



NewsLight

Your community. Your legacy.

A newsletter for contributors and friends of the Virginia Community Foundation

Spring/Summer 2010

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NewsLight

NewsLight is the official semi-annual publication of the Virginia Community Foundation.

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Questions, comments or donations may be sent to:
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P.O. Box 559, Virginia, MN 55792
218-749-8239

♦♦♦♦

www.virginiafoundation.com

SHARE
OUR VISION
FOR A PROUD PAST
A CHALLENGING PRESENT
AND A FUTURE FULL OF PROMISE.
FIND OUT HOW YOU CAN SUPPORT THE

VIRGINIA COMMUNITY FOUNDATION DURING 2010, OUR 20TH YEAR OF SERVICE.



20/20 CAMPAIGN
Share the vision!

PLEASE VISIT OUR WEBSITE TO FIND OUT HOW YOU CAN HELP: WWW.VIRGINIAFOUNDATION.COM.

Virginia Community Foundation Launches 20/20 Campaign

Established in 1990, the Virginia Community Foundation celebrates its 20th year of service in 2010. In order to mark this milestone, the Foundation is launching the 20/20 Campaign, a grassroots effort which is intended to raise broad-based awareness and support throughout the community. The theme of the campaign is "Share the vision!"

The campaign, which will incorporate newspaper advertising, direct mail and the internet, officially kicks off with this edition of NewsLight and will culminate at our annual Fall Fundraising Luncheon. The 20/20 Campaign will include three distinct phases: 20/20 Hindsight, 20/20

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Message from the Chair

I can't believe it has been four months since we had the New Year's ball. What a way to kick off our 20th year! I would like to thank everyone who attended and helped make the night so much fun.

Now that spring is here and the weather has been unbelievable, we are looking forward to our golf tournament on June 10th at the Virginia Golf Course. Get your teams together and come out for a great day of golf.

I would like to thank the group of people who had the foresight back in 1990 to start the community "savings account", which has grown to assets of over \$2 million. Because of this, The Virginia Community Foundation

has been able to give back to the community more than \$415,000 in grants. These grants have touched all areas of the community including: the Boy and Girl Scouts, the lakes, the downtown, Olcott Park, the Humane Society, the hospital, the school, the library, the Veterans, and the senior citizens, just to name a few. But none of this would be possible if donors like you did not believe in the Foundation and all we do. We have received some large gifts over the last 20 years including the \$1 million estate from Hartley and Wesley Koski, but we really count on every gift, no matter the amount, to keep building our community "savings account".

Thank you for your past and continued support! Have a great spring and summer, and hopefully we will see you at the golf tournament!

continued from front page

Virginia Community Foundation Launches 20/20 Campaign

Foresight and 20 Ways to Give.

20/20 Hindsight will look back on several key projects to which the Foundation has awarded grants. To date, the Foundation is proud to have granted more than \$415,000 to scores of projects, many of which will be featured in newspaper ads and on the Foundation's website. Grants are funded through investment returns on the Foundation's endowment, which is currently valued at more than \$2 million.

20/20 Foresight will invite the public to help the Foundation to set direction for the next 20 years by offering suggestions for improving the community. Suggestions can be submitted by mail or through the Foundation's facebook page: www.facebook.com/virginiafoundation. It is the intent of the Foundation's Board of Directors to evaluate the community's suggestions and create a new vision statement for the

Foundation.

20 Ways to Give will provide potential donors with 20 suggestions on how they might contribute to the Virginia Community Foundation.

Everyone with a desire to support the Foundation can do so, whether it is financially or by helping to increase awareness and knowledge of the Foundation.

According to Foundation Director, Linda Niskanen, the campaign is unique in that only half of the suggested ways to give are financial. Non-financial support may include volunteering to contact friends and relatives regarding the campaign or

volunteering one's time.

"The Foundation chose to broaden the appeal of the campaign to include many ways to give support. Everyone with a desire to support the Foundation can do so, whether it is financially or by helping to increase awareness and knowledge of the Foundation," she said.

