Dear Friends,

People engage with the St. Croix Valley Foundation through several pathways. Our donors trust us to manage funds, grow assets and distribute grants to meet area needs. Local nonprofits look to us to support their efforts through grants, trainings and by connecting our donors with their work. Our ten affiliated community foundations encourage local philanthropy and local grantmaking.

We are proud and honored to be associated with so many hard-working people and change-making organizations throughout the Valley. Everyone associated with St. Croix Valley Foundation shares a love for the St. Croix Valley and a commitment to its future. And that’s wonderful company to keep.

As we approach a new decade, we are inspired by the compassion of those, like you, who have impacted this organization throughout its history. Today, the St. Croix Valley Foundation embraces the future with enthusiasm, optimism and a vision for what enhancing the quality of life in the St. Croix Valley can look like for everyone who lives, works and plays here.

If you are new to the St. Croix Valley Foundation and would like to be a part of our energy and hope for the future, please give us a call. We’d love to learn about your philanthropic passions and goals.

With gratitude,

SUE GERLACH
BOARD CHAIR

HEATHER LOGELIN
PRESIDENT

MESSAGE from THE BOARD CHAIR & PRESIDENT
These are things I dedicated a lot of my lifetime to and I want them to continue.

In 2019, the St. Croix Valley Foundation provided funding to the Farm Table Foundation in support of a children’s yoga program. With a county-wide obesity rate of 30% and limited opportunities for free wellness activities in the area, the yoga program was very well-received. Over 350 children participated in over 20 yoga sessions. The program provided participants with mindfulness about health, the food that fuels their bodies, and the natural world that provides that food.

“We try to offer people many avenues to experience local food culture,” explained Laura Phoenix, Farm Table Foundation’s Executive Director. “In addition to the yoga classes, we provided kids with meal coupons to invite them and their families into the restaurant.” When weather cooperated, yoga sessions were held on the restaurant’s patio or on the Ice Age Trail, further introducing families to a local fitness resource. The Farm Table Foundation partnered with Amery Schools and Amery Community Education to promote the children’s yoga experience.

In Polk County, the Farm Table Foundation occupies a key spot on Amery’s Keller Avenue. However, the value of Farm Table Foundation’s Amery setting is less location, location, location and more mission, mission, mission. The Farm Table restaurant has had an Amery presence since 2014, and since 2017 it has been a major component of the Farm Table Foundation, a 501c3 nonprofit organization dedicated to growing local food culture through education, research and training.

Developing and sharing its locally-sourced, sustainable, earth-friendly food is at the heart of Farm Table Foundation’s community outreach initiatives. Farm Table Foundation strives to invite people in to its local food culture through a variety of classes, community events and the restaurant.

ENDOWED FUNDS CREATE IMPACT

When making an endowed gift to the SCVF or one of its ten affiliates, donors know their gift will take care of the communities they love for generations to come. Donors interested in a broader impact may contribute to an endowed Unrestricted Fund providing the flexibility to respond to the changing needs of the region. Donors with a special interest in the arts, health and wellness, or music education may contribute to one of the endowed Field of Interest Funds. A competitive grant process for these funds ensures that dollars get placed in the most capable hands – at the right time – for the greatest impact. The grant to Farm Table Foundation came from the endowed Health and Wellness Field of Interest Fund.
In 1995, a group of committed citizens with a vision for the St. Croix Valley were gathered in a basement conference room in Stillwater. Everyone around that table saw opportunity in the St. Croix Valley. And they knew that people who had the capacity to make significant charitable gifts, as well as the civic and philanthropic nature to do so, needed a local foundation to execute the goals being discussed.

The newly created St. Croix Valley Community Foundation (now known as the St. Croix Valley Foundation) would be a nonprofit organization that could accept charitable donations, invest funds for the long term, and manage impact-producing grants back to the community.

By the time that basement meeting wrapped up, John Baird had a new role. As he tells it, “I was sitting at the end of the conference room table. When talk of leadership came up someone said, ‘Well, you’re at the head of the table, John – so I think you may as well be chairman.’” The group had a great deal of respect for John’s leadership, his keen understanding of the Valley and his vision for what a community foundation could accomplish in this region. John Baird became St. Croix Valley Community Foundation’s first board chair.

Fast forward 25 years. John is still a commanding presence at any table and still talks passionately about the St. Croix Valley Foundation’s role in this region. From the beginning, the Foundation aimed to become a locally-supported, locally-managed funding source for projects that would enhance the quality of life throughout the Valley.

