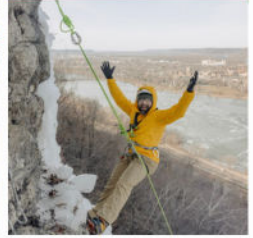


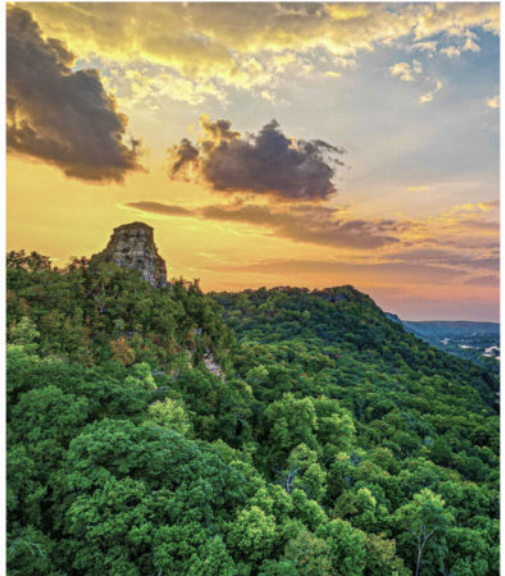
ANNUAL REPORT

IGNITING **GENEROSITY.**
BUILDING **COMMUNITY.**
FOR GOOD, **FOREVER.**

20
24



**WINONA
COMMUNITY
FOUNDATION**



MISSION

The Winona Community Foundation is a catalyst for igniting generosity and building the vibrant and enduring place we call home.

VISION

The Winona Community Foundation, where purposeful giving changes lives forever.

BOARD OF DIRECTORS



Jacob Woodworth
Chair

WKM Properties



Dave Jensen
Vice Chair

*Farmer's Insurance
Dave Jensen Agency*



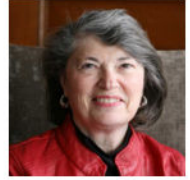
Jackie Czaplewski
Treasurer

*WinCraft by
Fanatics*



Ann Gibson
Secretary

Whetstone Machinery



Kathleen Peterson
*Ex-Officio Past
Chair*

Community Leader



Sara Smith Brandon

*Retired, Merchants
Bank Trust Dept.*



Maurella Cunningham

RHYMES LaCrosse



Annmarie DeMarais

Community Leader



Rebecca Franzen

City of La Crosse



Hayley Hornberg

Merchants Bank



Kevin O'Reilly

Peerless Chain



Bob Quinlan

*Advisor Square
Financial*



Cindy Telstad

*Retired Attorney
Streater & Murphy*



Jolene Vaselaar

*Altra Federal
Credit Union*



Aaron Young

*Great River
Shakespeare Festival*

STAFF



Nancy M. Brown

President/CEO



Mandi Olson

Finance Director



Emily Lofaro

*Admin &
Communications*

DEAR DONORS, PARTNERS, AND FRIENDS,

2024 had two incredible milestones happen.

First, the Winona Community Foundation granted a first-of-its-kind \$100,000 Impact Grant to Hiawatha Valley Mental Health Center (HVMHC) after a competitive grant process. This grant was a strategic goal of the Foundation's and one we are proud to say we accomplished. Made possible by generous contributions from the community and from strong fiscal oversight, we couldn't make grants like this happen without people partnering with us for the charitable fund management. HVMHC is using these funds to expand and enhance their current housing programming for adults with mental health and substance use disorders in the Winona area, addressing both housing and mental health which are pressing needs in our community.

Second, we granted a whopping \$4.25 million dollars out to nonprofits! A record year for granting for us. What's a little unique in the number for 2024 is that a part of it was facilitating philanthropy through pass-through stock gifts to area nonprofits. This means a donor wanted to donate appreciated stock to a nonprofit, the nonprofit needed a partner to process the gift, and the Foundation was able to facilitate that transaction due to our ability to process complex assets such as stock gifts. We are proud to be a partner of generous people supporting charitable work.

Finally, we ended 2024 by saying goodbye to Nancy M. Brown, President/CEO of the Foundation for more than five years. We are grateful for her leadership and commitment to the Foundation. Together with the Foundation's Board of Directors, we appointed Mandi Olson as the next President and CEO. With Mandi's expertise and experience, we feel she is positioned well to build on the Foundation's successes. Her deep understanding of the Foundation's operations, finances, and policies will ensure a smooth transition for our donors, fund holders, and grantees.

