



Rochester Area Foundation

**YOUR COMMUNITY.
YOUR FOUNDATION.**

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A Legacy for Ashley



A Permanent Home Dedicated to Building Better Communities for ALL



New Location Offers Additional Community Meeting & Incubator Space



MACV Helps Veterans Find Stability & Confidence



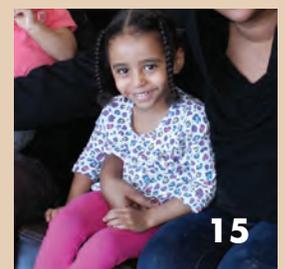
Girl Scouts ConnectZ: Investing in the Future



Video Campaign Helps Women's Shelter Raise Awareness



Renovation Provides Affordability, Stability, Revitalization



First Homes Makes the American Dream a Reality

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From the Board Chair and President

Dear Friends,

The theme of this year's Annual Report is "Your Community, Your Foundation." A glance through these pages will show you why those of us who live in the greater Rochester area have good reason to love our communities. The Rochester Area Foundation exists because of citizens like you who want to help one another and enhance the quality of life for all of us. Your caring generosity expressed through many generations of support for RAF will continue to make a significant difference in our communities long into the future.

As we reflect on what we have accomplished together in 2015, this annual report will remind us of what you are so excellent at doing in partnership with RAF. In 2015 we are pleased that:

- More than \$ 2.7 million has been placed with the Foundation.
- The Foundation received almost 800 contributions.
- Your generosity of 559 grants this year enabled us together to fund needs for area nonprofit organizations in key service areas:
 - 220 grants to health and human service nonprofits,
 - 47 grants to arts and culture organizations,
 - 79 grants for community development and other local nonprofits serving our communities,
 - 39 to area church communities,
 - 174 grants to nonprofits serving education, including scholarships to high school seniors, technical and undergraduate students, and
 - 24 new funds were created.
- A first ever, permanent home for RAF means it will be better equipped:
 - To move forward and succeed with our mission of building and improving the quality of life in the greater Rochester area through philanthropic leadership and community partnerships;
 - To be a *tool* to address the current and growing needs of our communities, including access for all our regional stakeholders, increased visibility for RAF services, provision of affordable community meeting and incubator space, and enhancing the resources available for new and emerging nonprofits; and
 - Perhaps most importantly, the new space will enhance RAF's ability to act and serve as a community anchor.

The fundamental value of community foundations is the power of collective impact, the "we." Together we welcome all donors - large and small alike - and understand that generosity is an important value that connects us all. We are honored to steward the resources you entrust to RAF and delighted to share the stories of impact that follow in this report. They are stories about the good things happening in our communities – and they are your stories.

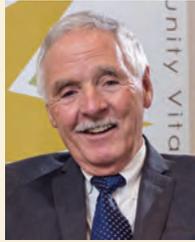
On behalf of the Rochester Area Foundation, we would like to express our gratitude and respect for our entire Board of Directors, Committee members and dedicated staff. They all give of their time and expertise, and continue to support charitable giving for the greater Rochester area communities. Both Hugh and I are honored and privileged to serve the Rochester Area Foundation.

Sincerely,

Hugh Smith, Board Chair

JoAnn Stormer, President

2015 Rochester Area Foundation Board of Trustees



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Mission: Build and improve the quality of life in the greater Rochester area through philanthropic leadership and community partnerships.

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**Grants Awarded by
Rochester Area Foundation
Totaling \$1,853,336
in 2015:**

