



## Minnesota Ballet, Lake Superior Zoological Society and Damiano Center Awarded 2008 Touchstone Awards

Fourteen years ago, Frank Giesen accepted the first Touchstone Award from the Duluth Superior Area Community Foundation on behalf of the Lucius Woods Performing Arts Center in Solon Springs, Wisconsin. The award, which recognizes and celebrates programs or projects for their leadership in transforming problems into opportunities and service into action, played a major role in defining Lucius Woods as not only a performing arts center, but as a gathering place for the community.

Since then, dozens of nonprofit organizations and programs have received the prestigious

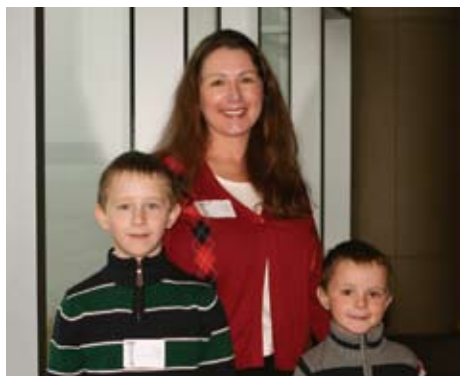


*Duluth City Councilors Tony Cuneo and Roger Reinert*

award that serves as an annual reminder of the great nonprofit assets in the northland.

“As a Community Foundation, we are reminded daily of the incredible contributions nonprofits make to the region,” said Holly C. Sampson, president of the Duluth Superior Area Community Foundation. “This celebration is our way of honoring and sharing some of the stories about the life-changing work nonprofits do every day in this region.”

This year was no exception. As part of our 25th anniversary, recipients of this year’s annual Touchstone Award received



*Priscilla, Dayton and Dalton Ulland benefit from the educational aspects of the Lake Superior Zoo.*

### *Did You Know*

As part of the Emergency Economic Stabilization Act of 2008, The U.S. House of Representatives passed a two-year extension of Charitable IRA legislation. This legislation allows generous donors to transfer IRA assets directly to a charity of their choice such as the Community Foundation. The money is not included in the donor’s income and, most importantly, is not taxed, preserving the full amount for the charity.

“This really is a limited time offer. The window is open now, but it will close at the end of 2009,” said Duluth Superior Area Community Foundation Development Officer, Becky Byers Strand. “For anyone interested in establishing a permanent legacy in this community, this is the opportunity of a lifetime to make the gift of a lifetime.”

Donors interested in learning more about Charitable IRA gifts should contact Becky Byers Strand at (218) 726-0232 or [bbstrand@dsacommunityfoundation.com](mailto:bbstrand@dsacommunityfoundation.com) •

# Duluth Superior Area Community Foundation Named Early Adopter

The Duluth Superior Area Community Foundation is excited to “walk the talk” as an Early Adopter.

The project, which is partly funded by the Community Foundation’s Fund for the Environment and the Wildey H. Mitchell Family Fund, provides comprehensive training and professional coaching in sustainability to fifteen organizations in the Twin Ports.

Led by the regional grassroots group Sustainable Twin Ports, Early Adopters will use a science- and systems-based sustainability action planning framework known as The Natural Step.

Community Foundation President Holly C. Sampson said the Early Adopters Project is a natural fit for the Community Foundation because of its connection to the

Knight Creative Communities Initiative.

“Anytime we can put Dr. Florida’s theory into action, we elevate our status as a creative community. This project really highlights and improves the value of the territorial assets in the Twin Ports. What makes it even more exciting is that we are using a proven research method that has literally changed the physical and economical landscape in Sweden,” said Sampson.

Worldwide companies including Nike and IKEA have successfully implemented The Natural Step framework, improving their competitive edge in the realms of financial, environmental and community sustainability—the *triple bottom line*.

Other Early Adopter Project participants are: Challenge Center, City of Duluth, Inn on Lake Superior, ZMC Hotels,

Duluth Grill, Superior Public Schools, London Road Carwash, Superior Housing and Redevelopment Authority, Gloria Dei Lutheran Church, Douglas County, Duluth Area Chamber of Commerce, Glenwood Signs and Awards, Duluth Transit Authority, Twin Ports Testing and the University of Wisconsin – Superior.

