



Speak Your Peace Featured in National Journal

Foundation Review, the first academic peer-reviewed journal on philanthropy, highlighted the Duluth Superior Area Community Foundation for its leadership and strategic communications within Speak Your Peace: The Civility Project.

The article entitled “Speak Your Peace: A Communications Strategy for Changing Community Culture” focuses on the impact strategic communications had on civil communications. The article was authored by Dr. Doug Easterling of Wake Forest University and Duluth Superior Area Community Foundation’s Holly C. Sampson, president and Beth Probst, communications officer.

“When *Foundation Review* issued a call for papers on the topic of ‘strategic communications,’ I immediately thought of Speak Your Peace as an initiative that would be of keen interest to the field,” says Dr. Doug Easterling. “A few foundations have

used media campaigns to promote policy change, but the DSACF is the only one I know that has used a communications strategy to change community norms and culture. Speak Your Peace was an ambitious undertaking grounded in sound theory and community input. The results have been impressive.”

This is not the first time Speak Your Peace has been recognized on a national level. In 2009 *National Civic Review*, the quarterly journal of the National Civic League and one of the nation’s oldest civic affairs journals, highlighted the Duluth Superior Area Community Foundation for its leadership role among community foundations in the United States.

The article entitled “The Leadership Role of Community Foundations in Building Social Capital” focused on community foundations across the nation that are taking a lead in building community connectedness



or social capital on issues such as race relations, public education, and economic development. The Duluth Superior Area Community Foundation was cited for its advocacy efforts with the Speak Your Peace project along with its commitment to participate in the Social Capital (continued on page 4)

Young Leaders Fund Awards Inaugural Grant to Renegade Theater



The Young Leaders Fund inaugural grant went to support the Young Local Artists program through the Renegade Theater. The grant allowed stipends to be paid to theater directors, actors and designers in their February performance of “Sparrows.”

The Young Leaders Fund was created after the Community Foundation learned that as thousands of Baby Boomers begin retiring, there will be a gap in the workforce. Creating a vibrant community that attracts strong, talented young adults to this area is a top priority for the Fund.

The Young Leaders Fund provides grants, that are reviewed by a talented group of young leaders, for organizations that assist in making this region a great place to live and stay for young people. If you are interested in learning more about how you can support the Fund, please contact Becky Byers Strand, development officer, at 218.726.0232.

Community Foundation Welcomes Two New Funds

The Community Foundation is pleased to announce the addition of the Clayton Jackson McGhie Memorial Scholarship Fund and the Lakeview Christian Academy Endowment Fund to its portfolio.

The Clayton Jackson McGhie Memorial Scholarship Fund will provide a scholarship to high school seniors in the Duluth-Superior area who have been involved in their community and have contributed to the understanding of race relations within that community. The scholarship pays homage to three African American men who were tragically lynched in June of 1920. In addition to establishing the First Street Memorial, the group has recognized that education is the key to preventing such a tragedy from ever occurring again.

“Establishing an endowment, the earnings of which will fund our annual scholarship, is a major step forward in attaining our long-term goal of financial stability,” says Julia Cheng, co-chair of the Clayton Jackson McGhie Memorial, Inc.’s board of directors. “As we explored our options, the Duluth Superior Area Community Foundation emerged as the clear partner of choice. The Community Foundation has the structure, experience and commitment to help small, volunteer-run nonprofits such as ourselves succeed in achieving a measure of self-sufficiency.”

The Lakeview Christian Academy Endowment Fund provides a permanent resource to further support the on-going work of the Academy. “Setting up a fund creates a vehicle for all donors interested in supporting the Lakeview Christian Academy to make a permanent impact,” said Holly C. Sampson, president of the Duluth Superior Area Community Foundation. “We are pleased Lakeview Christian Academy has taken this pro-active approach and we encourage other non-profits to consider this as well.”

Lakeview Christian Academy is a Preschool thru Grade 12, non-denominational, independent Christian school located in Duluth. Of the fund, Lakeview Christian Academy Administrator Todd Benson says, “An underlying core value of the Academy is to utilize our time, talent and treasure to benefit the common good. We decided to establish the Lakeview Christian Academy Endowment Fund with the Community Foundation because this core value aligns with their mission of encouraging private giving for the public good. We wish to be a part of an organization that empowers its community!”