Arts
\$112,277
47 grants

**Education/
Scholarships**
\$537,689
174 grants

Church
\$261,301
39 grants

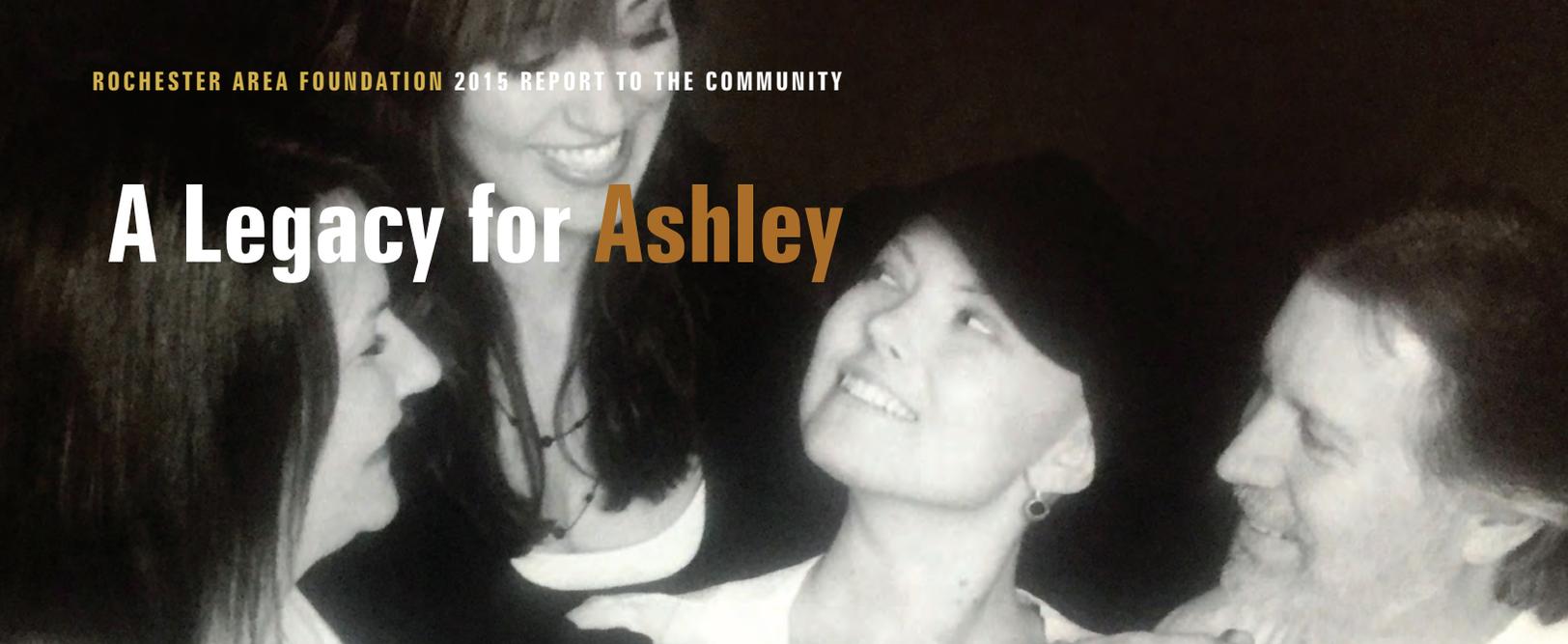
Other
\$25,350
13 grants

**Health/Human
Services**
\$537,090
220 grants

**Community
Development**
\$379,629
66 grants

**Total Number of
Grants Awarded:**
559

A Legacy for Ashley



For the Hanson family, the value of all people is summed up in that famous Winnie-The-Pooh quote, "Promise me you'll always remember: You're braver than you believe, and stronger than you seem, and smarter than you think." Ron and Jody Hanson know firsthand that those who have experienced the death of a child, a sister or brother, or even a grandchild will never be the same. But knowing that you can invest in the community, invest in the recollection of someone's life, even if only a small part—and help keep your loved one's memory alive—is a wonderful thing.

Seven years ago, the Hansons lost their daughter, Ashley, to cancer. Ashley was a dedicated 23-year-old student at Augsburg College who dreamed of teaching at the elementary level but was unable to graduate and fulfill her dream. Her parents, accepting a posthumous degree on her behalf from Augsburg, determined that her dream could live on by helping others who are less fortunate but who share Ashley's desire to help children through teaching.

Ashley always had a special love for children, say her parents. When she was young, she was a popular babysitter, because she had a fun, active imagination and related well to children. According to her father, Ashley was vibrant, caring, and confident. "She always looked out for and protected her younger sister," he says. "When new kids started in school, she would befriend them and make them feel welcome."

In high school, Ashley helped Mrs. Oman, her former kindergarten teacher, in the classroom once a week as part of a career assignment. Mrs. Oman was so impressed by her former student's dedication and skills that she encouraged Ashley to pursue a career as a teacher. Ashley enrolled at Rochester's Augsburg College and later transferred to the Twin Cities to finish her education. While in the Cities, she worked at a Kindercare, where she felt at home teaching and caring for the kids. She was so successful that the parents of those children followed her on her difficult health journey through a Caring Bridge website, letting Ashley know how much she was missed. Thanks to the foresight of her parents, Ashley's mission lives on through her parents' generosity and the support of the Rochester Area Foundation.

In 2015 Ron heard a presentation about how the Foundation can provide an effective vehicle for memorials and legacies. What piqued his interest was the powerful difference between a onetime gift and the establishment of an ongoing fund that would both provide grants now and forever in Ashley's memory: "It's important to know that our money is invested wisely, that the funds will grow, and that we can use the interest to help others," says Hanson. "Knowing how long the Foundation has been around, and the care they give in managing funds, gives us peace of mind. Even when we are no longer around, we know the Foundation will be there, and that our daughter's legacy will continue."

The Ashley Marie Hanson Memorial Fund helps those interested in and working toward a career in early childhood education—those who sometimes do not have the means for books and tuition. In addition, since a lack of resources can make it difficult to properly equip classrooms, funds will help needy teachers and students purchase classroom supplies out of their own pockets. The Hansons believe a small gesture can go a long way and that people who are given a chance to succeed and improve their quality of life do.

If you are interested in community philanthropy or creating an endowed donor fund to commemorate the accomplishments of an individual who was an integral part of our community, contact the Rochester Area Foundation at 507-282-0203 to start the conversation.



A Permanent Home Dedicated to Building Better Communities for ALL

For more than 70 years, the Rochester Area Foundation has been a part of the Rochester area through its connection with individual philanthropists, businesses, and nonprofit organizations working to build a better community for everyone. As time passed, the Foundation's location varied and it was unable to establish a permanent building that would be visible to donors, nonprofit partners, and the entire community. This past year, however, the Rochester Area Foundation settled into a permanent home—a building specifically designed for the Foundation and designed to meet the community's needs.

A Strategic Choice

Due to strong regional growth, the Board of Trustees and leadership team spent more than a year reviewing the need for a permanent office and community space. They began by researching more than 20 potential locations, including rental properties and existing office buildings. Key factors were:

- Capacity to provide community and incubator/accelerator space for nonprofits
- Affordability
- Prominent visibility
- Adequate office space
- Proximity to downtown
- Parking and ease of access for donors and community stakeholders

A Space Committee, consisting of Board of Trustees members and key community members with knowledge of land and building costs, went through a long, detailed process to select the new location, 12 Elton Hills Drive NW.

As part of the decision-making process, it was estimated that, during the next 25 years, the Foundation would have spent almost \$4.7 million in rent for a comparable space, and while the estimated cost of the building was \$2.5 million, the savings from building its own space allows the Foundation to build equity and return \$2 million back to the community. As a fully licensed 501 (c) (3) nonprofit, the Foundation is not required to pay property taxes, making property ownership a fiscally responsible option. "Over the long haul, this is a good investment for the Foundation and a good investment in the greater Rochester region," says JoAnn Stormer, president of the Rochester Area Foundation.

Meeting Current and Growing Needs

The new Rochester Area Foundation location and building addresses the Foundation's current and future needs. It offers ease of access for regional stakeholders, increases visibility, provides affordable and accessible community meeting rooms, and has an incubator space for emerging and growing nonprofits. "The greater Rochester area is our home, and the Rochester Area Foundation will be here forever, leaving a legacy and making a positive impact," says



Stormer. "Moving to a permanent location made sense as we strategically position the Foundation to increase its role in creating an ongoing positive impact on the communities and nonprofits we serve."