“We are extremely pleased with the diversity of the first group of Early Adopters,” said Sampson. “It truly provides a unique blend of nonprofit, business and government entities that want to focus on improving one of our region’s greatest assets—the environment.” ●

Help us go green while better serving your information needs by filling out the information below. Once complete, please tear out and mail this postcard to us.

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Please indicate how you’d like to receive our:

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Newsletter	_____	_____	_____
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New in 2009: We’ll begin providing updates on grants, scholarship and foundation news electronically. Please check if you are interested in receiving these updates.

\_\_\_\_ Grant Updates    \_\_\_\_ Scholarship Updates    \_\_\_\_ Community Foundation Updates

Please consider an end of the year gift to the Community Foundation. Your unrestricted donation dollars will be matched by a \$1 million matching grant from the Bush Foundation. Checks can be mailed to the Community Foundation at: 324 W. Superior St., Suite 212, Duluth, MN 55802. ●

## Walking the Talk

Part of being an Early Adopter is reducing our carbon footprint. One way to do so is by cutting down on paper use.

In 2009, we’ll begin offering our newsletter to you more frequently online. If you are interested in receiving that instead of our paper newsletter, just mail us the card on the left. If we don’t hear from you, we’ll continue mailing you the paper version.

We hope by taking advantage of technology, we can provide you with more news and photos, more frequently, while reducing our impact on the environment! ●

# Message From the President

As the year comes to a close, we are delighted to look back on the 25th anniversary of the Duluth Superior Area Community Foundation.

In this newsletter, you'll hear about our final event that welcomed 300 business and city leaders, nonprofits and community members to the Touchstone celebration at the DECC. It was great fun to give back to the communities that have helped us grow these 25 years. It is also symbolic of our sincere appreciation to the region for 25 powerful, exciting years.

This year's recipients join the City of Duluth Parks and Recreation Department and the Pay it Forward Scholarship, who each received \$20,000 at previous anniversary events this year. Each of the Affiliates under the Community Foundation umbrella also received \$2,500 for their local work.

We were also delighted this anniversary year to receive word from the Bush Foundation that the Community Foundation has been granted a \$1 million matching grant in unrestricted dollars,

along with \$300,000 to support initiative work. Current and past members of the Board of Trustees have been hard at work to meet this challenge match and have raised over \$780,000 in unrestricted gifts to meet the challenge so far.

During this 25th anniversary year, the new Legacy Circle was unveiled. It recognizes and embraces those individuals who have made a gift in their will or other planned gift to the Community Foundation. Their gifts will have meaning and impact on our region forever. It was wonderfully affirming to have over forty Legacy Circle charter members step forward to tell us of their commitment.

Finally, despite all of the negative economic news right now, the Community Foundation remains strong. We are pleased to report that our decision two and a half years ago to seek consultation on the investment portfolio has protected Community Foundation assets better than the benchmarks. Cambridge Associates has been instrumental in increasing our relative performance over past years and

added a layer of insulation due to their recommendation of implementing a twelve-quarter rolling average for purposes of determining our spending policy limits.

At the close of business on October 1, our most recent grant deadline date, we were keenly reminded of the increased need in our region. We had the largest number of proposals we can recall, come through our doors. This is all the more reason that every dollar must be invested and utilized with care and that our fundraising efforts remain strong.

We remain committed to our goals to reach \$100 million in assets and we will be steadfast in seeking new and increased dollars to meet the new demands for help in our region. In this, our 25th anniversary year, we hold firm in our commitment to take area communities from "vision to vibrance."

With sincere appreciation,  
Holly C. Sampson  
President •

## SINCERE THANKS

When Jeffery Tisak suits up into Blue and Gold jersey #63 and runs into a stadium with thousands of Fighting Irish fans singing *The Notre Dame Victory March*, he gives a silent thank you to the Duluth Superior Area Community Foundation.

For the past four years Tisak has been attending The University of Notre Dame and playing for its football team thanks to a scholarship from the Robert B. & Sophia Whiteside Scholarship.

"I just want to thank you again for the scholarship you have granted me," Tisak said in a letter to the Whiteside Scholarship Committee. "I hope to be able to repay your generosity, not only by monetary means, but also by the tangible and intangible dividends that come from my education."

