

**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 \$1000 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!



*New Richmond Area*  
**COMMUNITY FOUNDATION**  
*leadership • philanthropy • collaboration*

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

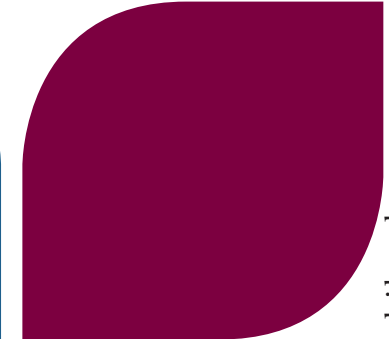


*New Richmond Area*

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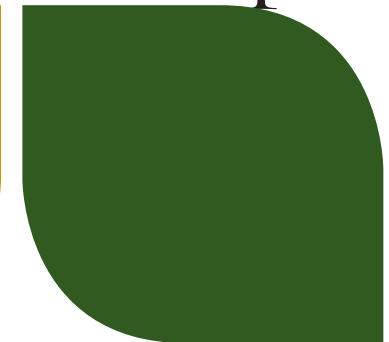


philanthropy

# 2013 Annual Report



leadership



resource management

June 2013

New Richmond Area Community Foundation continues to make significant strides toward meeting our goal of "Being one of the most generous communities in America by providing \$1,000,000 every year in programs, grants and human capital."

We have:

- Continued to refine our collaborative and affiliate connection with St Croix Valley Foundation. SCVF is an incredible resource and provides us the invaluable back office support with sound policies and their accreditation to National Standards. This partnership has allowed us to remain dedicated and focused on our strategic plan and mission.
- Reorganized and realigned our committee structure, and implemented accountability measures.
- Held two grant cycles in the last 12 months, having a positive impact on 23 nonprofit organizations in our community.
- Graduated 18 more students from our Leadership Trust Initiative (LTI) program, bringing our total graduates to 87. Those LTI Grads have developed tremendous projects in the community that will have impact in our community for years to come.
- Secured commitments for 24 participants for LTI 5, 2013/2014.
- Launched a new, exciting community strategic planning initiative known as FutureWalk.
- Joined forces with other local organizations in collaboration and gained efficiencies, including Westfields Hospital Foundation. The Hospital Foundation created a Fund and joined NRACF through an affiliation agreement.
- Saw our assets under management reach \$2.3 million.

We are working hard on creating a Legacy of Sustainability for our Foundation as well as the Community.

Come join us... Let us help you create and celebrate your Legacy.

Sincerely,



Heather McAbee  
Chair

2009 - 2013

## Leadership Trust Initiative Graduates

Linda Aton 3	Doug Hatch 4	Kevin Morris 3
Lisa Benson 1	Thomas Heintz 3	Deena Neumann 1
Darian Blattner 1	Michele Hermansen 1	Frank Norton 2
Troy Boe 1	Richard Hesselink 1	Angela Olson 2
Bill Buell 1	Bryan Hop 2	Jeff Peplau 4
Gail Buell 4	Jackie Huff 4	Sara Peterson 3
Jim Bump 2	Sue Johnson 2	Nate Peterson 4
Patty Burke 4	Carol Jones 4	Tracy Preece 3
Randy Calleja 4	Scott Jones 3	Todd Rehnelt 1
Katie Cole 2	Joe Kerlin 2	Jennifer Rickard 4
Kristen Coonan 3	Greg Kier 3	Donna Satterlund 1
Jim Counter 1	Bill Knutson 3	Patty Schachtner 4
Scott Counter 1	Dan Koski 3	Jill Schreck 2
Shawn Demulling 4	Gary Krause 3	Melanie Singleton 4
Ron Derrick 1	Erica Kufus 1	Chris Skoglund 1
Michael Derrick 3	Jesse Kvitek 1	Linda Skoglund 1
Scot Destasio 3	Heather McAbee 1	Steve Skoglund 1
Jeff Dionisopolous 3	Andrew Marrier 3	Mark Smith 2
Wendy Dixen Dadez 1	Dori Marty 1	Adam Swanda 2
Joe Earley 1	Paul Mayer 2	Wanda Younger 4
Cheryl Emerson 1	Lynette McCarty 4	Morrie Veilleux 3
Erin Eneboe 3	Dave Mehls 1	Scott Vrieze 2
Chad Engstrom 2	Shannon Mehls 2	Jackie Waalen 1
Mike Evans 1	Christine Melby 4	Chris Wheeler 1
Nate Fry 4	Tom Mews 1	Tate Wheeler 2
Larry Gee 2	Jeff Moberg 1	Jo Wrich 1
Marie Gremore 3	Trish Moberg 1	Jim Zajkowski 4
Jane Hansen 2	Courtney Moe 1	Rhonda Zontelli 1
Laurie Harvieux 3	Gina Moe Knutson 4	

