

2010

ANNUAL REPORT

MISSION:

Mobilize informed donors and accountable nonprofits for the greater good.

We do this by:

- Engaging people in informed charitable giving to promote effective generosity.
- Encouraging and assisting accountability and transparency in nonprofits.
- Enabling thoughtful and responsible use of philanthropic resources.

VISION:

We envision vibrant and healthy communities for all, benefiting from effective and trustworthy nonprofits that are supported by a well-informed public's generosity.

VALUES:

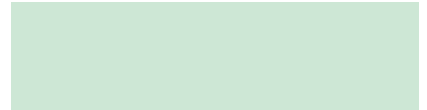
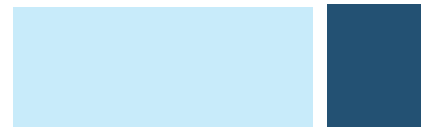
Generosity – The spirit of generosity that results from increased public trust in nonprofits;

Informed Giving – People making informed giving decisions that promote the common good;

Diversity – The contribution of all cultures in the mosaic of healthy, vibrant communities;

Accountable Nonprofits – The significant accomplishments that result from accountable and transparent nonprofits;

Integrity – Uncompromising integrity in ourselves and others.



Charities
REVIEW
Council[®]
resources for smart givers

MESSAGE TO OUR CONSTITUENTS

Dear Friends,

Our accomplishments last year gave us great reason to celebrate, and were due in large part to the support of people like you, who share our commitment to improve our communities through strengthening accountable nonprofits supported by informed donors.

Most notably, we implemented the new, state-of-the-art **Accountability Standards** that resulted from the previous year's 12-month grassroots revision process. At the same time, the **new Accountability Wizard review process** for nonprofits was launched along with our **refreshed Smart Givers website**. Both the review process and the website have been designed to provide enhanced educational resources and tools for informed giving and nonprofit accountability.

Also in 2010, we did some promising exploration and relationship building with potential partners on a regional and national level. While we are a home-grown, Minnesota organization, we were gratified to hear again and again that **our tools and resources can help nonprofits and donors everywhere**—setting the stage for us to expand our unique services and our influence in the sector.

As we celebrate these accomplishments, we remind ourselves it's because of the support and vision of our board, staff, volunteers, and people like you that our work is able to continue and grow into 2011 and beyond.

Sincerely,



Heidi Neff Christianson
Board Chair



Rich Cowles
Executive Director

2011 BOARD OF DIRECTORS

Sarah Bjelland, Wells Fargo
Cynthia Campos, Service Employees International Union (SEIU), Local 26
Heidi Neff Christianson (Chair), Moore, Costello & Hart, PLLP
Mike Ducar, Ameriprise, Retired
Morris Goodwin, Jr., (Secretary), Amherst H. Wilder Foundation
Diane Hansen (Treasurer), Travelers, Retired
Zainab Hassan, The Minneapolis Foundation
Daniel Johnson, Community Volunteer
Steve Joul (Past-Chair), Central Minnesota Community Foundation
Cindy Kleven, 3M Community Affairs
Lavon Lee, Grotto Foundation
Khanh Nguyen, Ph.D., Community Volunteer
Anita Patel, YWCA of Minneapolis
Daniel A. Rodriguez (Vice Chair), Merrick Community Services
Kim Snyder, Excelsior Bay Group
Michael Wirth-Davis, Goodwill/Easter Seals Minnesota
Ronald J. Zweber, Bremer Bank

STAFF

Rich Cowles, Executive Director
Jenna Forner, Nonprofit Services Coordinator
Jamie Millard, Communications Coordinator
Kelly Rowan, Development Manager
Amy B. Sinykin, Associate Director
Martin Wera, Program Director

2011 STRATEGIC GOALS

GROWTH

Project locally, regionally and nationally the Council's distinctive voice for advancing the public's trust in charities, by strengthening the impact of our programs:

Nonprofits - Champion nonprofit accountability by identifying and defining sound practices and vigorously engaging the nonprofit sector in those practices.

Donors - Stimulate charitable giving by motivating and educating donors to be smart givers.

CULTURAL COMPETENCE

Transform the Council to a more culturally affirming, inclusive organization that will effectively serve donors and nonprofits of all cultures and communities.

LEAD BY EXAMPLE

Earn public and nonprofit trust by modeling excellence in our recommended practices.

FINANCIAL STRENGTH

Ensure the Council's viability through thoughtful revenue growth and responsible fund development from diverse philanthropic and earned income sources.

ACCOMPLISHMENTS and IMPACT

Empowering donors to make informed, thoughtful giving decisions:

16,000 print Giving Guides distributed.

35% increase in subscribers to donor services e-newsletter.