Olson shared, "I promise to stakeholders that I will lead with integrity, working to inspire generosity that enhances the quality of life in Winona. My family and I proudly call Winona home—my husband, two young daughters, and I are deeply invested in seeing this community flourish."

We will always be dedicated to igniting generosity and fostering philanthropic giving to strengthen Winona through the power of giving. We hope you continue to join us in our commitment to support the vibrant and enduring place we all call home.



A handwritten signature in black ink, appearing to read "Jacob Woodworth". The signature is fluid and cursive.

Jacob Woodworth
2024 Board Chair

FINANCIAL OVERVIEW

| Assets | 2023 | 2024 |
|-----------------------------|-------------------|-------------------|
| Cash | 90,150 | 55,186 |
| Investments | 17,012,056 | 16,880,690 |
| ROU Asset | 39,050 | 26,512 |
| Other Prepays | 1,753 | 1,804 |
| Property and equipment, net | 1,018 | 374 |
| Total Current Assets | 17,144,027 | 16,964,566 |

Liabilities

| | | |
|----------------------------------|---------------|---------------|
| Accounts Payable | 45,243 | 28,690 |
| Grants Payable | 0 | 0 |
| Total Current Liabilities | 45,243 | 28,690 |

Net Assets

| | | |
|---|-------------------|-------------------|
| General | 2,550,932 | 2,630,682 |
| Restricted or Designated | 14,547,852 | 14,299,998 |
| Total Net Assets | 17,098,784 | 16,930,680 |
| Total Liabilities and Net Assets | 17,144,027 | 16,959,370 |

Support & Revenue

| | | |
|----------------------------------|------------------|------------------|
| Contributions | 2,305,314 | 2,649,608 |
| Gifts in Kind | 4,697 | 0 |
| Investment Earnings | 2,507,525 | 2,075,134 |
| Other Revenue | 353,043 | 362,195 |
| Total Support and Revenue | 5,170,579 | 5,086,937 |

Expenses

| | | |
|------------------------------------|------------------|------------------|
| Community Grants | 114,481 | 229,773 |
| Advised Grants | 1,824,044 | 4,026,383 |
| Operations and Investment Expenses | 362,110 | 369,595 |
| Other Fund Expenditures | 613,987 | 623,375 |
| Total Expenditures | 2,914,622 | 5,249,126 |

| | | |
|--|-------------------|-------------------|
| Net Assets at beginning of year | 14,860,334 | 17,144,027 |
| Net Assets at end of year | 17,144,027 | 16,930,680 |
| Change in Net Assets | 2,283,693 | (213,347) |

The above limited financial information is un-audited. Contact us for complete audited financial statements.

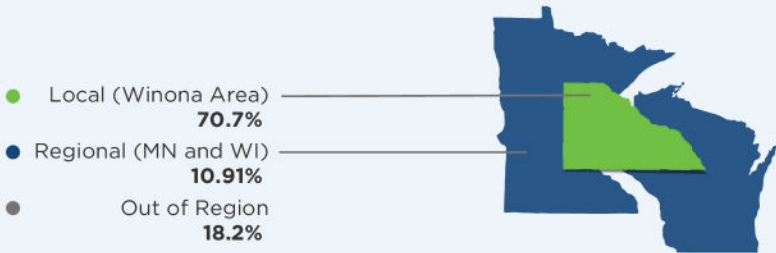
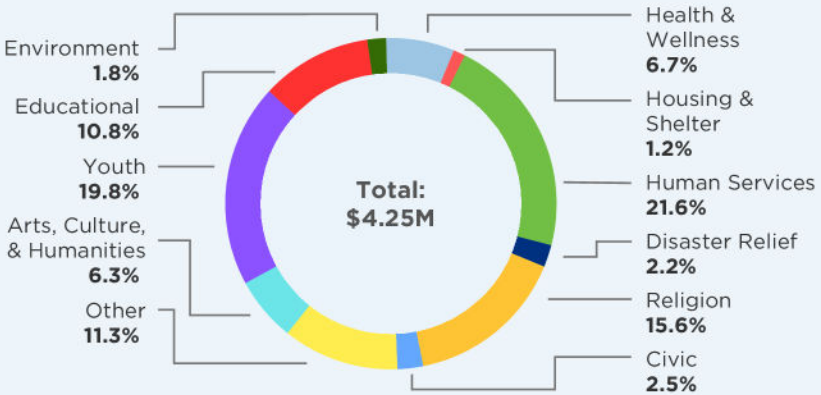
We prioritize meeting the highest standards for local giving. Our positive audit results from year-to-year confirm our strong fiscal oversight, and our accreditation provides assurance that we have sound policies and practices in place.