That mission still drives today’s board, led by Sue Gerlach, and it remains the driving force behind the “Together We Are Stronger” endowment campaign. Today the Foundation has nearly $70 million in philanthropic assets under management. While that growth is impressive, the majority of that funding is designated by donors for specific projects and uses.

The “Together We Are Stronger” endowment campaign has been raising unrestricted funds that can be distributed by the board to address pressing needs in the region. The endowed nature of campaign gifts means this unrestricted funding source will be available forever.

John explained his support for the campaign on a recent visit. “Gifts to the endowment campaign provide the funding that the board can use to address the more complex issues facing our region.”

“The best way for St. Croix Valley Foundation to honor the vision and commitment of its founders is by focusing on the future,” notes current board chair Sue Gerlach. “Endowment campaign funding means we can continue to impact this region long into the future – a future where needs still exist but so do the means to address them.”
Enhancing the quality of life in the St. Croix Valley is the core of St. Croix Valley Foundation’s mission. In order to be successful in this undertaking, the SCVF proudly partners with hundreds of nonprofit agencies, volunteers and donors.

That is why, in addition to encouraging individual philanthropy to respond to the needs of the Valley, the SCVF has a long history of providing leadership, guidance and support to area nonprofit organizations. A SCVF program called Consultants in Service, or C.I.S., is a powerful example of support to nonprofits.

A SCVF program called Consultants in Service, or C.I.S., is a powerful example of support to nonprofits. C.I.S. utilizes volunteer professionals who share specific skills, tools and knowledge with area nonprofits, especially smaller organizations with operating budgets under $500,000. C.I.S. volunteers provide these nonprofits with valuable expertise, strategic insights and fresh perspectives. Consulting services may include board member recruitment and training, budgeting and marketing and strategic planning. By helping nonprofit staff and board members tackle these critical topics, C.I.S. volunteers help these organizations build capacity, positioning them for a bigger impact in local communities.

St. Croix Valley Foundation board member Dr. Gary Kelsey helped design and launch the C.I.S. program in 2017. The skills Gary brings to the C.I.S. program are well-suited to the needs of area nonprofits. Gary’s vision for the C.I.S. program remains three-fold:

• Help nonprofits address the needs of the St. Croix Valley
• Engage volunteer consultants in projects that utilize their invaluable skills
• Provide volunteers a unique opportunity to make a difference in the communities they love

Ultimately, it is this love for the Valley – continually demonstrated by volunteers, partners and donors – that drives every program of the St. Croix Valley Foundation.
Through the Malmquist Scholarship, Gary and Mary Malmquist are helping young people from the Stillwater area capture the benefits of education and the rewards of opportunity.

The process of establishing the scholarship began when the Malmquists were guests at the Stillwater Area Community Foundation’s 2014 spring celebration. It was there that they learned more about the relationship between Stillwater Area Community Foundation as a local affiliate of the St. Croix Valley Foundation (which serves and supports a broader 6 county area). Gary recalled his initial assessment, “We were impressed by the structure of locally-focused community foundations able to utilize the professional staff, resources, expertise and oversight of the St. Croix Valley Foundation.”

As the Malmquists discovered, the St. Croix Valley Foundation has ample experience with scholarship management. St. Croix Valley Foundation manages $7.8 million from 57 unique scholarship funds. Last year alone 166 students were awarded nearly $250,000.

The Malmquists utilized that expertise to establish an endowed scholarship fund that would meet their goals and their hopes for scholarship recipients. “We did our research, but we still had a lot of questions,” recalled Gary. “The staff at St. Croix Valley Foundation helped guide us in the process and helped us make good decisions based on our goals for the scholarship.”

The $20,000 Malmquist Scholarship ($5,000/year renewable for 4 years) was established in the summer of 2014 with the first recipient selected in 2015. Malmquist Scholarship recipients show academic ability, personal character and family financial need. The scholarship is for students of Stillwater Area High School who wish to pursue education at a public university, trade school or community college in Minnesota or Wisconsin.

A subcommittee of the Stillwater Area Community Foundation Board, including the Malmquists, make the annual recipient selection. Annual payments of $5,000 are then made from the scholarship fund to the qualifying institution, each year for four years, on behalf of the recipient. With a new recipient selected annually, and past recipients continuing to receive funds for 4 years, this scholarship supports 4 Stillwater students’ educational goals at any one time. And the endowed nature of the Malmquist Scholarship Fund ensures that this scholarship program will continue forever.

“We are so pleased to be able to assist and guide folks like Gary and Mary in establishing scholarships that give a leg up to deserving students from our region.”