Organizations or individuals interested in setting up a fund at the Community Foundation can contact Becky Byers Strand, development officer, at 218.726.0232. •

From the President



Spring often marks a time for new beginnings; whether is it planting a garden, spring cleaning, updating your wardrobe or enjoying Lake Superior. At the Community Foundation, this couldn't be truer. This spring, and throughout 2010, we will devote time and attention to laying the groundwork for our next strategic plan. This planning process, which takes place every five years, provides an opportunity for us to

start with a clean slate, to reflect over the past five years and, most importantly, create an energetic and innovative plan to move the Foundation forward in the future.

Guiding us along this journey is our vision of generosity, civic engagement and inclusiveness. Throughout 2010, you'll hear us talk a lot about our vision and how it provides the momentum needed to guide our organization. Each day, the Community Foundation is blessed to see this vision come alive through the work we accomplish, thanks to the energy of donors, grantees, community leaders, and the dozens of volunteers that collaborate with us on increasing the quality of life in northeastern Minnesota and northwestern Wisconsin.

On May 26, I encourage you to join us at the new Clyde Iron Works Convention Center in Lincoln Park for our Annual Celebration. See and

hear the impact our grant making has had on the region. Get an update on what we were able to achieve this past year, thanks to the ongoing support of Community Foundation friends. Network, socialize, collaborate, reflect and celebrate what happens when a community comes together. We have much to celebrate!

In the meantime, take advantage of the changing seasons! Plant a garden, take a walk, or just soak in some extra daylight and appreciate all that this region has to offer.

With sincere appreciation,

A handwritten signature in blue ink that reads "Holly C. Sampson".

Holly C. Sampson
President •

Community Foundation will Continue Offering Core Mission Support

In recognition of current economic times, the Community Foundation is continuing to accept applications to the Community Opportunity Fund and all other unrestricted funds to include core mission support.

“We recognize that regional non-profits are facing unprecedented

challenges to provide critical services to those most in need,” said Katie Gellatly, community philanthropy officer of the Duluth Superior Area Community Foundation. “By providing core mission support, we hope to alleviate some of these pressures so that non-profits can focus on helping those in need.”

Applicants interested in learning more about the grants available at the Community Foundation should visit the grants portion of the foundation website at: dsacommunityfoundation.com. There, you can also view the latest lists of our grant recipients. •

Save The Date: Annual Celebration Set for May 26

Generosity, civic engagement and inclusiveness will take center stage during the 2010 Duluth Superior Area Community Foundation's annual celebration. The free and public event is set for May 26, 2010 at the new Clyde Iron Works Convention Center. Doors will open at 3:30 pm with the program set to begin at 4:00 pm.

The program will focus on the people, organizations, and initiatives involved with the Community Foundation that are energizing and building momentum to create a positive future for this region. Prior to and after the meeting, check-out some of the unique organizations the Community Foundation funded in 2009. This includes

special presentations by Hawk Ridge *Raptors in the Classroom*, the Duluth Superior Symphony Orchestra's *Music to You*, and the Renegade Theater. Northeast Entrepreneur Fund's *Northland Flavor*, Fit City Duluth, and the Second Harvest Food Bank will also be present to share how grants from the Duluth Superior Area Community Foundation are making an impact in this community.

Also this year, three community leaders will be sharing their perspective on the Community Foundation's vision of fostering generosity, civic engagement and inclusiveness. Keynote speakers include successful business leader, President, CEO, and Chairman of Reuben Johnson & Son Inc. & Affiliated Companies

Todd Johnson, Minnesota State Representative Roger Reinert, and Board Co-Chair of the Clayton Jackson McGhie Memorial Julia Cheng.

Sponsors of this year's celebration include: Duluth News Tribune, Fryberger, Buchanan, Smith & Frederick, P.A., Kolquist, Seitz & Goldman, LTD., M&I Bank Duluth - Superior - Ashland, Minnesota Power, An ALLETE Company, National Bank of Commerce, Republic Bank, U.S. Bank, Wells Fargo - Private Client Services, and Wheeler Associates.