Donors who partner with us allow us to build a greater Winona community for everyone, together. When our assets grow, so does our ability to impact charitable work.

GRANTS

The Winona Community Foundation awarded \$4.25M in grants to 263 organizations in 2024. About two-thirds of these grants were directed by fundholders, and approximately one-third were directed by the Foundation.



\$16.9M

Total Assets

1,638

Donations Received

\$2.7M

Total Gifts

130

Foundation Funds

601

Grants Awarded

\$4.25M

Distributed



Left to right: Recreation Alliance of Winona's Prairie Island Adventure Club, Rethos' Old Home DIY Education Series, Sandbar Storytelling Festival, Storm Sporting Events' Kids Trinona, Engage Winona's Leadership is for Everyone Block Party Series.

COMMUNITY GRANT PROGRAM

An important part of the Winona Community Foundation's mission is realized through awarding community grants to local non-profits to help meet the ever-changing needs of our community. By doing so, a variety of interests are supported with the goal of enhancing our local charities' impact.

Funds to support the Community Grant program are made possible in part through estate gifts made by Ramona L. Jezewski English, Carol A. Orlowski and Wilmer & Beverly Larson. Community grants are also supported by individual donors and a percentage of board designated funds, including: the Thomas H. Laken Fund, the Sue & Jack Cornwell Fund, the Community Impact Endowment Fund, the Founders Endowment Fund and the General Trust Fund of the Winona Community Foundation. In addition to these funds, the annual Charity Golf Event proceeds are directed to the Community Grant program.

CYCLE 1 GRANTS

Benedictine Foundation of Winona: **\$5,000** to purchase an adjustable height occupational therapy table and other furniture for Benedictine Living Community's renovated therapy area.

Big Brothers Big Sisters of the 7 Rivers Region: **\$2,500** to expand the youth mentoring program in Winona by training more mentors.

Engage Winona: **\$4,550** to host a series of educational block parties with the goal of increasing civic participation in Winona.

Impact Center: **\$7,500** to purchase equipment needed for the free after-school program that provides a safe space for children to do homework and engage in social activities.

Let's Erase the Stigma: **\$4,000** to expand their expungement program to offer workshops year-round.

Project Get Outdoors: **\$7,500** to offer childcare provider trainings on the importance of nature-based therapy.

Ready Set School: **\$5,000** to continue providing school supplies and clothing to children of families who are unable to afford back-to-school items.



Recreation Alliance of Winona: **\$3,280*** to supplement its youth summer camp with mental health practitioners who provide one-on-one support.

**This grant came from the Connect People to Nature Fund.*

Rethos: **\$6,000** to host free classes in Winona teaching skills and tools needed to take care of their older homes.

Sandbar Storytelling Festival: **\$2,500** to partner with the Winona Public Library and East End Rec Center to teach children the art of storytelling.

Winona Area Youth Hockey Association: **\$5,335** to provide protective equipment and skates to young participants free of charge.

Winona ORC: **\$4,436** to purchase bees as part of a new beekeeping program which aims to create more jobs for ORC's clients.

\$57,601

CYCLE 2 GRANTS

Family & Children's Center: \$7,500 to purchase a climbing wall for their indoor play area to expand activities throughout the year, especially during winter months.

Frozen River Film Festival: \$7,500 to support the production of its 20th anniversary film festival and production of a documentary about its history.

Habitat for Humanity serving Winona County: \$6,700 to offer educational workshops to first-time home buyers, led by community experts.

Hiawatha Valley Mental Health Center: \$7,300 to purchase a sound-proof privacy pod for employees to continue facilitating confidential conversations with clients among increased staff.

Minnesota Marine Art Museum: \$2,600 to fund mindfulness workshops focused on art and mental health at Hiawatha Bluffs Living.

Our Voices: \$7,500 to support year-round programming for area Black youth and production of their 5th annual Juneteenth celebration.

Project FINE: \$7,495 to help provide education to refugees and immigrants in Winona County who are interested in starting or growing a microbusiness.

Residents Organized Against Racism: \$5,000 to fund their Place Matters Cohort focused on strategies to help end racism in Winona.