# Program Spotlight: FutureWalk

*Imagine a community who co-creates the values that are important to them, describes what they want their community to be, reaches across their diverse population and listens to all interested citizens, agrees on critical action initiatives to address the opportunities they have collectively identified and collaborate as they execute their priorities*



This initiative is called FutureWalk, *creating our community's path to tomorrow*. It is one of three strategic initiatives of the Foundation.

The initiative has been actively worked on since March 2012 and we recently completed Phase One, where we researched seven communities across America that have been effective at visioning and implementation and identified their best practices. Phase Two involves identifying and listening to our diverse population, understanding what the input from 1500 citizens means, communicating to our citizens and co-creating collaborative action initiatives.

The process established four teams, called tents: Hosting, Research, Analysis, Processing and Interpretation, Communications and Public Relations and Action. Citizens from our school district area were invited to participate as members of the tents.

Look for FutureWalk listening events throughout the summer and early fall.

In our community, we choose to create our future.



## The Foundation

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 want.



# Grants: A Year in Review

Our mission is to improve the fabric of our community. Each year area organizations submit the necessary paperwork required to apply for a grant through the NRACF. All applications are thoroughly reviewed by the board of directors. Granted dollars this year went to the following organizations:

## Family Resource Center - St. Croix Valley

Family Resource Center St. Croix Valley served over 1,500 people in their program in 2012. This grant supported a pre-school child and parent group that meets weekly in New Richmond to increase parent knowledge of early childhood development and improve parenting practices. This program has been proved to increase children's school readiness and success.



## Friends of the St Croix County Fairplex

This grant was to provide support for the construction of improvements for the fair grounds and dairy barn facility. The foundation is proud to support our strong agricultural community.



## Free Clinic of St Croix & Pierce County

A grant was received by the Free Clinic of St Croix and Pierce County to provide healthcare and prescriptions to those who have no health care alternatives.

# 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.

Heather McAbee <i>Chair</i>	Bremer Bank	715-246-8167
Paul Mayer <i>Vice chair/Treasurer</i>	PCM Global Solutions	715-246-3705
Steve Skoglund <i>Secretary</i>	Skoglund Oil	715-246-4767
Joe Earley <i>Marketing Chair</i>	Earley Law Offices	715-246-7555
Darian Blattner <i>Finance Chair</i>	New Richmond Area Centre	715 246-2252
Bill Buell <i>Past Chair, Outreach Chair</i>	Domain, Inc.	715-246-6525
Jesse Kvitek	Thrivent Financial	715-246-6800
Tom Mews	First National Community Bank	715-246-6901
Trish Moberg	New Richmond High School	715-243-1786
Jean Needham	Westfields Hospital	715-243-2868
Tim O'Brien	Bakke Norman Law Offices	715-246-3800
JoAnn Wrich	The Deerfield	715-243-3900
Jane Stevenseon	St Croix Valley Foundation, Advisor	715 386-9490
Jim Counter	Past Chair, Advisor	715-246-6005
James Craig	Past Chair, Advisor	715-246-6242



