities into reality.

The prosperity of any community depends on how well the growth can be nourished. Please contact us today so you can help us build the community you envision.



Philanthropy

Enriching the well-being of others.

Philanthropy is the characteristic most often associated with foundations. The community foundation is distinctive in that it enables people of modest means to collectively enrich our communities in extraordinary ways.

During 2010, the foundation gave back financially over \$58,000 in direct grants and program support. And this was in a year when grants were limited due to the overall market losses of 2008 which impacted our relatively young endowed funds, as they have not had years to accrue gains. The earnings that were recovered in 2009 and 2010, and the new funds that were started, are facilitating additional outgoing grant opportunity in 2011.

But philanthropy isn't just about money. It is also the sharing of our skills and time.

Our board members are recognized community leaders with a passion for helping the community and its citizens reach their full potential. During 2010, the foundation board contributed over 1000 hours to the work of the foundation. That's over 125 eight-hour days – a value of more than \$21,000 that the board members invest through their time! And that doesn't count all the other ways you see this group of people participating and giving back within community.

As any dedicated person knows, the more we give of ourselves, the more we seem to get back in return.

Leadership



***Healthy communities
are comprised of
healthy citizens.***

A community can choose its future.

The NRACF has taken an active role in seeding our community's future with healthy and equipped leaders, ensuring that the pool of leaders grows exponentially over time.

The Leadership Trust Initiative (LTI) is a year-long program sponsored by the Foundation. It is actively building a growing network of established and emerging community leaders who understand the history and spirit of the community. These leaders are equipped to respond to community needs and challenges in a healthy, collaborative manner. This network of people make a difference within all segments of our community including schools, businesses, local government, and community service.

Each program begins in May and ends with a commissioning celebration in March. After the first two years of this program, the network is 49 leaders strong. Just visualize the potential after only 10 years, with a network of almost 250 engaged, forward-looking leaders!

Contact the foundation or one of the board members if you or someone you know would like to participate in this program. The participants will tell you, the growth isn't only happening on the outside – there is some special growth and affirmation that occurs within each person who makes the choice.

Collaboration



*Individual vision of a
common goal.*

The foundation was started in 1980 as a focused, collaborative effort to achieve a single goal to match a \$50,000 corporate gift for the benefit and betterment of the community.

Over 30 years later, the collaborative efforts reach beyond the impact of a single idea, carrying some early initiatives to maturity as others continue to emerge and change.

The foundation's sponsorship of the Front Porch Project, directed by Patrick Overton, has brought the concepts of civil discourse and collaboration into routine community language. Through the Front Porch Project, the government entities within the New Richmond School District (city, village, and townships) have formed a circle to deliberate over common challenges and consider mutually-beneficial options for solutions. This collaborative group is referred to as the Government Entities Network (GEN).

Following the lead of the Front Porch Project, GEN, and School District administration, 14 organizations have collaborated on plans to transition the middle school building being vacated in June 2011 into a multi-use "community commons". The foundation recently began serving as fiscal sponsor for the interim period while a formal collaborative governance system is developed for this innovative community resource.

The NRACF learned of an opportunity to incorporate the national Reach Out and Read (ROR) program into the daily practice of our local healthcare providers. ROR promotes early literacy and serves as a screening tool to identify children and families in need of assistance. Seven local organizations enthusiastically collaborated with the foundation to provide funding for the program.

Collaboration – sharing ideas and resources to improve the fabric of our community.

Resource Management

Providing experienced stewardship of foundation resources.



The Finance and Investment Committee works with Bremer Trust as its Agent to provide investment advice and to safekeep the assets of the foundation. These assets are prudently managed within a written policy formally approved by the NRACF Board of Directors.

The financial position summarized below for 2009 has been reviewed by a firm of Certified Public Accountants independent of the foundation and filed with the IRS as required on our publicly-available Form 990. The figures for 2010 are preliminary until the independent review is completed and the Form 990 is filed. The fiscal year ends on December 31.