27,600 emails sent to donors providing access and information for smart giving.

74% of survey respondents rely on the Giving Guide to help them decide which charities to support.

75% increase in new website visitors.

75,000 total website visitors.

Strengthening nonprofits by building accountability into their governance and operations:

86% of immigrant-led organizations indicated that our work strengthened organizational capacity to pursue meeting all standards.

192 nonprofit reviews.

127 nonprofit leaders utilized our webinars, which provide technical assistance and support to nonprofits.

15 immigrant-led nonprofits either completed or began preparing for a review.

Launched a re-engineered Accountability Wizard and new Accountability Standards resulting in national exposure.

2010 AUDITED FINANCIAL STATEMENTS

BALANCE SHEET DECEMBER 31, 2010

Assets	
Current Assets	
Cash & Investments	311,343
Promises to give receivable	18,767
Accounts Receivable	1,500
Prepaid Expenses	9,278
Total Current Assets	\$340,888
Fixed Assets	
Property & Equipment (net)	35,943
Website Development	131,100
Accumulated Depreciation	(128,905)
Total Other Assets	\$38,138
Total Assets	\$379,026
Liabilities	
Current Liabilities	
Accrued Expenses	7,803
Accounts/Notes Payable	2,794
Total Current Liabilities	\$10,597
Total Long Term Liabilities	-
Total Liabilities	\$10,597
Beginning Unrestricted Net Assets	245,506
Current Year Unrestricted Net Income	20,195
Ending Unrestricted Net Assets	\$265,701
Beginning Temp. Restricted Net Assets	204,031
Current Year Temp. Restricted Net Income	(101,303)
Ending Temp. Restricted Net Assets	\$102,728
TOTAL NET ASSETS	\$368,429
TOTAL LIABILITIES & NET ASSETS	\$379,026

STATEMENT OF INCOME & EXPENSE 2010

Support of Revenue	Unrestricted	Restricted	Total	% of Total
Support				
United Way	81,219	-	81,219	15%
Individuals	56,762	1,545	58,307	11%
Corporations & Foundations	212,402	77,500	289,902	54%
Contributed Goods & Services	23,004	-	23,004	4%
Released from Restriction	180,348	(180,348)	-	0%
Revenue				
Annual Forum	17,383	-	17,383	3%
Fee for Service	69,427	-	69,427	13%
Interest Income	439	-	439	0%
Other Income	675	-	675	0%
Total Support & Revenue	\$641,659	(\$101,303)	\$540,356	100%
Expense				
Programs				
Donor Services	193,298	-	193,298	31%
Nonprofit Services	251,008	-	251,008	40%
Total Programs	\$444,306	-	\$444,306	71%
Supporting				
Management & General	121,948	-	121,948	20%
Fundraising	55,210	-	55,210	9%
Total Supporting	\$177,158	-	177,158	29%
Total Expense	\$621,464	-	\$621,464	100%
Change in Net Assets	\$20,195	(\$101,303)	(\$81,108)	-

THANKS TO OUR CONTRIBUTORS

LEADERS' CIRCLE

\$10,000 & above

3M Foundation
Ameriprise Financial
Blue Cross Blue Shield of Minnesota Foundation
The Bush Foundation
Fred C. and Katherine B. Andersen Foundation
General Mills Foundation
Greater Twin Cities United Way
Hugh J. Andersen Foundation
Mayo Foundation for Medical Education
and Research
Target

AMBASSADORS' CIRCLE

\$5,000-\$9,999

Anonymous
The Athwin Foundation
Best Buy Children's Foundation
The Cargill Foundation
The Charlson Foundation
The Curtis L. Carlson Family Foundation
Margaret Rivers Fund
The Rathmann Family Foundation
Western National Mutual Insurance Company

VISIONARIES' CRICLE

\$1,000-\$4,999

The 3M Company
ADC Foundation
Andersen Corporate Foundation
Bill Beim
Bremer Bank
Suzanne Busta
Central Minnesota Community Foundation
Rich Cowles
Deluxe Corporate Foundation
Mike & Debbie Ducar
Ecolab Foundation
The Elizabeth C. Quinlan Foundation
Excelsior Bay Group
Faegre & Benson Foundation
Fredrikson & Byron Foundation
Greater Mankato Area United Way
H.B. Fuller Community Affairs
H.E. and Helen R. Warren Foundation
Lorraine Hart
Hubbard Broadcasting Foundation
The Jay and Rose Phillips
Family Foundation
Steve & Brenda Joul
Barbara & David Koch
Gregg Larson & Robert Carlson
LarsonAllen
MAHADH Fund of HRK Foundation
Medica Foundation
Harold C. Meissner Fund of the
St. Paul Foundation
Moore, Costello & Hart PLLP
Craig Ordal
RBC Foundation - USA
Rochester Area Foundation
Mac Ryerse
Thomas and Ann Schroeder
David Schumacher