Helping the Community Thrive

More than adequate to meet the Foundation's current and growing capacity needs in the next 20-plus years, the new location reflects the Foundation's strong community presence, embodies community spirit and pride, and accommodates current and future growth needs. The new Rochester Area Foundation is a forward-thinking choice for a community foundation that is working to *Build Better Communities for ALL*.

During its history, the Foundation has made an impact in Rochester area communities by creating positive change for community betterment, education, health, housing, human service, environment, art and culture, and historic preservation. "These community investments are made

possible through the generosity of more than 300 fundholders and other donors through the Foundation to our communities," says Stormer. "Our Board of Trustees and staff take the stewardship of these assets very seriously. The long-term protection and most effective use of these assets is our number one priority. The new building offers ease of access for all regional stakeholders, increases visibility, provides large and small community meeting rooms, and has an incubator space for emerging and growing nonprofits." Wendy Shannon, Vice-Chair of the Board of Trustees and Co-Chair of the RAF Building Campaign Committee expressed her appreciation for the support of the community, donors, local businesses and staff during the planning and construction process. She says, "The progress that was made during 2015 in furthering the mission of the Rochester Area Foundation was significant and meaningful. We could not have accomplished the move without the immense support we received from the entire community."



The new Executive Board Room is available for use by community groups and features seating for 20, WIFI, teleconferencing capability and state-of-the-art audiovisual service.

The new Reception Area allows a comfortable space to welcome and seat visitors.



New Location Offers Additional Community Meeting & Incubator Space



The Rochester Area Foundation's new location provides more than 7,000 usable square feet that is not only for the Foundation's operations but also for community meeting space. Two main-floor conference rooms and a larger upstairs "community room" are designated for and made available to nonprofit organizations or business entities looking for professional meeting space in an easily accessible location.

The small conference, board, and community rooms are equipped with modern A/V equipment and audio and video conferencing technology. Few local resources provide a better meeting space, especially when price is considered. The Foundation provides nonprofit groups a 50% discount for the use of meeting space and also provides fund holders with an additional 25% discount. "The purpose of a community foundation, in part, is to help grow the nonprofit community," says JoAnn Stormer, president of the Rochester Area Foundation. "Providing meeting spaces to these groups allows them to continue carrying out their mission and improving the quality of life for everyone in the greater Rochester area."

Providing incubator space in which nonprofit organizations develop and foster innovative ideas and programs is a new concept trending nationally among community foundations. Although Rochester Area Economic Development Inc. (RAEDI) provides this service for entrepreneurs and startup companies, local nonprofit organizations have not had the same opportunity—until now.

When the Foundation staff and board discussed locations for the new Rochester Area Foundation building, they grew excited about the idea of offering increased incubator

space, which is key to fulfilling the Foundation's mission. The Foundation currently serves as the fiscal sponsor for nearly two-dozen groups seeking their 501(c)(3) status from the IRS. While these groups are building their documentation, boards, and volunteer networks, the Foundation oversees their finances so individuals can donate to these startup groups and receive a maximum tax benefit.

Incubator space provides emerging nonprofit organizations with a home office and support services at a fraction of the cost of commercial rental alternatives. Knowing this is a critical time for emerging nonprofits, the Foundation focused on building a location that could house multiple startup groups so they could gather the resources necessary to grow their organizations. The new incubator space features flexible configuration for 12 participating groups.

Rochester Beacon Academy is a great example of how incubator time can benefit an emerging nonprofit. The Academy did not immediately receive its charter and had to reapply. In the meantime, there was no physical address for the group and the founders needed meeting space for planning purposes, interview space for hiring staff, a physical address at which families could register students, and office services to help pull everything together. The Rochester Area Foundation provided that space, from which the Rochester Beacon Academy "graduated" in 2015, slightly more than a year after they approached the Foundation for assistance. They are now a successful, stand-alone nonprofit that continues to grow and serve the Rochester community.

Emerging nonprofits are welcome to contact the Rochester Area Foundation for more information on space and services available at 507-282-0203.

MACV Helps Veterans Find Stability & Confidence

During the past 15 years, the conversation about how our nation cares for its military veterans has changed. As Korea and Vietnam veterans age and service men and women from more recent deployments in the Middle East return home, traditional approaches to assisting these patriots have not met the increased needs. Locally, the Minnesota Assistance Council for Veterans (MACV) is on the frontlines of veteran advocacy and support.

Founded in 1990 through financial support from a local Veterans of Foreign Wars post, the MACV has focused on three areas of support: employment, legal assistance, and housing. Its mission, throughout Minnesota, is to provide assistance to positively motivated veterans and their families who are homeless or experiencing other life crises. MACV's support services include connecting veterans to services that help them manage their finances, build proper relationships, receive mental and physical health referrals, locate earned but unclaimed veteran benefits, and more. The majority of the case managers working for MACV are veterans themselves. This helps them, and all MACV staff, put situations in perspective and empathize with the veterans they serve. The results have been remarkable.

"A lot of guys get back, and they have seen some horrible things. It makes them think they aren't worth anything. It tears at their self-esteem, and you have to build that back up," says Doran Hocker, a Vietnam veteran and case manager for MACV. Case managers build rapport with veterans and connect them to available services. Perhaps more importantly, they sit and listen to clients and help them talk through issues and find solutions. About one-third of veterans the MACV sees have served post 9/11 and about 25% have families that are also directly affected by the issue the veteran is experiencing. Seventy percent of MACV's clients have either mental and/or physical disabilities that present additional challenges. Structured assistance programs through the MACV give the veteran support to once again become a productive member of their community and rebuild their confidence.

Preventing homelessness is a primary focus since homelessness is a leading cause of individual and family suffering as well as major health and social costs for local communities. Nonprofits like MACV react quickly to veterans' emergencies, such as threat of eviction or loss of heat in winter. Traditional veterans' resources, like government assistance programs, require time-consuming bureaucracy. Grants and donations to the MACV allow veterans to get critical, life-altering assistance as fast as



possible, since MACV focuses on leveraging funding, non-duplication of resources, filling gaps in services, and establishing relationships with local partners and collaborators.