This spring he will graduate with a degree in political science and sociology. Upon graduation, he plans to earn his law degree at Notre Dame and ultimately serve as an Assistant United States Attorney because he feels "this is the best way for me to contribute to the betterment of society in the hopes of making our country a safer place to live."

Tisak is just one of about 1,700 students that have benefited from scholarships distributed through the Duluth Superior Area Community Foundation. Just this past year, the Community Foundation awarded scholarships to more than 250 students in the region from 33 different funds, totaling more than \$800 thousand dollars.

"Donors really support our mission of supporting young people because they are the future leaders of this region," said David Hammer, Duluth Superior Area Community Foundation chief

administrative and scholarship officer. "As a result, we are constantly adding new funds and scholarship opportunities."

Students interested in applying for a scholarship through the Community Foundation can start working on the application at any time. The deadline to apply is January 15. Additional information on who can apply and application forms, can be found online at [www.dsacommunityfoundation.com](http://www.dsacommunityfoundation.com). •



Jeffery Tisak

## “2008 TOUCHSTONE AWARDS” *continued from page 1*

a \$25,000 grant to complete a special community project—something we all can benefit from. The recipients included the Minnesota Ballet, the Lake Superior Zoological Society and the Damiano Center.

For years, the Minnesota Ballet has introduced world-class dance form to people in this region who might not otherwise have access to the ballet. With the Touchstone Award, they will go one step further by offering a free festival to the public that highlights the fantastic work they do, along with other performance artists and musicians in the area.

“I was overwhelmed when the Minnesota Ballet received the 2008 Artist Touchstone Award,” said Robert Gardner, artistic director of the Minnesota Ballet. “To have our company recognized and our artistic excellence validated by the Community Foundation, which has been instrumental in helping us grow, is such an honor and we plan to continue bringing the best of this exquisite art form to our region, and making it accessible to everyone.”

The Touchstone Award granted to the Lake Superior Zoological Society will go towards preserving one of the Twin Ports greatest community treasures. Recently, the Lake Superior Zoo has faced a variety of financial troubles, leaving its future uncertain. Now, efforts are underway to not only address these issues but to also look into a new public/private partnership



*From L-R: Patti Nadeau, clothing program coordinator; Scott Yeazle, volunteer and program user; Clareth Flippin, volunteer and program user; Erik Torch, executive director of the Damiano Center and Holly C. Sampson.*

to ensure a stable future for the zoo. This grant plays a vital role in ensuring this transition happens.

Since 1982, the Damiano Center has survived and thrived with the help of hundreds of volunteers. Now, as the Northland faces a growing need to serve those less fortunate, the Damiano Center needs to grow its volunteer base. The Touchstone Award provides much needed funding to support volunteer coordinator efforts for the center, ensuring they can recruit volunteers in a more effective and efficient way. Funds also provide an opportunity for the Damiano Center to thank those who so willingly give their time and talent to help keep the Damiano Center open.

“Winning the Touchstone Award is a wonderful recognition of the work



*From L-R: Fox 21 News Anchor and Touchstone Host Beth Jett, Holly C. Sampson and Robert Gardner, artistic director of the Minnesota Ballet.*

that the Damiano Center and its many volunteers and staff accomplish each day,” said Damiano’s Executive Director Eric Torch. “As we see more and more people coming to us for assistance in these difficult times, the support that this award gives us to strengthen our volunteer network is timely and vital.”

The Touchstone Awards luncheon in October marked the last major event and special grant round for the Community Foundation’s 25th anniversary. Prior to this event, the Community Foundation awarded the city of Duluth a \$25,000 grant, each of four affiliate funds \$2,500, and a new Pay It Forward scholarship fund \$20,000. *(See related article on page 5.)* •



*From L-R: Holly C. Sampson, executive director of the Lake Superior Zoological Society; Sam Maida, director of marketing and development; Leslie Larsen, education and animal management director; and Dennis Ramberg, vice president of Zoological Board.*

## From Grantee to Granter

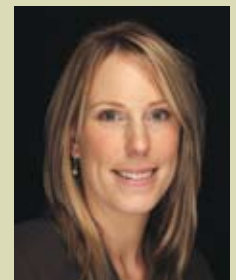
We are pleased to announce the addition of Katie Gellatly as our new Community Philanthropy Officer. She grew up in northern Wisconsin and returned to the area in 2001 to work in admissions at Northland College in Ashland, Wisconsin.