Securian Foundation
SUPERVALU Foundation
Tankenoff Families Foundation
Thrivent Financial For Lutherans
Foundation
Jim Toscano
Travelers Foundation
Mark Welter

CHAMPIONS' CIRCLE

\$500-\$999

Sarah Andersen
CBIZ
Dodge County United Way
Nathan Dungan
Goodwin-Lindsay Family Fund of
The Minneapolis Foundation
Diane Hansen
HLB Tautges Redpath
Audrey Kintzi
Cindy Kleven
John Martin
Mary Livingston Griggs & Mary Griggs
Burke Foundation
The McKnight Foundation
The Minneapolis Foundation
Minneapolis Heart Institute Foundation
Peter and Judy Mitchelson
Dick & Joan Niemiec
Nystrom, Inc.
Onan Family Foundation
Judith Schuster
Susan Stewart
Keith Tanski
United Way of Central Minnesota
United Way of Washington County - East
Michael Vinyon
Wells Fargo Foundation Minnesota
The Whitney Foundation
Ron Zweber & Peter Scott

BUILDERS' CIRCLE

\$100-\$499

Judy Alnes
John E. Andrus III
Anonymous
Atonement Lutheran Church
JoAnne Baker
Jim and Ruth Beaton
Geoffrey Bentley
Harley Bergren
Betty & George Kronschnabel Charitable
Fund of the Catholic Community
Foundation
Vincent & Karen Bezdicek
Carolyn Bolthoefer
Joyce Boss
Dan Brick
Marilyn Broussard
Terrance Brueck
Richard & Mary Burnham
Dr. Francis Busta

Therese Cain
Cynthia Campos
Robert & Mary Jane Carlson
Sylvia Carty
CDF Foundation
Central Mille Lacs United Way
Heidi Neff Christianson
Leigh & Sally Countryman
Hans Courant
John Cowles Jr.
Crowley, White & Helmer
Harry L. Davis
Robert Devereaux
Steve Devereux
Cheryl Divine
Brad Dunn
Elizabeth & Emma E.J. Wexler
Gift Fund of The Minneapolis
Foundation
Gloria Contreras Edin
Henry & Betty Ernst
Peter Farstad
Kevin Filter & Rosemary Kessler
Joy Fisher
Jim & Judy Fitzhugh
Jeff Fromm
Craig Futterer
Chuck Garrity
John Gavin
Bill Glade
J B Good
Doris Graf
Hazen & Kathy Graves
Kristie Greve
Lavonne Grover
Lorraine Grunke
Betty Gunnary
Margaret Gunther
Rodney Hald
Hamline University
Dick Hanson
Susan Hayes
The Head Foundation
Peter & Anne Heegaard
Elayne Hengler
Gene & Pat Hetland
R. Lee Hickerson
Dave & Michelle Horan
W. T. Ibes
Itasca Consulting Group, Inc.
Orville & Kathy Johnson
Dan Johnson
Michael and Callie Johnston
Mary & Douglas Jones
Charles & Sally Jorgensen
Joanne Kendall
Ron & Marcia Kircher
Brad Kruse & Kimberly Faurot
Le Center United Fund
Leadership Paradigms
Vivita Leonard
Sheldon Levin
Albert Lokken
Lowry Hill
William & Harriet Ludwick
Joe Luoma
Mary Marble
Julie & Terrence McCarty
Polly & Robert McCrea
Dr. Lawrence Mclver
Marlene McKeown

Debbie McNeil
Paul McRoberts
Thomas Meyer
Marlene Mulrooney
Nemer Fieger
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Justin Palecek
Tina Palmer
Jerome Paquin
Elizabeth Petran
Zina Poletz
Walter & Harriet Pratt
Dan Rodriguez
Philip Roe
Kelly & Patrick Rowan
Chuck Rudie, RESCO
Debra & Ronald Ruegg
Amy Sanchez
Thomas Schreier
Rick Scott
Janet Shultzabarger
Amy Sinykin
Cynthia Sorenson
Stephen Civic
And Commerce
Evelyn Swenson
Audrey Jean Teigen
Erica TenBroek
David Therkelsen
Jeff & Cindy Thom
Terrance Tomann
Donna Tomczak
Claire Topp
George & Shirley Torrey
United Fund of Kenyon
United Fund of Spring Valley
Phyllis Wagner
Thomas D. Webb
Wendy Wehr
Wells Greater United Fund
Tom Whelan
James & Mary Ann White
Winnebago United Fund