Support & Revenue	2009	2010
Contributions & Grants	\$200,579	\$106,555
Investment Income	\$25,104	\$109,033
Other Income	\$0	\$12,400
Total Support & Revenue	\$225,683	\$227,988

Expenditures	2009	2010
Grants to Charitable Organizations	\$6,512	\$1,450
Total Program Expenses	\$40,781	\$57,507
Administration Expenses	\$69,235	\$49,318
Total Expenditures	\$116,528	\$108,275
Increase in Net Assets	\$109,155	\$119,712

Balance Sheet	2009	2010
Cash on Hand	\$124,277	\$51,870
Investment Accounts	\$1,012,255	\$1,142,217
Agency Funds (also liability)	\$153,398	\$178,703
Total Assets	\$1,290,559	\$1,373,239
Total Liabilities	\$154,869	\$178,672
Net Assets/Fund Balances	\$1,135,690	\$1,194,567

Current Funds

Contributions can be made by anyone to the following established funds in any amount:

NRACF Unrestricted Fund: non-endowed fund whose purpose is not restricted. It provides maximum flexibility for the Board to address community needs.

NRACF Unrestricted Memorial Endowment Fund: Contributing to this endowed fund is a meaningful way to provide a lasting tribute that benefits the community over generations. As an unrestricted fund, grants can be used to meet a variety of community needs. Contributions are not limited to individual memorials.

NRACF Perpetuation Fund: an endowed fund established to provide an ongoing source of income to apply to the operational expense of the foundation, ensuring the administrative resources to benefit the community indefinitely. In addition to direct contributions to this fund, currently 5% of all contributions to the foundation are allocated to building the assets of this fund.

Leadership Trust Initiative Fund: established to ensure that the program continues to grow an expanding network of leaders for our community's current and future needs.

The Deerfield Fund: an agency fund for Deerfield campus expansion; challenge pledges will match contributions up to \$15,000 received by 7/31/2011.

Friday Memorial Library Fund: an agency fund that benefits our local library.

Healy-Norman Literacy Fund: a donor-advised endowment fund promoting reading and literacy in the NR school district and St. Croix County.

Johnny "Blood" McNally Sports Complex Fund: The NRACF provides fiscal sponsorship for this citizen-driven initiative to fund and build a stadium in McNally's memory at the NR High School.

Recreational Trails Fund: non-endowed fund that supports the system of multi-purpose trails in and around the New Richmond Area Community.

Youth and Families Endowment Fund: an endowed fund established to provide support to area organizations that specifically serve youth and families.

Paul H. Albrightson Endowment Fund: a memorial field of interest fund established for the benefit of children at risk, starving children and area recreational trails.

Curtiss and Elaine Anderson Family Fund: an endowed fund providing scholarships for automotive, mechanical technology or health fields.

Carolyn A. Craig Scholarship Fund: an endowed fund providing scholarships in horticulture, landscape architecture, forestry, environmental studies or allied subjects.

Friends of Citizens Field Fund: a non-endowed fund established in 2007 to facilitate improvements to Citizens Field.

Heffron Family Memorial Fund: an endowed memorial field of interest fund that was established for needs related to cardiac/heart disease, Alzheimer's disease, and the developmentally disabled.

Lloyd and Eleanor Johnson Family Fund: a designated endowment fund for the benefit of the following organizations/causes: University of WI River Falls, Luther Point Bible Camp, autism research and family support, and New Richmond Area Community Foundation.

Performing Arts Fund: non-endowed fund established to provide capital funding for a performing arts center in the community.

In addition to the above component funds, the following donor-advised funds have been established by families:

- Anderson Non-Endowed Fund
- Counter Family Fund
- Craig Family Fund
- Craig Family Giving Fund
- William and Mary Ann Derrick Family Fund
- Robert Harding Fund
- Krueger Family Fund
- Lybeck Family Fund
- Chuck Polfus and Family Designated Fund
- Sather Family Fund
- Soderberg Family Fund

Our Donors

We acknowledge and sincerely thank the following donors for their generosity to the New Richmond Area Community Foundation in the past two years.