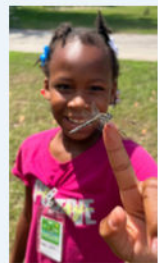
Winona Area Chamber of Commerce Foundation: \$6,550 to fund the translation of their "How to Start a Business" guide into Spanish and Hmong, in partnership with Project FINE.

Winona Arts Center: \$2,275.06 to purchase five new rolling art tables, which are also shared with local non-profits who incorporate art in their programming.

Winona Friendship Center (City of Winona): \$7,500 to purchase exercise equipment for the Friendship Center's Active Wellness Center which serves adults 55+.

Winona County Historical Society: \$4,052.25 to purchase recording equipment for use in collecting local stories as part of its Oral History Project.

\$71,972.31



FOUNDATION AWARDS \$100,000 IMPACT GRANT: A MAJOR MILESTONE



Left to right: Nancy M. Brown (President/CEO), Maurella Cunningham (Board Member), Kathy Peterson (Board Member), Jolene Vaselaar (Board Member), Hayley Hornberg (Board Member), Aaron Young (Board Member), Ryan Buhler (HVMHC Staff), Jerry Papenfuss (Past Board Member), Megan Toney (HVMHC Staff), Erik Sievers (HVMHC Executive Director), Tim Hunter (HVMHC Staff), Jacob Woodworth (Board Member), Cindy Telstad (Board Member), Andrew Guzzo (Past Board Member), Mandi Olson (WCF Staff).

On Friday, March 1, 2024, the Winona Community Foundation awarded a \$100,000 Impact Grant to Hiawatha Valley Mental Health Center (HVMHC). Made possible by generous contributions from the community and from strong fiscal oversight, this is the first time the Foundation has awarded a grant of this size from its unrestricted funds since it was founded in 1987.

In February 2021, the Foundation and The Philanthropic Initiative conducted a survey to get community feedback regarding our community's greatest needs. The survey reaffirmed the community's top two most pressing needs: more support for mental health and housing. After seeking proposals from Winona-area nonprofits, the Foundation's Impact Grant committee selected HVMHC because its proposal addressed both of the top two pressing needs. HVMHC is now using the grant funds to expand and enhance their current housing programming for adults with mental health and substance use disorders in Winona, which partners with local landlords to provide additional housing options for this population. HVMHC is also partnering with the Hope for Homes Coalition and NAMI Winona to bring their vision to fruition.

Kathy Peterson, Impact Grant Task Force chair and immediate past chair of the Foundation board, shared at the event, "We are as excited about the difference these funds will make in the lives of the clients served by HVMHC as we are about the potential to award grants like this in the future. But it's not the Foundation, it's the community that makes it happen. So we hope others will be inspired to help us grow our grantmaking funds through their own charitable giving."

4TH ANNUAL CHARITY GOLF EVENT

The Winona Community Foundation hosted its 4th Annual Charity Golf Outing on June 28th, 2024 at the Bridges Golf Course in Winona. Twenty-four teams teed off to help raise funds for the Foundation's Community Grant Program, which directly benefits local non-profits. The event raised more than \$36,000 from 33 sponsors. The non-profits that receive these grant dollars support a wide range of needs in Winona, including education, arts, health and human services, childhood literacy, and more.



Pictured from left to right: Kevin O'Reilly and Nancy M. Brown.



20TH YEAR FOUNDERS AWARD EVENT

On October 8, 2024, the Foundation awarded the BK5K Road Race Planning Committee with the Founders Award. The award honors an individual or group in our community who has demonstrated an extraordinary commitment to improving life in Winona through the use of their time, talent, and treasure.

Since the BK5K Road Race began in 2001, it has raised over \$2.2 million directly supporting youth organizations in Winona. Its committee responsible for the coordination of these races is entirely volunteer-run.



Pictured from left to right: Ann Gibson, Hayley Hornberg, Maurella Cunningham, Jeremy Johnson, Cindy Telstad, Connie Griffin, Aaron Young, Ben Johnson, Jacob Woodworth, Paul Wisniewski, Kevin O'Reilly, Nancy M. Brown, Bob Quinlan.