For more information regarding the 20/20 Campaign, please call us at 218-749-8239 or visit our website: www.virginiafoundation.com.



20/20 CAMPAIGN
Share the vision!

Looking Back

The following events were milestones in the development of the Virginia Community Foundation:

1990

Under the leadership of Marieta Johnson, and with initial funding from the City of Virginia, the Virginia Community Foundation was established as a fund of the Northland Foundation.

1991

The first memorial gifts were given to the Foundation on behalf of Bev Bonner, Virginia resident and Foundation board member.

1992

IRRB committed to a \$50,000 challenge grant, and the Foundation made its first grants to community organizations.

1997

The combined estates of Wesley and Hartley Koski, valued at \$1,050,000 were donated to the Foundation. The Foundation also hired a part-time Executive Director.

2001

The Virginia Community Foundation was established as a 501c (3) public charity, making it an independent community foundation.

The Foundation opened its current storefront location at 519 Chestnut Street, office space donated by Northern State Bank to this day.

The Blue Pride Fund was established as the Foundation's first named fund.

2002

The Virginia Public Library Fund was established.

2005

A private donor announced a matching gift of up to \$100,000 for the unrestricted endowment.

2006

A Volunteer Excellence Award was presented to the Foundation.

2007

The Foundation received National Standards designation for operational quality, donor services and accountability.

The Virginia Educational Fund was established.

2008

The Mesabi Range Youth for Christ Fund was established.

The Foundation established two non-endowed funds: the Downtown Revitalization Fund and the Virginia Mural Fund.

Honoring Hartley and Wesley Koski, Virginia's first mural is installed.

The Foundation sponsored the Great Virginia Get-Together.

2009

A Fund for the Arts is established with a donation from P&H Mining Equipment.

The Foundation launched 2010, our 20th year of service to the community, with a New Year's Ball at the Coates Hotel.



Your Dollars In Actions

Your contributions to the Foundation support the community grant program. Cumulative grants have climbed to more than \$415,000 for 126 programs and projects. As a part of the endowment, your gifts continue to provide resources for future grants.

RECENT GRANTS INCLUDE:

\$10,000

City of Virginia

*Miners Memorial Project,
Phase II Arena seating,
lighting and painting*

\$5,000

Iron Range Veterans Memorial

*Assistance with installation
costs of the Shoulder to
Shoulder bronze statue*

\$2,000

City of Virginia

*Virginia Greenhouse energy
improvements*

\$2,000

Virginia Mural Committee

*Funding for the 2010 veterans
mural and a Canelake mural.*



Students Benefiting from Educational Fund Grants

The Virginia Educational Fund is bringing new opportunities to our students through a number of recent grants.

FUNDING HAS INCLUDED:

\$1580

Virginia Engineering Class & Club

Grant provided a rotary fixture for a laser engraver to be used in the Engineering Design Course

\$73

Grade 4 Mathematics

New materials were provided for math concepts

\$1000

Roosevelt Library Books

New library selections were provided for all Roosevelt students

\$1000

Embroidery Equipment

Equipment for Special Education's Transition Program, Bridge to Independence



Fundraising Regulations Impact Newsletter

It has come to our attention that interstate fundraising regulations require the Foundation to register as a fundraiser in each state to which our newsletter is mailed as long the newsletter includes solicitations for donations. The Virginia Community Foundation is registered within the State of Minnesota as an accredited fundraising organization. However, our newsletter, Newslight is mailed to donors and alumni in numerous states in which we are not registered to solicit funds. Therefore, we were presented with three options: either the Foundation must register in each state to which we mail the Newslight, stop mailing to out-of-state donors and alumni or refrain from soliciting contributions through our newsletter.

We have determined that the cost of registering in multiple states is prohibitive, and that our out-of-state donors and alumni must be included in our mailings. While our mission to raise funds for community grants remains intact, the Foundation will no longer directly solicit donations through our printed newsletter. However, Newslight will remain as a means to keep you informed on important developments that affect the Foundation and the community.