Anchor Bank
Curtiss and Elaine Anderson
Hugh J. Andersen Foundation
Mabel Arnquist
Dr. Fred and Barbara Austin
Bakke Norman Law Office
Stan Barr
Ray and Marge Barry
Julie Bauermeister
John W. Beebe
Gretchen Bell and Bill Hannaford
Joe Bell and Melissa Lamoreaux
Mary Jo Bennett
Lisa Bensen
Joe and Bev Beuning
Darian and Jane Blattner
Gene and Mary Bonnes
Bosch Packaging Technology
Bremer Bank - NR
Mike and Annie Brose
Bill and Gail Buell
Jim and Tracy Buell
The Carpet Center
Mark and Kathie Cellotti
Geri Christensen
Greg and Ann Christenson
City of New Richmond
C&J Consulting
Tom and Tia Clark
Katie Cole
J.A. Counter and Associates
James and Connie Counter
Brian Cox
Gene and Margie Cox
James and Carolyn Craig
Derrick Companies
Mark and Denise Devereux
John Doar Foundation
Tom and Patty Doar Foundation

Domain, Inc.
Darold and Jill Dornbush
Doyle's Farm & Home
Bill and Mari Driscoll
Joseph and Michelle Earl
Earley Law Offices
Joe and Catherine Earley
Kathleen Earley
Dennis and Edna Early
Educational Foundation of NR
Edward Jones – Jill Schreck
Chad and Linnea Engstrom
Mike and Jill Evans
Faith Community Church
First Lutheran Church
First National Community Bank
Cindy Fodroczi
Frontier Communications
Front Porch Institute
Lori Gebhard
Bob and Lorraine Goodlad
Karen Greaton
Guinn, Vinopal & Zahradka
John and Judy Haasch
Theodore Haland
Jim and Diane Hankes
Jane and Daniel Hansen
Harper Brush Company
Catherine and Michael Haugen
Rita and Tom Hawley
Kathy and Ed Hebert
Jim Heebink
Robert Heebink
John S. Helling
Deborah Henke
Michele and Jim Hermansen
Rick Hertenberg
Robert Hertenberg
Dick Hesselink

Arthur Holle
Rodney and Kathleen Holle
Don and Shirley Holmberg
Sandra Holmes
Home Tec Designers & Builders
Michael and Cynthia Jensen
Bradley Johnson
Eleanor Johnson
Mick and Tammy Johnson
Johnson Motor Sales
Diana and Ron Johnston
Lester and Carol Jones
Bill and Betty Komula
Janel Krueger
Beverly Krumm
Terry and Annette Kucera
Erica and Tim Kufus
Jesse Kvitek
Dorothy Landsberg
Bill and Anne Langford
Bill and Lisa Leahy
Margaret Lindell
Jill Luken
Paul and Vicki Mayer
Heather McAbee
Marilyn McCarty
Shannon and Dave Mehls
Neal and Joyce Melby
Tom and Carrie Mews
John and Ann Mike
Trish and Jeff Moberg
Dave and Karen Moen
Diane Monteith
Gary and Gayle Nasan
Scott and Jean Needham
NR Area Centre
New Richmond Clinic, WWMA
New Richmond Education Association
New Richmond Schools

Our Donors (continued)

We acknowledge and sincerely thank the following donors for their generosity to the New Richmond Area Community Foundation in the past two years.