Working at a regional nonprofit that has benefited from the Community Foundation, she understands the impact the Community Foundation has on the region.

“I look forward to supporting the work of the Community Foundation and working with the people and organizations that make this area a wonderful place to live,” said Gellatly.

As Community Philanthropy Officer, she will review grant proposals and work with nonprofits on the application process.

“I am excited about the opportunity to join an organization that is doing such great work in the region,” said Gellatly. •



**WELCOME**  
**Katie Gellatly**  
*Community Philanthropy Officer*

## Community Foundation Provides New Tool for Donors

The Duluth Superior Area Community Foundation is launching a new tool this fall which allows donors to follow donor-advised, and organizational endowment funds more closely.



DonorCentral, which will be available through [www.dsacommunityfoundation.com](http://www.dsacommunityfoundation.com), provides donors continuous online access to fund and grant making information.

“We constantly strive to provide customized, convenient service for our donors,” said Duluth Superior Area Community Foundation Development Officer, Becky Byers Strand.

“DonorCentral ensures donors can access information on their time, rather than relying on traditional business hours.”

DonorCentral is in the final stages of review. Donors interested in learning more about utilizing this tool should contact Barb Chapin, at (218) 726-0232 or [bchapin@dsacommunityfoundation.com](mailto:bchapin@dsacommunityfoundation.com). ●

## Community Foundation Awards City of Duluth

The Park Point playground got an environmental face-lift, thanks to a grant by the Duluth Superior Area Community Foundation.

The \$25,000 grant was part of our 25th anniversary celebration.

*(See related article on page 1.)* The money was

used to invest in new, environmentally friendly playground equipment.

“I wish to thank the Duluth Superior Area Community Foundation for their help in making these improvements possible through their generous grant,”



*From L-R: Duluth Mayor Don Ness, Holly C. Sampson, Donald Wallgren, Claudia Scott Welty, Michael Cowles and Liz McKay participate in the ribbon cutting at the new Park Point Playground.*

said Duluth Mayor Don Ness. “In recent weeks we have seen a tremendous upswing in cooperative spirit, particularly in regard to our parks. I appreciate their assistance and the support of all Duluthians as we work to provide services for all.” ●

From vision to vibrance.  
CELEBRATING A QUARTER CENTURY  
OF DREAMS ACHIEVED.  
**25**

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STAMP  
HERE

DULUTH SUPERIOR AREA COMMUNITY FOUNDATION  
MEDICAL ARTS BUILDING  
324 WEST SUPERIOR STREET SUITE 212  
DULUTH MN 55802

## Mission Statement

The Duluth Superior Area Community Foundation encourages private giving for the public good. The Community Foundation brings together people who need assistance and people who are able to give. Through its board of community leaders, the Foundation:

- attracts and manages a growing endowment for our area's future;
- provides customized services for donors with varied charitable interests;
- identifies and effectively responds to emerging and changing community needs; and
- serves as a resource and catalyst for philanthropy.

## Affiliate Funds of the Duluth Superior Area Community Foundation

Apostle Islands Area Community Fund  
Cook County Community Fund  
Hermantown Community Fund  
Two Harbors Area Fund

## Vision

The Duluth Superior Area Community Foundation will be the leading force for improving our region by fostering generosity, civic engagement and inclusiveness.

## Core Values

Community      Stewardship      Integrity

P: (218) 726-0232 • F: (218) 726-0257  
www.dsacommunityfoundation.com

## Dates to Remember

**January 15, 2009:** Scholarship applications due to the Duluth Superior Area Community Foundation. For more information, contact David Hammer, chief administrative and scholarship officer at (218) 726-0232.

**February 1, 2009:** Grant proposals due to the Central Mesabi Human Services Fund, Global Awareness Fund, Silver Bay Charitable Fund, Jane S. Smith Memorial Fund and Wirtanen Family Fund. For more information, contact Katie Gellatly, community philanthropy officer at (218) 726-0232. •



DULUTH SUPERIOR AREA  
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FOUNDATION**

*Private giving for the public good.*

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