In working with the Rochester Area Foundation, MACV's Mankato regional office has provided direct assistance to Olmsted County's homeless veterans and those experiencing a crisis. Assistance is generally provided on a one-time basis in which the payment or service provided to the veteran resolves the crisis they are experiencing. "Olmsted County is a regional hub for housing, health care, education, and employment, and supports one of the largest veteran populations in the state," says Michael McLaughlin, Mankato regional program and outreach manager. "MACV identified Rochester's significance to the region, and in turn, we focused our efforts in reaching the many veterans in need in the area. Since 2013, our targeted efforts have increased the number of veterans we have been able to serve in Rochester and the surrounding communities—from 46 in 2014 to 79 in 2015. By working to foster our current community relationships and seek out new partnerships, that number is expected to rise."

With the help of the Rochester Area Foundation and its donors, MACV was provided \$4,000 in grant funding in 2014 and \$6,000 in 2015. The funding has helped MACV focus resources on its work in Olmsted County. "MACV is the only statewide organization in Minnesota that is focused solely on the homeless and in-crisis veteran population," says Kathleen Vitalis, its president/CEO. "It is critical that we work with local community partners in order to meet the needs of those we are looking to serve."

Collaboration: We believe in the transformative power of partnerships, combining resources for community benefit.

ROCHESTER AREA FOUNDATION

Better Communities for ALL.

YOUR COMMUNITY. YOUR FOUNDATION.

Rochester Area Foundation, through generous donations from its donors, gave out grants to these organizations in 2015. Many received multiple donations. We thank our own donors for making this possible.

Ability Building Center
ACT on Alzheimer's
Aldo Leopold Foundation
Alzheimer's Association MN ND Chapter
American Cancer Society
American Diabetes Association
American Foundation for Suicide Prevention
American Guild Organists
American Jewish Joint Distribution Committee
American Jewish World Service
American Red Cross Mankato
American Red Cross National
American Red Cross Rochester
AmeriCares
American Orthopedic Foot & Ankle Outreach & Education Fund
Apple Tree Dental
ARC Minnesota
Arizona State University
Assisi Community Center
Association of Fundraising Professionals
Augustinian Academy
Baltimore School for the Performing Arts
Beacon Academy
Bear Creek Services Foundation
Bella Voce Young Women's Choir
Bolder Options
Bolton Refuge House
Boy Scouts of America Gamehaven Council
Boys & Girls Club Bemidji
Boys & Girls Club Rochester
Brains Together for a Cure
Byron School District #531
Calvary Cemetery Association
Calvary Episcopal Church
Camp Victory
Campus Crusade for Christ
Catholic Charities of the Diocese of Winona
Catholic Charities St. Cloud Children's Home

Catholic Foundation of Southern Minnesota
Center City Housing
Center for Academic Excellence Foundation
Central Minnesota Task Force on Battered Women
Channel One Regional Food Bank
Charity Navigator
Chatfield Public School Foundation
Child Care Resource and Referral
Children's Cancer Research Fund
Children's Dental Health Services
Children's Museum Rochester
Children's Wish Foundation International
Choral Arts Ensemble
Chosen Valley Community Foundation
Christ Community Church
Christ United Methodist Church
Christmas Anonymous
Church of the Savior
City of Elgin
City of Lakes Community Land Trust
Civic League Day Nursery
Coldwater Foundation for Leadership & Community Development
College of St. Benedict
Commonweal Theatre Company
Community Dental Care
Community Food Response
Community Presbyterian Church
Compassion International
Compassionate Ocean Dharma Center
Congregation Shir Tikvah
Covenant House
Cronin Homes
Dakota Woodlands
Damiano Center
Dodge Center Aquatic Center
Dodge Center Foundation
Dodge Center United Methodist Church

Dodge County Extension Office
Dodge County Food Shelf
Dodge County United Way
Dorothy Day Hospitality House
Duke University
Duke University Athletics
Echo Food Shelf
Elder Network
Evergreen Cemetery
Exercisabilities
Fairview Care Center
Families and Individuals Sharing Hope
Family Means
Father Woody's Haven of Hope
First Homes
Food for the Poor
Friedell Middle School Music Program
Friendly Hills Middle School ISD 197
Friends of Mayowood Residence and Historic Sites
Georgetown School of Medicine
Gift of Life Transplant House
Gillette Children's Specialty Healthcare
Gloria Dei Lutheran Church
Good Earth Village
Grace Foundation
Great Deeds
Greater Rochester Area Dakota Supporters
Greater Rochester Area University & Colleges
Greater Rochester Rotary Foundation
Habitat for Humanity Rochester
Habitat for Humanity St. Cloud
Hiawatha Homes Foundation
Highlands Community Church of Scottsdale
History Center of Olmsted County
Homes Within Reach
Hope Lodge
Hope Seeds
Hormel Institute