New Richmond 8 Theatre	Fay Reppe	Darrell and Sheryl Stoddard
New Richmond Utilities	Andy and Mary Kay Rice	Naomi and Donald Stovall
Tim and Stacey O'Brien	Tim Riemenschneider	John and Deborah Sturtevant
Patricia and Martin O'Connell	Doug and Kathy Rivard	St. Croix Chiropractic
David and Lisa Olson	Jean Roach	St. Croix Financial
Graham Olson	Rotary Club of NR	Bert Swanson
Barbara Otteson	Royal Credit Union	TCU Manpower Training Department
Tom and Betsy Otteson	John and Sharon Rubin	Jill Thomas
William and Sabra Otteson	Mike and Linda Sager	Willys and Fran Thomson
Otto Bremer Foundation	Tim and Kandy Schaffer	Per Trelstad
PCM Global Solutions	Dave Schleh	Steve and Nancy Ulrich
Bob and Marie Peirson	Tim and Teresa Schreiner	Morrie Veilleux
James and Beverly Peirson	Linda and Karl Skoglund	Judy Wentlandt
Marilyn Peplau	Steve and Chris Skoglund	Westfields Hospital
Harris and Beverly Peterson	Skoglund Oil Co.	Willow River Run
Nancy Peterson	Vern and Donna Skoglund	WITC
Pinnacle Wealth Advisors	Karen and Warren Smallidge	Carl and Kathryn Wohlbier
Daren J Powers CPA	Mark and Meredith Smith	Steve and Marjorie Wojan
Presbyterian Homes	The SPACE	JoAnn Wrich
Redmon Law (in kind)	Susan Sroka	Xcel Energy
Heather Redmond	Starr Elementary Staff	Jim and Susan Zajkowski
Todd and Sherry Rehnelt	StarTech Computing	Tony Zantua
Jim and Judy Remington	St. Croix Valley Foundation	Rhonda Zontelli

We are grateful to the following businesses for annual contributions to support our operations.

Bakke Norman Law Office	Frontier Ag & Turf	New Richmond Utilities
J.A. Counter & Associates	Guinn, Vinopal & Zahradka	PCM Global Solutions
Domain, Inc.	Johnson Motor Sales	Royal Credit Union
Eckberg Lammers Law Firm	New Richmond Insurance Agency	StarTech Computing (inkind)
First National Community Bank	New Richmond 8 Theatre	Xcel Energy

Gifts of Memorial and Gifts in Honor

Contributions have been made on behalf of the following people, continuing to give back to the community over time.

In memory of:

Alice Ahlin
Oveila Baillargeon Lindsay
Bev Beebe
Thomas Bell
Francis Berends
Evelyn Bonnes
Bette Buell
Curt Bulman
Jane Cullen Werner
Ryan DeGear
Jim and Edie Donahue
Brian Early
Kevin Early
Bede Emerson
Genevieve Francois
Bernie Frey
John Frick
Rachelle Geurkink
John Geving
Mae Gherty

Terry and Helen Gotham
Elaine (Casey) Gove
Bart Greaton
Merlin and Joanne Hahn
Robert M. Harding
Pam Healy
Marie Heebink
Joan Helling
Jane Helling Colere
Eileen Henry
Pearl Hermansen
Judy Holle
Bette Irle
Mabel Johnson
Jane Johnston
Dave Johnston
Dick Kruschke
Dorothy Lewerer
Jean Lister

Betty Mayer
Olind McPherson
Edith McPherson
Carl and Gertrude Melby
Richard Needham
Marge and Orv Otteson
Tillie Pape
Lale Polfus
Dr. Joseph Powell
Calvin (Bud) Powers
Rick Powers
Powers/Bonnes loved ones
Donald Reppe
Donna Ryan
Joanne Seibel
Lillian Slocum
Paul Swenby
Deannie Vernon
Karen Witstock

Gifts in honor

Marsha Alexander
John E. Ball
Donna Barr
Gretchen Bell
Thorice Brekke
Samuel Christenson
James A. Counter
Jim and Connie Counter
Larry Cunningham

Pat Davis
Arvid and Mona Flanum
Dick Forrest
Greg Gentle
Rich Gregerson
Nancy Willson
Steve Wojan
Marilyn Guinn
Peg Hodel

Cynthia Isaac
Diane Jamieson
Carol Johnson
Bob and MaryJo Krueger
Karen Pape
Dave Schleh
NR Schools 2010 Retirees
Eileen Stary
Renee Steffen

Board of Directors

The diversity and active community leadership of our board is a key strength of our foundation. Board members represent a cross-section of our community.