DONORS

The following donors contributed to the Foundation's General Operating or Impact Endowment Funds between January 1 and December 31, 2024. We make every effort to ensure the accuracy of this list, and regret any errors or omissions. If you find one, please contact our staff.

| | | |
|---|--|--|
| Anonymous (6) | Anna Goddard | Nystrom Family Fund |
| Harley & Chris Antoff | Gayle Goetzman-Stolpa | Todd & Mandi Olson |
| Sara Smith Brandon & Jeff Brandon | Daniel & Nancy Goltz | Kevin O'Reilly |
| Rosemary Broughton | Maureen & Lou Guillou | Quinlan Insurance & Financial Services Inc |
| Bruce & Margaret Johnson Fund | Andrew & Dawn Guzzo | Randy Rosenberg |
| Bruce Kreofsky and Sons, Inc. | Corey & Kim Hancock | Dave & Betsy Rowekamp |
| Sandra & Brian Burke | Dr. Gary Hayes | Paul Schollmeier & Christine Meyer |
| Dr. Charlotte Clark | Carol Heyl | Dr. Charles & Judy Shepard |
| Jackie Czaplowski | Dr. Suzanne Hoodecheck | Le Roy & Cindy Telstad |
| Dale E. & Linda K. Kukowski Fund | Hayley Hornberg | Tom & Annmarie DeMarais |
| Dare L. White & William F. White Foundation | Jerry & Patricia Papenfuss Family Fund | Charles Schwab |
| David & Caroline Gregerson | Mary Joyce | Scott & Kathleen Turner |
| Phil Dombroski | Flor & Shirley Kooyman | Jolene & Dave Vaselaar |
| Randal & Celia Domeyer | Blaine Krogh | Venables Foundation |
| Fran Edstrom | Bill & Shelly Leaf | Joan & Jim Vondrasek |
| Lyndie L. Fabian | Emily Lofaro | Nancy Wiltgen & Kathryn Monroe |
| Leslie Foote | Marilyn Schwab Family Fund | Aaron Young |
| Robert Gilbertson | Mark Deter Memorial Fund | |
| | John & Pat Meisch | |
| | Dr. John Mulrooney | |

The Winona Community Foundation received gifts in honor of:

Jerry & Pat Papenfuss
Nancy M. Brown's Retirement

Become a Member of the Legacy Society

Funds may be created to support philanthropic goals now, or to benefit the community in the future. The Legacy Society of the Winona Community Foundation recognizes individuals who have provided for gifts to the community through bequests, charitable trusts, charitable gift annuities, or life insurance.

We wish to acknowledge and thank our current Legacy Society members:

Anonymous (2)
Bradley & Kathryn Benke
Rosemary Broughton
Kathy & Steven Buswell
Erika & Bob Gilbertson*
Amanda Hedlund
*Dr. Donna J. Helble**
Mark & Nancy Kristensen
Angela & Luke Lallemond
*Wilmer & Beverly Larson**

John & Cindy Leaf
Thomas & Leone Mauszycki
Catherine & John Nosek
*Carol A. Orłowski**
JC Pfeiffer
*Jennie & Lyndon Pierce**
*Ramona L. Jezewski**
Charles & Judith Shepard
James & Joan Vondrasek

**deceased*

FOUNDATION FUNDS

AGENCY ENDOWMENT FUNDS

Anonymous
Big Brothers Big Sisters
Clara Barton Red Cross

Deborah Miller Kanaber Library
Joe Lepley Trout Unlimited
Family & Children Center

St. Charles Area Hospice
Winona Friendship Center
Winona Volunteer Services

BOARD DESIGNATED FUNDS

Carol A. Orlowski
Charity Golf Event
Donna Helble
Elmer & Louise Mattila Family

Founders
General Operating
General Trust
Jack and Sue Cornwell Memorial

Ramona L. Jezewski
Thomas H. Laken, Sr. Admin
Endowment
Wilmer L. and Beverly A. Larson

DESIGNATED FUNDS

Big Brothers Big Sisters
Big River Voice
Bruce and Margaret Johnson
Community Impact
Ready Set School Designated

Rotary International Service
Sandbar Storytelling Festival
Sobieski Park Lodge
Winona Area Hospice Endowment
Winona Area Track & Field

Winona County
Developmental Achievement
Center
Winona Volunteer Service -
Invested

DONOR ADVISED FUNDS

Anonymous (3)
Ancius Family
Bob & Debbie Leaf Family
Brosnahan Family
Cyrus Family
Dahl Automotive
Dale E. and Linda K. Kukowski
Daniel and Jennifer Arnold Family
Dave and Muriel Arnold Family
Dennis and Barb Boelter
Frederick and Dianne Morgan
Gabriel & Cecilia Manrique Family
Gerry Cichanowski Family
Hahn Charitable
Hannon Family Donor Advised
Helen Leaf Haun Family