Hosanna Lutheran Church
 Institute for Shipboard Education
 & Semester at Sea
 Intercultural Mutual Assistance Association
 Interfaith Hospitality Network
 Ironwood Springs Christian Ranch
 Join the Journey
 Kasson Mantorville Care and Share
 Kasson United Methodist Church
 Kasson-Mantorville Public Schools
 Knights of Columbus Christian Refugee Relief
 KSMQ Public Television
 Lake Zumbro Improvement Association
 Legal Assistance of Olmsted County
 Lehigh University
 Lourdes Foundation
 Luther Seminary
 Madonna Towers Foundation
 March of Dimes
 Mayo Clinic & Foundation
 Mayo Eugenio Litta Children's Hospital
 Mayo Touchdown Club
 Mayo Wrestling Association
 Mechanical History Roundtable
 Memorial Sloan-Kettering Cancer Center
 MidAmerica Orthopedic Association
 Minnesota Adult & Teen Challenge
 Minnesota Assistance Council for Veterans
 Minnesota Citizens Concerned for Life
 Minnesota Council on Nonprofits
 Minnesota Private College Fund
 Minnesota Public Radio
 Miracle Field
 National Alliance on Mental Health
 Narramore Christian Foundation
 National Community Land Trust Network
 National Multiple Sclerosis Association
 National Pro-Life Alliance
 Navigators
 New Life Family Services
 Next Chapter Ministries
 Oasis Pregnancy Center
 Olmsted County Public Health Services
 Olmsted County Public Works
 Olmsted Medical Center Foundation
 One Roof Community Housing
 Orthopedic Research and Education
 Foundation
 Orthopedic Trauma Society
 Pacer's National Bullying Prevention Center
 Paws and Claws Humane Society
 Phoenix Rescue Mission
 Pine Island Boy Scouts
 Pine Island Girl Scouts
 Place at the Table
 Planned Parenthood of MN, SD, ND
 Playground for EveryBody

Pleasant Prairie Cemetery
 PossAbilities
 Project Get Outdoors
 Project Zawadi
 Providence Academy
 Pulmonary Hypertension Association
 Quarry Hill Nature Center
 Red Wing Health Center
 Redeemer Lutheran Church
 River Valleys Girl Scouts
 Rochester Area Economic Development
 Rochester Area Family Y
 Rochester Art Center
 Rochester Arts & Cultural Trust
 Rochester Catholic Schools
 Rochester Central Lutheran School
 Rochester Chamber Music
 Rochester Civic Music
 Rochester Community & Technical
 College Foundation
 Rochester Friends
 Rochester International Association
 Rochester Irish Fest
 Rochester Pickleball Association
 Rochester Public Library
 Rochester Public Schools
 Rochester Rotary Risers
 Rochester Symphony Orchestra & Chorale
 Rocket Wrestling Club
 Ronald McDonald House
 Roser Memorial Community Church
 Rotary Foundation
 RT Autism Foundation
 Salvation Army Mankato
 Salvation Army Northern Division
 Salvation Army Rochester
 Samaritan Bethany Foundation
 Schaeffer Academy
 School Sisters of Notre Dame
 Season's Hospice
 Secular Franciscan Order
 Sharing & Caring Hands
 Simon Kenton Council
 Sisters of St. Francis
 Sjorgren's Syndrome Foundation
 Soldiers Field Veteran's Memorial
 South Central Service Cooperative
 South Dakota State University Foundation
 Southeast Minnesota Youth Orchestra
 Southern Minnesota Initiative Foundation
 Special Olympics Florida
 Special Olympics Minnesota
 St. Albert Educational Foundation
 St. Francis of Assisi Church
 St. John's Catholic Church
 St. Luke's Episcopal Church
 St. Olaf Heritage Association

St. Pius X Catholic Church
 St. Stephen's Episcopal Church
 Stewartville History Center
 The Arc of SE MN
 The Arthritis Foundation
 The Community Table
 The Congregational Church UCC
 The Open Door
 The Reading Center
 The Shosholozza Foundation
 Town Center Incorporated
 Twin Cities Public Television
 Union Gospel Mission Duluth
 Union Gospel Mission St. Paul
 United Way of Dodge County
 United Way of Olmsted County
 University of Minnesota Foundation
 University of Minnesota Rochester Foundation
 University of North Dakota Foundation
 University of Notre Dame
 University of South Dakota
 Valley of Rochester Scottish Rite
 Children's Foundation
 VFW Foundation
 VFW Post 1215
 VocalEssence
 weGive365
 Washington University
 Women's Shelter
 Wounded Warrior Project
 Y Mentors
 Young Life Belton
 Young Life White Bear
 Youth Outreach United
 Zumbro Bend Rendezvous
 Zumbro Lutheran Church
 Zumbro Valley Audubon Society
 Zumbro Valley Health Center



Rochester Area
 Foundation

Girl Scouts ConnectZ: Investing in the Future

When girls succeed, so does society: A girl's success becomes the success of her family and friends, her career and industry, and her community. By investing in girls through Girl Scouts ConnectZ, Rochester Area Foundation has invested in the future of Rochester.

Research shows that involvement in high-quality, out-of-school time programs is the biggest indicator of future success, even more so than grades. Girl Scouts ConnectZ, a culturally-responsive leadership program for girls in K-12, increases the reach of the Girl Scout program within underrepresented, diverse and low-income communities by partnering with schools and youth-serving organizations. Through the program, girls discover knowledge and skills to prepare them for a positive future, connect with peers and caring adults, and take action to make a difference in their community. Along the way, they develop the confidence, leadership skills and self-efficacy needed for successful lives both in and out of the classroom.

Girls Scouts ConnectZ reaches more than 3,000 girls throughout the Twin Cities and southern Minnesota, with more than 500 girls participating in Olmsted County through partnerships with schools and community organizations. ConnectZ staff members work with school and community educators, counselors, social workers, and stakeholders to identify girls most in need of the program—often girls who are experiencing challenges in and out of the classroom and may be at risk of not advancing academically. The ConnectZ program is then offered to these students without charge.

Locally, the ConnectZ program has made the difference for one local teen to change her life completely. Last year, Jamie was a senior at the Rochester Alternative Learning Center. Like many challenged students, she was trying to get through school so she could get a job and move out of her parents' home—the thought of attending college never crossed her mind. In November, Jamie began attending Girl Scouts ConnectZ meetings and

explored possibilities for the future, visited college campuses, learned about various career fields, and discovered how to make healthy decisions. By February, Jamie joined other girls on a college tour and overnight stay at St. Cloud State University. While on campus she learned about a university summer program that helped students to prepare for challenging college coursework. Learning about this program helped to alleviate Jamie's fears and by the time she left, she had fallen in love with the school, imagining what her life would be like if she was a student there. She told a staff member that Girl Scouts ConnectZ allowed her to step out of her comfort zone and do things that she thought she couldn't do. Her parents were astonished because Jamie had never talked about going to college before. Jamie started making plans: she took the ACT, completed the application form herself, and took another tour of the university—this time with her parents. In May, Jamie was accepted to St. Cloud State and promptly registered for their summer program to take advantage of every bit of preparation she could before school started in the fall. Through ConnectZ, Jamie realized she had more options for her future than she ever thought possible and gained the skills and confidence to pursue her new dreams.

