



Rochester Area Foundation

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ROCHESTER AREA FOUNDATION ANNOUNCES LOGO CHANGE, CONTINUED EMPHASIS ON “AREA”

The Rochester Area Foundation (RAF) announced this week a subtle but significant change to its logo and reiterated the importance of its mission. “Rochester Area” is the focus of the new logo, with an emphasis on serving not just the City of Rochester, but the surrounding communities as well. In order to better reflect the ever-present need for community philanthropy, RAF board members approved the change, hoping the new logo will help people understand the significance of the community foundation to our area. “As a community foundation we will not move away and we are invested in this area forever,” said Max Evans, Communications Manager for the Foundation. “The idea of the Foundation being an anchor in this area, being an institution that has deep roots here, that is what we would like to get across to people. We want people to view RAF as a part of this area’s “foundation” if you will.”

Through the help of its donors, RAF distributed over \$2.29 million in grants and donations to 265 non-profit organizations in 2014. Those dollars, along with leadership on community issues such as housing affordability and early childhood education, make the Rochester Area Foundation an important vehicle to address the changing needs in the area. “Supporting your local community foundation means supporting the effort to increase the quality of life for everyone,” said Foundation President JoAnn Stormer. “By pointing out in our logo that the Rochester area has a community foundation, we want to encourage residents in places like Eyota, Dover, Pine Island, Kasson, St. Charles and Spring Valley to learn more about what a community foundation does and how it can help build better communities for everyone.”

In order to build better communities for all, RAF has the flexibility to reflect the needs of the various communities. Any nonprofit with 501(c)3 status or a fiscal agent agreement has the opportunity to apply for grants from the Foundation’s endowment which has grown due to contributions from local area residents and wise investment strategies over the past 70 years. However, there is a limit to those requests. “Over the past 5 years, we have seen grant requests to the Foundation out-pace available funding resources by almost \$1 million,” said Evans. “There is an increasing need in the area for a stronger foundation endowment, and we encourage everyone to learn more about how they can help make that a reality,” he said. Those interested can call 507-282-0203 to learn more about RAF, or visit their website at www.rochesterarea.org. “We as a community have a lot of exciting opportunities on the horizon and the Rochester Area Foundation is working to make sure no one is left behind,” Evans said.

About the Rochester Area Foundation. For over 70 years, the Rochester Area Foundation has partnered with donors and nonprofits to improve the quality of life, promote greater equality of opportunities, and

develop effective methods to assist those in need in the greater Rochester area. Since 1944 the Rochester Area Foundation has been building Better Communities for ALL. To find out how the Foundation can connect you with the causes you care about most; call (507) 282-0203 or visit online at www.rochesterarea.org

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