~ Heather Logelin, President, St. Croix Valley Foundation

Mary Malmquist earned a degree in English from the University of Wisconsin-River Falls and had a long career with a law firm in St. Paul. She later taught English as a second language in conjunction with the Minnesota Literacy Council. Gary Malmquist is a graduate of Stillwater High School and Mankato State University. After several years in the banking business, he became a Subway franchisee owner in 1986. A year later he became a Subway franchisee developer, responsible for site planning, franchise establishment, and support of Subway stores in eastern Minnesota and western Wisconsin. His eastern Minnesota and western Wisconsin region included the counties served by St. Croix Valley Foundation.

FOR GARY AND MARY MALMQUIST, STILLWATER HAS LONG BEEN HOME-BASE, BUT THEIR TIES TO THE BROADER ST. CROIX VALLEY REGION RUN DEEP.
Books, periodicals, card catalogs and shh-shh-ing librarians conjure an image of a public library from yesteryear. Today, in communities up and down the St. Croix Valley, public libraries are meeting community needs in creative new ways. Local community foundations are partnering with town libraries to address community needs and create entirely new reasons to visit your local library.

Thanks to a grant from the Northwest Alliance Community Foundation (an affiliate of St. Croix Valley Foundation), residents in Luck, Wisconsin can walk into the Luck Public Library and check out a bicycle with helmet, tire pump and other gear. The bike check-out program provides residents (who may not have access to a bike) the opportunity to experience one of the area’s premier outdoor resources – the Gandy Dancer State Trail.

The Friends of Gandy Dancer State Trail requested funding from the Northwest Alliance Community Foundation to provide bikes and gear for the Luck Public Library. The goal of the Friends group is to get local community members connected to the trail – to see its value, nurture it as a resource and create an opportunity for biking-related economic development. The Luck Public Library was happy to serve as a conduit between the increase use and access goals of the Friends of Gandy Dancer State Trail and the recreational equipment needs of area residents.

Northwest Alliance Community Foundation board members recognized the opportunity to support this unique partnership between library and trail resource – and provided grant funding for the bikes and equipment. Another example of an unconventional partnership between library and community foundation comes from the River Falls Community Foundation.

When it is cold and snowy in River Falls, there is now an indoor place for kids to play, learn, explore, blow off steam and just have fun together. No shh-ing. It is called The Big Fun Lab and thanks to a $10,000 Big Idea Grant from the River Falls Community Foundation (an affiliate of the St. Croix Valley Foundation) it is a new wintertime fixture of the River Falls Public Library.

Library staff had created a modest version of the play space last year and the response was so enthusiastic that staff began imagining a bigger, better, more permanent version of the play-learn-explore concept. The Big Fun Lab takes inspiration from hands-on exhibits found at children’s museums and STEM-focused play/puzzle games popular with older children. For parents and caregivers, The Big Fun Lab is a place to connect, form bonds and share information about other community resources.

Both of these projects highlight the ongoing, yet evolving role libraries play in communities throughout the St. Croix Valley. Thanks to local community foundations’ commitment to collaborative, impactful grantmaking, these two libraries – and libraries throughout the Valley – are meeting community needs in ways no one from the era of the card catalog would ever have imagined.

COMMUNITY FOUNDATIONS AND LIBRARIES CREATING A LOT OF NOISE

The St. Croix Valley Foundation is proud to partner with and support ten hard-working, volunteer-led affiliated community foundations throughout our six-county region.* St. Croix Valley Foundation support includes 501(c)3 credentials, fiduciary expertise, board and committee guidance, office and staff support and, most importantly, a shared understanding of and love for The Valley.

*In Wisconsin: Amery Area Community Foundation, Hudson Community Foundation, New Richmond Area Community Foundation, Northwest Alliance Community Foundation (Burnett and northern Polk counties), Prescott Foundation, River Falls Community Foundation, Somerset Community Foundation; In Minnesota: Chisago Lakes Area Community Foundation, Lower St. Croix Valley Community Foundation, Stillwater Area Community Foundation

**COMING SOON!**

USE YOUR IMAGINATION!

THE BIG FUN LAB AT RIVER FALLS PUBLIC LIBRARY OFFERS DYNAMIC EDUCATIONAL PLAY SPACE FOR THE COMMUNITY.
Experience & Expertise Right Here in the Valley
Studies show that 98% of high net worth clients of professional advisors give annually to charities. Because charitable giving is a regular part of so many people’s overall financial landscape, clients expect their professional advisors to also advise them regarding best practices for managing long-term philanthropic plans.
That is why so many professional advisors partner with the St. Croix Valley Foundation – to provide philanthropic expertise to their clients. The professional advisors know that St. Croix Valley Foundation staff will match their own high standards for customer service and can provide in-depth knowledge of Valley needs and opportunities.