# Our Donors (continued)

Thomas Otteson  
W.B. & Sabra Otteson  
Otto Bremer Foundation  
Cheryl M. Palzer  
PCM Global Solutions  
James & Beverly Peirson  
John & Marie Peirson  
Marilyn & Jeff Peplau  
Harris & Beverly Peterson  
Nancy Peterson  
Mike & Barb Peterson  
Daren Powers  
Presbyterian Homes  
Kent & Marlene Rebeck  
Matthew Biegert & Heather Redmond  
Todd Rehnelt  
James & Judith Remington  
Remington Law Offices  
T.A. Riemenschneider  
Donald & Fay Reppe  
MaryKay and Andrew Rice  
Tim Riemenschneider  
Doug & Kathy Rivard  
Jean Roach  
Royal Credit Union  
John & Sharon Rubin  
Michael & Linda Sager  
Joseph & Patricia Schachtner  
Timothy & Candice Schaffer  
Dave Schleh  
Jill Schreck  
Timothy & Teresa Schreiner  
Kristine and Michael Schultz  
Sew Unique  
Richard & Judith Simma  
Linda & Karl Skoglund  
Steve & Chris Skoglund  
Vern & Donna Skoglund  
Skoglund Oil Co. Inc.  
Warren & Karen Smallidge

Mark & Meredith Smith  
John Soderberg  
Susan & Kurt Sroka  
St. Croix Chiropractic Clinic  
St. Croix Valley Foundation  
Star Prairie Fish & Game Inc.  
Tom and Patty Doar Foundation  
Darrell or Sheryl Stoddard  
Donald/Naomi Stoval  
John & Deborah Sturtevant  
Avalene Swanson  
TCU Manpower Training Dept  
Willys & Fran Thomson  
Per Trelstad  
Steven & Nancy Ulrich  
United Way of St. Croix County  
Morrie Veilleux  
Wesley & Judith Wendtlandt  
Westconsin Credit Union  
Laurence & Virginia Williams  
Willow River Run  
WestBendMutualInsuranceCompany  
WesternWisconsinMedicalAssociates  
Westfields Hospital  
WITC  
Miles & Audrey Wittig  
Steven & Marjorie Wojan  
JoAnn Wrich  
Xcel Energy  
James & Susan Zajkowski  
Anthony & Kelly Zantua  
Rhonda Zontelli

## Grace Place



This grant was for the Back Pack program that provides nutritious food to hungry children at times when other resources are not available, such as weekends and school vacations. Back packs are discreetly distributed to children each week through the school, and contains extra food for younger siblings at home as well.

## Youth and Families Initiative

A grant was received by the Youth and Families Initiative to provide funding for a service learning trip as part of its Strength Explorer exam for the YCI program.



## The Deerfield

A grant was received by the Deerfield was a matching grant. The Fund continues to be an opportunity for donors to help support the amenities of the Town Center. The Deerfield not only serves the 140 residents who live there but also is the host site for many local support groups and events.



**The New Richmond Area Community Foundation is dedicated to assist programs that benefit the residents of New Richmond and the surrounding communities. For more information on the granting process please visit our website at [nracfoundation.com](http://nracfoundation.com)**

# Grants: A Year in Review

## Continued...

### Messes and Masterpieces

This non-profit organization was awarded a grant to purchase materials to be used at two different Service Learning Day projects that will be completed by our high school students. One project will be at Monette Park and the other at Glover, Paperjack Creek and Mary Park.



### Turning Point

Turning Point provides emergency shelter and services to victims of domestic violence and sexual violence. Services are confidential and free to people in Pierce and St. Croix Counties. This grant provided funding for supplies and services for the people who were served in the New Richmond Area.



### New Richmond Fire and Rescue

The New Richmond Fire and Rescue department was awarded a grant to purchase materials and technology for training current and new community fire and rescue volunteers.