Bill Buell – Chair	Domain, Inc.	715-246-6525
Heather McAbee – Vice Chair	Bremer Bank	715-246-8167
Tom Mews – Treasurer	First National Community Bank	715-246-6901
Steve Skoglund – Secretary	Skoglund Oil	715-246-4767
Joe Beuning	NR Clinic	715-246-6866
Ron Derrick	Derrick Companies	715-246-2320
Joe Earley	Earley Law Offices	715-246-7555
Paul Mayer	PCM Global Solutions	715-246-3705
Trish Moberg	New Richmond High School	715-243-1786
Tim O’Brien	Bakke Norman Law Offices	715-246-3800
Dave Schleh	Consultant	651-491-8203
Morrie Veilleux	New Richmond Schools	715-243-7413
JoAnn Wrich	The Deerfield	715-243-3900
Jim Counter	Past Chair, Advisor	715-246-6005
James Craig	Past Chair, Advisor	715-246-6242

Leadership Trust Initiative Participants

2009/10

Lisa Bensen	Bean Bag Coffee Shop
Darian Blattner	The Centre
Troy Boe	Century 21
Bill Buell	Domain, Inc.
James Counter	J.A. Counter & Associates
Scott Counter	Home Tec Designers & Builders
Wendy Dixen Dadez	Dadez Physical Therapy
Ron Derrick	Derrick Companies
Joe Earley	Earley Law Offices
Mike Evans	Faith Community Church
Cheryl Emerson	NR School District
Michele Hermansen	NRACF
Dick Hesselink	Town Chair – Stanton
Jesse Kvittek	Thrivent Financial
Erica Kufus	NR School District
Dori Marty	WITC
Heather McAbee	Bremer Bank
Dave Mehls	Sports Association/City of NR
Tom Mews	First National Community Bank
Jeff Moberg	NR Schools



2009/10

Trish Moberg	NR Schools
Courtney Moe	The SPACE
Deena Neumann	NR Schools
Todd Rehnelt	Town Chair - Richmond
Donna Satterlund	Conferences Done Right/RE/MAX
Chris Skoglund	NR School Board
Linda Skoglund	J.A. Counter & Associates
Steve Skoglund	Skoglund Oil
Jackie Waalen	The Deerfield
Chris Wheeler	Johnson Motor Sales
JoAnn Wrich	The Deerfield
Rhonda Zontelli	Bellarietta/Lost Art Designs

2010/11

Jim Bump	First Lutheran Church
Katie Cole	J.A. Counter & Associates
Chad Engstrom	Westfields Hospital
Larry Gee	WITC
Jane Hansen	City of New Richmond - elected
Bryan Hop	NR Schools
Sue Johnson	St. Croix Chiropractic
Joe Kerlin	City of New Richmond - Parks
Paul Mayer	PCM Global Solutions
Shannon Mehls	J.A. Counter & Associates
Frank Norton	NR Schools
Angela Olson	Eckberg Lammers
Jill Schreck	Edward Jones
Mark Smith	Metropolitan Mosquito Control
Adam Swanda	St. Croix Financial
Scott Vrieze	Friday Memorial Library
Tate Wheeler	The Centre

There are many ways you can become part of the exciting impact of the New Richmond Area Community Foundation.

Here are just a few...

Make a meaningful donation each year to an existing fund or funds that align with your charitable interests. You can even schedule ongoing monthly contributions through your bank account or credit card.

Establish your own fund in consultation with foundation staff, structured to achieve your personal philanthropic goals. You may start a Futures Fund with as little as \$1,000 per year. When your fund is fully endowed at \$10,000, it will be eligible to begin making grants to support your designated organizations or areas of interest.

Honor someone special with a foundation contribution for their birthday, anniversary or retirement.

Provide a lasting memorial upon the death of a family member, friend or neighbor.

Become one of the businesses who have committed to an annual contribution in support of foundation operations.

Join the community's growing network of people making an impact as a participant in the Leadership Trust Initiative.

Practice the principles of collaboration and civil discourse as you interact within the community.

Participate!



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