Hugh & Vera Miller Family
James and Barbara Allaire
JC and Arlene Pfeiffer
Jeremy and Janel Miller Family
Jerry & Patricia Papenfuss Family
John and Margaret Cross Memorial
John and Susan Eddy Family
Josh Severson and Jennifer
Knapp Severson
Joyce Woodworth
Leonard Lopez Memorial
Leone J. & Thomas E.D.D.S.
Mauszycki Cultural and Civic
Marilyn Schwab Family
Mark Deter Memorial
Mark Morris Youth Fund

Mia Martin
Mike and Linda Cichanowski
Nystrom Family
Pauline G. and Harland P. Knight
Family
Phil Feiten Family
Singer-Towns
Smith/Fletcher
Stephen & Barbara Slaggie Family
Ted and Patti Biesanz Family
Thern, Inc.
Tom and Annmarie DeMarais
Tom Gibson Memorial
William and Judith Davis Family
Winona Rotary Charitable
WNB Financial

FIELD OF INTEREST FUNDS

Connect People to Nature
Dental Access
Early Childhood Initiative

Emergency Assistance
Goodview Community
Foundation

High Wagon Bridge Restoration
R.E.A.C.H.

FISCAL SPONSOR FUNDS

BK5K Youth
Cardinal Foundation
Disc Golf Course
Dive and Rescue of Winona
Friends of Treatment Court
Friends of Winona Parks
Goodfellows

Nordic Ski Club of Winona
Ready Set School
Residents Organized Against
Racism aka R.O.A.R.
Resilient Winona County
Restoravore
Sandbar Storytelling Festival

Steamboat Days of Winona
Winona Area Nonprofit Alliance
Winona Area Toys for Kids
Winona Community Chorale
Winona West End Rec. Complex
Winona Disc Golf Course
Winona's Little Warriors Drumline

SCHOLARSHIP FUNDS

Brianna Grace Vitek
Gary Mills
Gomez Montessori

Jack Rader
Morrie Miller Memorial
Storm Sporting Events

Storm Sporting Events
WDN Above & Beyond

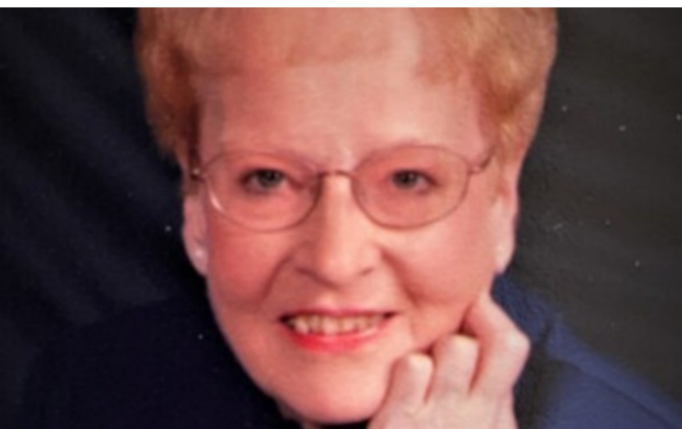
SPECIAL PURPOSE FUNDS

Celanese Farmers Park Pavilion
Fastenal Blue Team Giving
Friends of Trempealeau Parkland
Homer Civic Association
Hope for Homes
Jean Knutzen

Landon We-no-nah Fountain
Masonic Temple Restoration
Randy Schenkat Human
Development
Rotary Ambassadorial Visitor
Rushes Wilderness Foundation

Treasure Trove
Valley Oaks Park Improvement
Winona Park Development
Winona Dog Park
World Fair

Gifts through your will or estate can make a lasting impact for generations to come.



**THE CAROL A.
ORŁOWSKE
ENDOWMENT
FUND**

**A LASTING
LEGACY IN
WINONA**

In 2023, the Foundation was honored to receive an unexpected estate gift of \$246,000 from Carol A. Orłowski, a lifelong Winona resident, former board member of the Foundation, and a dedicated professional at WNB Financial's Trust Department. While Carol passed away in 2022 at the age of 80, her legacy continues to make a lasting impact on the community she loved.

To this day, the Carol A. Orłowski Endowment Fund's annual proceeds support the Foundation's Community Grant Program. In 2025, this fund will contribute an additional \$13,200 for local nonprofits - and will continue to grow and give yearly to support this and similar causes in perpetuity.

**We make it easy to connect you with
the causes you love.**



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(507) 454 - 6511 • wcf@winonacf.org

WINONACF.ORG