Robert & Lorraine Goodlad  
 Jay & Marie Gremore  
 Bradley Guinn  
 John & Judith Haasch  
 Theodore Haland  
 James & Diane Hanks  
 William J. Hannaford  
 Jane Hansen  
 Wendy Hanzlik  
 Harper Brush Company  
 Doug Hatch  
 Michael & Catherine Haugen  
 Thomas or Rita Hawley  
 Health Partners Regions  
 James Heebink  
 Robert Heebink  
 Amy Hegge  
 J Helling  
 Warren & Deborah Henke  
 James & Michele Hermansen  
 Rick Hertenberg  
 Robert Hertenberg  
 Faith Hesselink  
 Richard Hesselink  
 Arthur & Judy Holle  
 Rodney & Kathleen Holle  
 Donald & Shirley Holmberg  
 Sandra Holmes  
 J. Huff  
 Hugh J. Andersen Foundation  
 JA Counter & Associates  
 Michael & Cynthia Jensen  
 John & Jean McIlwain  
 Bradley & Susan Johnson  
 Michael Johnson  
 Johnson Motor Sales  
 Jeff Johnston  
 Ron & Diana Johnston  
 Lester Jones  
 Betty & William Komula  
 Janel & Kevin Krueger

Beverly Krumm  
 Terrance & Annette Kucera  
 Jesse Kvitck  
 Dorothy Landsberg  
 William & Anne Langford  
 William R. Leahy  
 Lorraine & Chris Libbey  
 Margaret Lindell  
 Jillian Gorres  
 Marc & Beth Lybeck  
 Michael Darrow & June Mathiowetz  
 Paul & Vicki Mayer  
 Heather McAbee  
 Ruth Mc Cabe  
 Marilyn M. McCarty  
 Marvin & Lynnete McCarty  
 Christine & Kevin Melby  
 Medica  
 David & Shannon Mehls  
 Neal & Joyce Melby  
 Tom & Carrie Mews  
 Alice Michels  
 Midwest Dental  
 John Mike  
 Trisha Moberg  
 David & Karen Moen  
 Ralph Mondor  
 Gary & Gayle Nasan  
 Nash Finch  
 Scott & Jean Needham  
 New Richmond Area Centre, LTD  
 New Richmond Clinic  
 New Richmond School District  
 New Richmond Utilities  
 NP Design & Photography  
 O.M.H. Rentals  
 Tim O'Brien  
 Martin & Patricia O'Connell  
 David & Lisa Olson  
 Graham Olson  
 John Otteson

# 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.**

Andersen Corporate Foundation	Kathryn Cole
Brian & Mary Anderson	James & Connie Counter
Culver (Bud) Anderson	Brian Cox
Curtiss & Elaine Anderson	Gene & Margaret Cox
Mabel Arnquist	Margaret Cox
William (Perry) & Rebecca Atterholt	Dr. James & Carolyn Craig
Fred & Barb Austin	Reynold Dee & Patricia Davis
Bakke Norman	Dr. David DeGear
Stanley & Donna Barr	Shawn D. Demulling
Ray & Marge Barry	Mark & Denise Devereux
Theodore or Marlene Bartels	Jeff & Ariana Dionisopoulos
Larry & Julie Bauermeister	John Doar Foundation
Jim & Sharon Beebe	Tom & Patty Doar Foundation Inc.
John W. Beebe	Domain Inc.
Gretchen Bell	Darold & Jill Dornbush
Joseph Bell	Doyle's Farm & Home
Mary Jo Bennett	DPW & Associates, LLC
Lisa Bensen	William & Mari Driscoll
Joe & Bev Beuning	Joseph & Michelle Earl
Jim Bevacqua	Joseph & Catherine Earley
Gene & Mary Bonnes	Earley Law Offices
James & Sandra Brooks	Joe & Catherine Early
Ann & Michael Brose	Eckberg, Lammers, Briggs, Wolff & Vierling
Bill & Gail Buell	Eleanor N Johnson
Jim & Tracy Buell	Chad & Linnea Engstrom
C & J Consulting Services	Mike & Jill Evans
Capital Coordinators Company	First National Community Bank
Carpet Center	Gerald & Beth Fisher
Victoria Cashman	Cynthia & David Fodroczi
Mark & Kathie Cellotti	Rosella Freiermuth
Christiansen Creative, Inc.	Friday Memorial Library
Jay & Gerianne Christensen	Frontier Communication
Ann Christenson	Nate Fry
City of New Richmond	Lori Gebhard
Tom & Tia Clark	Ronald & Mary Ann Germain

