



*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.

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

<b>Expenditures</b>	<b>2009</b>	<b>2010</b>
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

<b>Balance Sheet</b>	<b>2009</b>	<b>2010</b>
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  
Darlan 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 Kvittek  
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!



PO Box 96, New Richmond, WI 54017 | 715.246.3999  
www.nracfoundation.com | nracfoundation@gmail.com