Serving the Financial Needs and Goals of Every Person Who Walks Through the Door
A commitment to excellent client service, a focus on the client’s values and advising for long-term results makes the St. Croix Valley Foundation a natural partner for professional advisors. Estate planners, wealth advisors and tax accountants regularly invite St. Croix Valley Foundation staff to talk with their clients about philanthropic fund options and benefits. SCVF works with the professional advisor to help those clients identify the best philanthropic plan for their current situation and future goals.

Did You Know?
SCVF is the only nonprofit in the Valley that can receive gifts of appreciated Andersen Corporation stock. From SCVF, an Andersen Corporation stock gift donor can designate charitable interest areas and nonprofits to support.
SCVF’s long-time fiduciary partner is First State Bank & Trust, Bayport. This relationship not only keeps philanthropic assets local, but also provides a broader base of philanthropic knowledge and resources to our donors.
SCVF holds 464 charitable funds, manages nearly $70 million in assets, and has distributed over $34 million to meet needs and enhance the quality of life in the St. Croix Valley.
In its 25-year history, SCVF has managed complex asset transfers such as qualified IRA retirement fund disbursements, gifts of land, real estate, business property, stock transfers, as well as the transfer of family foundation assets.
OUR MISSION

The mission of the St. Croix Valley Foundation is to enhance the quality of life in the St. Croix Valley by:

Encouraging charitable giving in the Valley
Building permanent funds that will provide resources for the needs of today and tomorrow
Connecting people and programs
Bringing together people’s charitable interests and the funding needs of programs and organizations
Encouraging collaboration
Forming partnerships and providing servant leadership through programs that enhance the quality of life in our region’s distinct communities

OUR STAFF

SALLY HERMANN, ADMINISTRATIVE ASSOCIATE
HEIDI HERRON, SCHOLARSHIP ASSOCIATE
HEATHER LOGELIN, PRESIDENT
EMILY LOWNSBURY, CONTROLLER
MARGI MILLER, CFRE, CHIEF OPERATING OFFICER*
ELLEN MONTGOMERY, MARKETING ASSOCIATE
ANGIE PILGRIM, GRANTS AND PROGRAMS OFFICER
STACEY RIVARD, ADMINISTRATIVE/COMMUNICATIONS ASSOCIATE

YOUR PHILANTHROPY
YOUR WAY – FOR YOUR COMMUNITY

By donating to the St. Croix Valley Foundation, or one of our affiliated community foundations, your gift gets reinvested in your community. As local funding priorities and needs change, the St. Croix Valley Foundation can respond.

WE ACCEPT

• OUTRIGHT GIFTS
• APPRECIATED PROPERTY
• PRIVATE FOUNDATION ASSETS
• BEQUESTS
• LIFE INSURANCE POLICIES
• CHARITABLE REMAINDER TRUSTS
• CHARITABLE LEAD TRUSTS
• CHARITABLE GIFT ANNUITIES

ST. CROIX VALLEY FOUNDATION

“TOGETHER WE ARE STRONGER” ENDOWMENT CAMPAIGN
Contributions to the Unrestricted Endowment Campaign are investment in the long-term quality of life in our region. Unrestricted Endowed Funds are invested to benefit people and communities, programs and needs – forever.

GIVE TO YOUR LOCAL COMMUNITY FOUNDATION
Gifts to one of our ten affiliated community foundations directly support local grantmaking and programs impacting your home town. You can designate your gift for specific grantmaking areas (music education, health and wellness, the arts, etc.).

FIELD OF INTEREST FUNDS
Board and community members ensure your dollars work hard to advance opportunities and programs within your area of interest.

DONOR ADVISED/DESIGNATED FUNDS
By establishing a Donor Advised Fund, you essentially establish an individual, family or business foundation within SCVF. A Designated Fund makes your annual giving easy and automatic – until you decide differently. Both offer tax advantages and a long-term plan for your philanthropic intentions.

FINANCE & INVESTMENT COMMITTEE
DENNIS DUERST (CHAIR)
JIM ELLIS (VICE CHAIR)
MARK BULEY
DOUG GEISSLER
BUCK MALICK
MIKE PEPIN
STEVE SCHROEDER
MARY ELLEN VIETOR

INVESTMENT ADVISOR
FUND EVALUATION GROUP, LLC
RICHARD CRZYMAJLO, MANAGING PRINCIPAL/OCIO ADVISOR

INDEPENDENT AUDITOR
AKINS HENKE & COMPANY

FINANCIAL INSTITUTION
FIRST STATE BANK & TRUST

SCHOLARSHIP FUNDS
St. Croix Valley Foundation has helped hundreds of donors establish scholarship programs. Each one is unique, and each scholarship fulfills a heartfelt legacy in support of educational advancement.