Please join us for this celebration. To reserve your seat now, call 218.726.0232 or register online at dsacommunityfoundation.com. •

Speak Your Peace (continued from cover)



Above: The nine tools of civility are highlighted in this poster that has been distributed both regionally and nationally.

Learning Circle. The Social Capital Learning Circle is a consortium of 16 foundations committed to strengthening civic engagement, social trust, political participation, and other aspects of social capital.

“The Duluth Superior Area Community Foundation was an active participant in the Learning Circle throughout the 18-month process,” Easterling said. “The Foundation’s Speak Your Peace initiative was viewed by the entire group as an example of what community foundations can do to mobilize communities to improve local conditions. Indeed, a number of foundations in the Learning Circle have borrowed from Speak Your Peace in developing their own approach to building social capital.”

Since its launch in 2003, more than 10,000 communication pieces on the project have been distributed both regionally and nationally. The project has been recognized as a national leadership tool by the Council on Foundation Community Leadership Team. In 2009, the tools of civility were translated into Spanish. Most recently, Speak Your Peace materials were sent to the University of Rome. To date, the initiative has been implemented regionally and in the communities of Willmar, Minnesota; Southwood County, Wisconsin; Truckee Tahoe, California; and Cleveland Heights, Ohio. To learn more about the Initiative visit: dsaspeakyourpeace.org. •

Meet Colt Edin: 2003 and 2009 Scholarship Recipient



Above: When he's not busy studying medicine, Community Foundation scholarship recipient Colt Edin spends his time outdoors cross country skiing, hiking, camping, or heading to the Boundary Waters Canoe Area Wilderness.

Second-year med student at the University of Minnesota Duluth (UMD), Colt Edin, considers himself a life-long learner. In fact, it is this passion for learning that he credits as one of his main influences in his decision to become a doctor.

"Being in medicine means you have to continually learn and challenge yourself," he says. "In the medical field, your brain has little opportunity to grow stagnant."

Colt's passion for learning goes beyond the classroom. In 2003, he received the Minnesota Power Community Involvement Scholarship for being active and engaged in the community. He used this scholarship to attend St. John's University where he pursued a degree in Biology.

It was at this point in time when Colt got sidetracked into another passion of his: engines. This passion for motion sidetracked him to pursue a machining degree from Lake Superior College. But in the end, he realized working with people trumps machines.

"I love working with and helping people," he says. "What better place to practice this than in medicine?" This decision led him to enroll in the medical program at UMD. The intense workload of medical school deems it nearly impossible to hold a side job which is why loans and scholarships are so important. In 2009, Colt was the first recipient of a new scholarship at the Community Foundation called the Lake Superior Medical Society Tilderquist Scholarship. The scholarship is designed to support second-year medical students.

"Receiving scholarships means a significantly smaller burden will be placed on me when I graduate," he says. "This really does help reduce my overall debt load."

Colt's ultimate goal is to work in a rural family practice. While Colt is open as to where he will end up practicing medicine, he knows big cities aren't his first choice. "I like trees and elbow room," he says.

About Our Scholarships

Colt Edin has received two scholarships from the Community Foundation. They are:

Minnesota Power Community Involvement Scholarship which was established to provide financial assistance for graduating high school seniors within Minnesota Power's service area who are active volunteers in their communities.

Lake Superior Medical Society Tilderquist Scholarship which was established to provide scholarships for students attending the University of Minnesota Duluth Medical School.

These represent just two of more than 40 scholarship opportunities available at the Community Foundation. Students interested in learning more about scholarships at the Community Foundation should contact David Hammer, chief administrative and scholarship officer at 218.726.0232. •



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**COMMUNITY
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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
Eveleth Area Community Foundation
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

Date to Remember

May 26, 2010: Duluth Superior Area Community Foundation Annual Celebration. Reserve your spot today by calling 218.726.0232 or online at: dsacommunityfoundation.com (See additional details on page 4).