Girl Scouts River Valleys currently supports a team of diverse female staff members dedicated to both serving girls and committed to being mentors, models, and advocates. But as a staff-led initiative, the reach of ConnectZ is highly dependent on the capacity of staff. It is only 60 percent funded through individual contributions and grants from corporations, foundations, and the United Way. Community support paves the way for exploring new programs, engaging new communities, and developing new opportunities to empower girls.

The Rochester Area Foundation is pleased to have provided grant support for an effort in which 90 percent of high school seniors applied to colleges or universities who would otherwise not have dreamed of their own potential.

Inclusion: We value persons, from all walks of life and we seek broad community involvement; working together in partnership we accomplish much more.

Video Campaign Helps Women's Shelter Raise Awareness

Discovering how to tell their story and share important public information is one of the most difficult obstacles facing nonprofits. Even more difficult is doing so with a small to nonexistent advertising budget. One area nonprofit, the Women's Shelter, is overcoming those obstacles with the help of the Rochester Area Foundation and generous donors. As a result, the Women's Shelter, a crucial support system for women and families in our area, produced two videos to help it reach those who may be in need of its services.

A new venture, the video project was created to increase awareness and reach additional local victims of domestic violence. "Various survivors have mentioned that they were unaware of the shelter and the services we provide here," says Michelle Kahn, the shelter's director of development. "Our staff and board members thought this would be the best way to reach those individuals." Executive Director Suzie Christiansen worked with the producer, Donny Rowles of Hey! Original Storytelling, on the video content and layout. "We were fortunate that we had the ability to use the grant to create two videos, so we did not have to condense our messaging into one long video," she says. "We have one video that is focused on helping educate victims about the shelter and make them aware that we are here whenever they may need us, while the other video will be instrumental in our ability to connect with the public, individual donors, grant makers, and foundations for our upcoming capital campaign."

Shelter staff members and some of the women using the shelter's services volunteered to be in the video. In addition two actors were hired to portray the more complex scenes to better portray the authenticity of a relationship in which domestic violence occurs. "These videos allow us another outlet to reach

victims and help them realize that no matter how isolated they feel, they are not alone, and we are here to assist them," Kahn says. Working with the Rochester Area Foundation, the Women's Shelter was not only able to secure grant funding from the Foundation's endowment but also additional funding from Foundation donors. Christiansen says, "It was an excellent experience working with the Rochester Area Foundation. The grant application was easy to complete, and the staff were extremely helpful when we had questions. It was a pleasure to work with them."

Traditionally, securing grant funding for a community awareness video is difficult. Most organizations have strict guidelines on how their annual grant distribution can be used, but with the Rochester Area Foundation's permanent endowment model, the interest generated off of the principle enables a broader scope of grant applications. "Because our budget for grants is based off of a percentage of our endowment, we can count on having money available annually to go out into the community," says Rochester Area Foundation President JoAnn Stormer. "Some years there is more money than others, but the money is not raised yearly in a giving campaign, which allows us to provide funding for projects that are important to our nonprofit partner's mission but not directly a basic need in the community."

"An awareness video can carry an organization into the future by generating buzz, followed by donations," Kahn adds. "The money granted to us for these videos will come back ten-fold from donors compelled by the story it tells, and we thank our funders for that opportunity."

To learn more about the Women's Shelter and their work in our area, visit www.womens-shelter.org or contact them at (507) 285-1938.



With the help of the Rochester Area Foundation the Women's Shelter produced two videos to help it reach those who may be in need of its services.

Renovation Provides Affordability, Stability, Revitalization

The biggest benefit of Community Land Trusts is that it puts homeownership within reach for today's buyers as well as future buyers.



Nationwide, Community Land Trust programs have proven to be an effective tool for maintaining affordability of long-term housing stock. For more than 15 years, First Homes has revitalized and stabilized neighborhoods in the greater Rochester area through its purchase and rehabilitation projects. The oldest developments in Rochester—the Kutzky, Eastside, and Slatterly neighborhoods—have been the primary beneficiaries.

In 2015, in southeast Rochester, First Homes discovered a foreclosed property with good value that would benefit the neighborhood through renovation. This property marks the 210th home in the First Homes program. Purchased through a Department of Housing and Urban Development (HUD) program in January, 918 21st Street SE in Rochester was the first Community Land Trust (CLT) in the Meadow Park Neighborhood development. The appraised value was \$123,000, but through the HUD Non-Profit program, First Homes acquired it for \$104,000.

Help in funding the renovations came via grants, applied for by First Homes' staff—one from Minnesota Housing and one from Rochester City's Community Development Block Grant. Updates and repairs on the home were assessed and included many new items: kitchen, windows, water heater, roof, siding, deck, paint, bathrooms, appliances, and flooring. Lead-based paint certified general contractors were invited to bid on the project, and a lead-based paint assessment, which determined a minimal amount needed to be removed, was completed.

Renovations ran from May to November 2015. The house will be sold below market purchase price to a family in need of an affordable home and with the requisite financing and credit to secure a mortgage loan.

First Homes will retain the land subsidy and long-term investment through the CLT that allows the property to remain

affordable for the duration of the life of the home. What sets the CLT model apart from other programs is its ability for affordability to be passed from buyer to buyer. When homeowners choose to sell their CLT home, it is sold again to a low to moderate-income buyer—keeping the home affordable in perpetuity. In addition, each property's renovation makes it an asset to the neighborhood increasing neighborhood stability.