AGENCY FUNDS
Nonprofit organizations establish funds to take advantage of SCVF expertise in accepting complex gifts, investment protocols, and economies of scale, creating a long-term funding source for their programs, capital or operating needs.

ST. CROIX VALLEY FOUNDATION

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*RETIRED AS OF JANUARY 30, 2020

17
### The St. Croix Valley Foundation provides support to ten volunteer-led affiliated foundations.
That support includes 501(c)3 credentials, fiduciary expertise, board and committee guidance, office and staff support and – most importantly – a shared understanding of and love for The St. Croix Valley.

### Local Community-Based Affiliate Foundations

<table>
<thead>
<tr>
<th>Affiliation</th>
<th>Address/Location</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amery Area Community Foundation</td>
<td>P.O. Box 11, Amery, WI 54001</td>
<td>715.386.9490, <a href="mailto:AACF@SCVFOUNDATION.ORG">AACF@SCVFOUNDATION.ORG</a></td>
</tr>
<tr>
<td>Chisago Lakes Area Community Foundation</td>
<td>P.O. Box 449, Lindstrom, MN 55045</td>
<td>715.386.9490, CLACFOUNDATION.COM</td>
</tr>
<tr>
<td>Hudson Community Foundation</td>
<td>516 Second Street, Suite 214, Hudson, WI 54016</td>
<td>715.386.9490, <a href="mailto:HCFW@SCVFOUNDATION.ORG">HCFW@SCVFOUNDATION.ORG</a></td>
</tr>
<tr>
<td>Lower St. Croix Valley Community Foundation</td>
<td>516 Second Street, Suite 214, Hudson, WI 54016</td>
<td>715.386.9490, <a href="mailto:INFO@SCVFOUNDATION.ORG">INFO@SCVFOUNDATION.ORG</a></td>
</tr>
<tr>
<td>New Richmond Area Community Foundation</td>
<td>P.O. Box 96, New Richmond, WI 54017</td>
<td>715.386.9490, NRACFOUNDATION.COM</td>
</tr>
<tr>
<td>Stillwater Area Community Foundation</td>
<td>1809 Northwestern Avenue, Stillwater, MN 55082</td>
<td>651.342.8248, <a href="mailto:INFO@STILLWATERAREAFOUNDATION.ORG">INFO@STILLWATERAREAFOUNDATION.ORG</a></td>
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### Fiscal Year 2019 Grants

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
<th>Percentage</th>
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<tr>
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<tr>
<td>Other</td>
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<td>0.03%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>3,824,714</strong></td>
<td><strong>100.0%</strong></td>
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### Financial Status

- **Total Assets**: 2019: $69,453,184 | 2018: $64,800,643
- **Total Revenue**: 2019: $10,892,063 | 2018: $10,899,820
- **Expenses**: 2019: $3,824,714 | 2018: $2,437,859
- **Program Expenses**: 2019: $1,816,762 | 2018: $1,913,465
- **Fund Development Expenses**: 2019: $240,087 | 2018: $397,003
- **Management and General Expenses**: 2019: $397,975 | 2018: $218,627
- **Total Expenses**: 2019: $6,279,538 | 2018: $4,966,953
- **Change in Net Assets**: 2019: $4,612,524 | 2018: $5,932,867
- **Net Assets, Beginning of Year**: 2019: $64,750,020 | 2018: $58,817,153
- **Net Assets, End of Year**: 2019: $69,362,544 | 2018: $64,750,020

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DO YOU HAVE QUESTIONS?
Please contact the St. Croix Valley Foundation or your local Affiliate Foundation.

ST. CROIX VALLEY FOUNDATION
516 Second St, Suite 214, Hudson, WI 54016 | 715.386.9490 | INFO@SCVFOUNDATION.ORG | SCVFOUNDATION.ORG

## Grants & Transfers

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Amounts listed above are unaudited and include funds held as agent and interfund transfers. Audit report and IRS Form 990 available upon request.
Donor generosity drives community impact. Thank you for supporting and partnering with the St. Croix Valley Foundation.

INFO@SCVFOUNDATION.ORG
715.386.9490
SCVFOUNDATION.ORG