While the Foundation is no longer able to appeal for donations through our mailed newsletter, we are able to accept donations online from any donor, regardless of their state of residence. Contributions received via our website are processed through networkforgood.org, which

is registered to solicit funds in all 50 states. Donations to the Foundation, initiated by the donor, are accepted through the mail.

If you have any questions regarding the Foundation's compliance with fundraising regulations, please feel free to call us at 218-749-8239.



**Connect With
Us On Facebook**

The Virginia Community Foundation has launched a new facebook site. Connect with us at www.facebook.com/virginiafoundation for news updates, events, photos and discussion boards, and please add our link to your facebook page to spread the word to friends and family.



View Donor Lists Online

In order to reduce our mailing and production costs, the Foundation will no longer print donor lists in Newslight. To view donor lists, please go to:

www.virginiafoundation.com/donors

If you do not have access to the internet, please contact the Foundation and request a print out of the donor list from the website. We will be happy to mail the list to you. This change will save the Foundation hundreds of dollars each year, allowing more resources available for grants.

Jeanne (Kolstad) Prittinen Joins Board

The Virginia Community Foundation is pleased to announce the addition of Jeanne (Kolstad) Prittinen to its Board of Directors.

A native of Virginia, Jeanne has volunteered in a wide variety of organizations in the area over the past twenty-five years. She has served as a development director for the Marquette Catholic School; Board Chair of the Virginia Regional Medical Center Foundation, where she initiated the VRMC Wellness Series; a six-year chair of the VRMC Festival of Trees; weekly reading group

volunteer at Parkview and Roosevelt Elementary Schools; a member of the Blue Pride Fund; and a member of the VHS Choir and Tennis Booster Clubs.

Jeanne lives in Virginia with her husband, Jim. They are the proud parents of Haley, Natalie, Tom and Joe.





Leaving a Legacy

Twenty years ago when the Foundation was in its formative years, a leader on the original steering committee, Bev Bonner, was facing her own mortality. With a long history of community service, Bev's belief in this new

organization was so strong that she requested that anyone wishing to make a memorial gift be asked to give to the newly-formed Foundation. Since those first gifts in memory of Bev, memorial gifts of all sizes have played an important role in the growth and success of the Virginia Community Foundation by ensuring the Foundation will be financially sound for generations to come.

More people are recognizing that memorial gifts honor someone's memory forever by providing resources for the grant program. When a memorial gift is given to the Foundation, an acknowledgement of the gift is sent to the family of the deceased person. Each time new grants

are made, the donor and the decedent's family know that their memory lives on. Barb and Bob Baldrice of Virginia are frequent memorial donors. "We know that a memorial gift to the Foundation is a permanent way to recognize someone's life, while helping the community," said Bob.

Making final arrangements for a loved one can be an emotional time for families. Long-time Virginia resident, Jeanine M. Gilness passed away in March. Jeanine's sons, Greg, Gary and Bill, and daughter, Debra, knew that the Foundation helped where there was a need – much as their mother had done throughout her lifetime. To honor their mother, Jeanine's family asked that memorials be sent to the Foundation. As her memorials provide for new grants, Jeanine's legacy of kindness and caring lives on forever.

For more information regarding memorial gifts, please call the Foundation at 218-749-8239 or visit our website: www.virginiafoundation.com.

Members of the Virginia Educational Fund served guests at the recent spring wine-tasting fundraiser. Proceeds from the event benefited the Educational Fund.



Honor Your Loved One with a Plaque or Star on Virginia's Veterans Mural

Recognition spaces are available now on Virginia's Veterans Mural, which will be installed this summer.

The mural will feature approximately 68 larger-than-life images of area vets and service men and women of all branches and eras. Limited space is available for plaques, which will include name, branch, rank and years of service, as well as stars with a veteran's name.

For more information about plaques and stars, contact Mural Committee member, Carol Sundquist at 218 749-2392.



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