CLT Model Impacts Area Housing Needs

The 2014 study of housing needs in Olmsted County, produced by Maxfield Research, Inc., found that availability of affordable housing was insufficient in Rochester. An option for increasing housing in Rochester that makes the biggest impact is purchasing and renovating existing housing, focusing on neighborhood revitalization, and retaining the renovation investment through the Community Land Trust (CLT) model. The benefits and proven history of restoring existing housing in neighborhoods are extremely effective for:

- enhancing the quality of life,
- preserving housing affordability,
- retaining the public's investment, and
- enhancing neighborhood stability by protecting homes against decreased property values.

First Homes Makes the American Dream a Reality



The “American Dream” is often taken for granted in the United States. You are born, grow up, get a job, get married, have children, and buy a home. That home provides your family security and stability for many years and allows your children to grow and prosper. Unfortunately, that dream is not a reality in many countries. Hitham Farah had this dream while growing up in Sudan. His story is one of hard work and perseverance in the face of uncertainty and doubt. His journey to becoming a homeowner is the reason First Homes is so critical to the Rochester community and its quality of life.

In 2009, Farah lived in the capital of Sudan—Khartoum. A few years earlier, he had visited the U.S. Embassy and applied to live in the United States but was rejected. He then entered a computer-generated lottery and was placed on a list for entry at an undetermined time. “America was my dream,” he says. “I watched American movies, and I love America!” He recalls eating lunch with a friend one day and receiving a call from a number he did not recognize. He had won the “lottery” to immigrate to the United States, and his dream was suddenly a reality. “They said to me: ‘You can come to America,’ and I cried. It meant so much to me; it changed my life,” he says.

In the United States, he moved first to Albany, New York then to Boston and later to Los Angeles. “Los Angeles had very nice weather, but there was a lot of crime. It was not safe there, so I came to Rochester,” he explains. He married his wife, Nada, while on a trip to Sudan, but returned home without her due to time constraints on his travel visa. When Nada learned she was pregnant with twins, she stayed with her brother in Qatar, while Farah continued working and saving money for his new family to join him.

Farah missed the birth of his twin daughters, Jodie and Joan, and did not see them until they were three months old. “[Hitham and I] did not see each other for nine months,” says

Nada. “It was difficult to be so far away for so long.” In 2013, the entire family reunited in Rochester where Farah had rented a two-bedroom apartment. As rents increased and Farah’s wages stagnated due to the slow-growing economy, they moved frequently. That same year, they welcomed their third child, Mohamed, and Farah knew he needed to find a solution to their living situation. “We were renting and throwing away our money, and we needed a home with more bedrooms,” he says. “We did not think we could own a home until my friend told me about First Homes and Shirley Lee.”

First Homes’ Program Manager Shirley Lee, assisted the couple in their first home-buying experience, helping them secure a mortgage loan from a lender, and not long after, close on their four-bedroom, two-bathroom, and two-car-garage ranch-style home in northwest Rochester. “I have neighbors, and they like us, and we like them,” Farah says. Nada is currently taking classes at the Hawthorne Adult Education Center and working on her English. To save on daycare costs, she stays home with their infant son while the twins attend Headstart. “The girls love the new home, and they can play in the backyard,” Nada says. “They even have their own room, which was not possible when we were renting.”

With the median purchase price of a home in the Rochester area at nearly \$200,000, many homes are not affordable for starting families. The land subsidy held by First Homes allows the purchase price of homes, like that of the Farah’s, to be below market value—making them available to growing families that may only have one income. To qualify, the buyer must be eligible for a mortgage and have a good credit score to receive mortgage approval from the lender. Says Lee, “It’s so rewarding to work with families and make home ownership possible through First Homes Community Land Trust program. There are more families that could benefit from this program if only we had more homes to offer.”

Innovation: We demonstrate and welcome creativity, resourcefulness and ingenuity for achieving community good.

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Thank you to the following 2015 donors. Some contributions established new charitable funds while others were added to existing funds or were made in memory or honor of a loved one. We gratefully acknowledge and thank the following donors for their generous gifts during the year. Rochester Area Foundation has made every effort to ensure the accuracy of our donor list. Please contact us if we have unintentionally omitted or misspelled your name.

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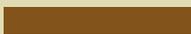
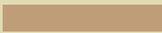
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2015 at a Glance

\$39,233,615
 Total Assets

559
 Total Grants & Scholarships

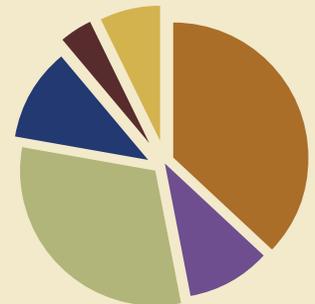
\$2,711,336
 Total Gifts & Pledges

Endowed 
 NonEndowed 

797
 Number of Gifts

24
 Number of New Funds

74
 Number of Agency Funds



Number of Grants by Issue Area:





Collaborative Giving, Collaborative Learning, Collaborative Voting Everyone Can Be a Philanthropist

WHY JOIN weGive365?

A dollar a day. Joining weGive365 allows you to leverage your charitable contribution with others to support the Greater Rochester Area nonprofits. The more people who join, the more we can do together.

Through weGive365, you engage in community philanthropy with others who care about improving the quality of life of our community. You will learn about the nonprofits that work to meet our area's needs.

WHO IS ELIGIBLE TO JOIN?

Everyone. You can even sponsor someone to participate.... a grandchild or child for whom you want to "plant the seed of philanthropy."

WHAT ARE THE ANNUAL MEMBERSHIP DUES?

\$365. Funds can be donated by check/bank withdrawal annually or by \$91.25 quarterly withdrawals from your bank account.

IS \$365 THE ONLY OPTION?

For membership, yes. A dollar a day. Some members choose to give more and that's great! There's also an option to become a lifetime donor for \$3,650.

WHERE DOES MY DONATION GO?

50% of the funds raised are placed in the grants pool and 50% are placed in an endowed fund which will grow to support future grants. For example, if 50 people are members there would be pool of about \$18,250. Of that 50% is allocated to grants totaling \$9,125 for that year.