**Grants from donor advised fund were also given to the following:**

Family Means	Presbyterian Homes Foundation
Gregory's Gift of Hope	St. Croix County Drug Program
Luther Point Bible Camp	St. Croix County Fair
New Richmond Area Centre	St. John's University
New Richmond Commons	Town of Star Prairie
New Richmond Community Education	UWRF Foundation
New Richmond Preservation Society, Inc	West CAP
Pet Haven of Minnesota	

## Resource Management

The Finance and Investment Committee works with St. Croix Valley Foundation to provide investment advice and to safe keep the assets of the foundation. These assets are prudently managed within a written policy formally approved by the NRACF Board of Directors.

	990 Report 2011	990 Stub Report Jan 1 - Jun 30, 2012	Consolidated Report Jan 1 - Jun 30, 2012
<b>Support &amp; Revenue</b>			
Contributions & Grants	\$231,935	\$958	\$10,683
Investment Income	\$43,283	\$46,590	\$40,031
Other Income	\$1,294	\$0	\$0
<b>Total Support &amp; Revenue</b>	<b>\$276,512</b>	<b>\$48,548</b>	<b>\$50,714</b>
<b>Expenditures</b>			
Grants	\$34,759	\$1,265,941*	\$6,068
Total Program Expenses	\$49,245	\$23,987	\$28,197
Administration Expenses	\$41,334	\$7,602	\$18,301
Total Expenditures	\$125,338	\$1,297,530*	\$55,566
Change in Net Assets	\$91,258	\$1,273,838*	\$122,686
<b>Net Assets/Fund Balance</b>	<b>\$1,355,592</b>	<b>\$81,754*</b>	<b>\$1,478,278</b>

Stub Year reporting due to NRACF change in fiscal year end from 12/31 to 6/30.  
2012 reporting reflects 6 months of activity. Next 990 reporting period ends 06/30/13.

\* Reflects asset transfer to SCVF for investment purposes as part of the affiliation agreement.



# Current Funds

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

**New Richmond Area Community Needs 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.

**The Deerfield Fund:** an agency fund for Deerfield campus expansion.

**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.

**McNally Athletic 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 Wisconsin River Falls, Luther Point Bible Camp, autism research and family support, and New Richmond Area Community Foundation.

**New Richmond Clinic Fund:** established to support health & wellness in the New Richmond Community.

**New Richmond Area Futures Fund:** any person or business can start a fund at any dollar amount and build the fund balance until it can become an endowed or named fund.

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

**Community Commons Project Fund:** fund to assist the perpetuation of the Community Commons.

**Reach Out and Read Fund:** fund that provides age appropriate books to children at their well-child check-ups at Westfields Hospital

**Westfields Hospital Long-term Fund:** agency fund that supports Westfields Hospital

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

Bell Hannaford Futures Fund  
Curtiss and Elaine Anderson Non-Endowed Fund  
Counter Family Fund  
Craig Family Fund  
Craig Family Giving Fund  
Earley Family Futures Fund  
William and Mary Ann Derrick Family Fund  
Robert Harding Fund  
Krueger Family Fund  
Marc & Beth Lybeck Family Fund  
Paul and Vicki Mayer Futures Fund  
Dave and Judie Olson Futures Fund  
Chuck Polfus and Family Fund  
Sather Family Fund  
Soderberg Family Fund  
Lawrence and Virginia Williams Futures Fund