HOW ARE GRANTS DECIDED?

Grant requests are submitted annually to the fund. Members have the opportunity to review them and vote on how many will be funded and at what level.

ARE THERE OTHER BENEFITS OF JOINING WeGive365?

Yes. You have the opportunity to meet, connect and network with other area philanthropic individuals in our community. You also see the benefits of how the awardees are using the weGive365 grants.

In 2015 each of the following organizations received a \$1,000 grant. The needs addressed for the community with these grants included:

Children's Dental Health Services provides preventative dental care and educational services to under and uninsured children who are living in poverty and do not have access to consistent

oral health care. Grant funds purchased 1,400 "Happy Smile" kits for distribution at community- and school-based outreach events.

Cronin Home provides protective and caring housing for homeless men and women with chronic chemical dependence, who may also be physically or mentally challenged, in order to support their recovery. Grant funds were used to purchase new washers and dryers to provide clean clothing and linens for residents and control maintenance costs for laundry services.

The Caregiver Connection Expo, sponsored by Elder Network, connects family caregivers, professional caregivers and healthcare professionals with appropriate resources in the community to better equip seniors and their families for independent living and avoid nursing home placement. Their grant was used to help fund the "Caregiver's Survival Training & Journal" for attendees of the Expo.

Minnesota Adult & Teen Challenge assists teens and adults in overcoming chemical addictions and other life controlling problems by addressing their physical, emotional and spiritual needs. Grant funds were used to purchase computers for training in order to increase the number of graduates who are gainfully employed following recovery.

The Reading Center/Dyslexia Institute of Minnesota provides testing, one-on-one tutoring, and training for 4-6 year olds with dyslexia and their parents in order to help young learners develop reading and coping skills in preparation for a lifetime of learning. Grant funds supported a partnership with Aldrich Nursery School to provide Pre-school Coaching for 25 teachers.

Rochester ACT on Alzheimer's mission is to assist Rochester in becoming a dementia friendly and livable community. Grant funds will be used to create a banner for use at community events and educational postcards to generate public discussion.

Rochester Rotary Risers introduced My Book Day in 2014, an award winning program to increase local literacy for young students learning to read. Grant funds were used to expand the program to ten elementary schools within the Rochester school district. The day long celebration includes readings by local "celebrity" readers, a tour of the library's services for children, creation of a summer reading plan, and a gift of a hard cover book to each student inscribed with their name.

For more information on becoming part of the weGive365 group, contact the Rochester Area Foundation at (507) 282-0203 or go online at <http://www.RochesterArea.org/give/wegive365.php>.

Save the Date

Check our website at www.RochesterArea.org for more details about any of these events or call us at (507) 282-0203.

Celebration of Philanthropy

Thursday, October 27, 2016 at the Hilton Doubletree Rochester

Grant awards will be announced and new donors will be recognized; feel free to bring a guest!

RSVP to (507) 282-0203 or Anneka@rochesterarea.org

2016 Nonprofit Academy

March 2, 2016	How to Select the Right Board Model
April 21, 2016	Legal Aspects to Fund Raising
May 11, 2016	Marketing & Driving Awareness About Your Organization
July 13, 2016	Running Effective Meetings
September 7, 2016	Are You Ready For a Grant?
November 2, 2016	Resource Development for Nonprofits

Planned Giving Seminar Series

April 6, 2016	Estate Administration 101: Understanding Probate, Trust Administration & Estate Tax
June 14, 2016	Estate Planning 101: Protecting & Preserving Your Family's Legacy
September 20, 2016	Charitable Giving and Incapacity Planning

Other Services

April 28, 2016	Community Inservice: Applying For Grants From the Rochester Area Foundation
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Celebration of the New Rochester Area Foundation Building

May 11, 2016 • 4:00pm	Ribbon Cutting for 12 Elton Hills Drive NW
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The Rochester Area Foundation would like to express appreciation to the following companies for their sponsorship in 2015. Their support enabled the Foundation to spread our message of community philanthropy and the benefit of using the community endowment to grow charitable trusts. Other organizations who are interested in providing sponsorship support should contact JoAnn Stormer at (507) 282-0203 or joann@rochesterarea.org.



Rochester Area Foundation & Affiliates

Consolidated Statement of Financial Position
December 31, 2015 and 2014

Assets	2015	2014
Cash and cash equivalents	941,778	492,785
Interest and dividends receivable	12,899	12,989
Pledges receivable, net	444,112	245,500
Notes receivable	165,019	169,753
Investment in marketable securities	25,622,668	27,308,756
Beneficial interest in trust held by others	533,206	619,369
Loans receivable, net	2,172,351	2,256,094
Leasehold improvements and equipment, net	876,068	4,487
Other assets	511,930	693,002
Land held in Community Land Trust	7,953,584	7,983,584
Total Assets	<u>39,233,615</u>	<u>39,786,319</u>
 Liabilities and Net Assets		
Liabilities		
Line of credit	201,794	
Accounts payable and accrued expenses	80,734	28,588
Grants payable	72,976	48,795
Program assets held for others	540,483	550,081
Annuities payable and unitrust obligations	642,520	676,603
Deferred revenue	116,334	
Notes payable	570,686	854,766
Total Liabilities	<u>2,225,527</u>	<u>2,158,833</u>
 Commitments		
Net Assets		
Unrestricted	32,620,334	33,239,732
Temporarily restricted	2,466,110	2,466,110
Permanently restricted	1,921,644	1,921,644
Total Net Assets	<u>37,008,088</u>	<u>37,627,486</u>
Total Liabilities and Net Assets	<u>39,233,615</u>	<u>39,786,319</u>

Audit status – financial results for the year ended December 31, 2015, have not been audited at this time. The audited 2015 financial report will be available at the Rochester Area Foundation office and on the website upon completion of the audit.

“The highest use of capital is not to make more money, but make money do more for the betterment of life.”

– Henry Ford



Rochester Area
Foundation

**YOUR COMMUNITY
YOUR FOUNDATION.**

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