

**Moorhead Healthy
Community Initiative
Annual Report
July 2003-June 2004**



**Who is Moorhead Healthy
Community Initiative?**

We are a non-profit, community-based organization dedicated to youth well-being and risk prevention. What began as a group of concerned citizens has grown into a movement embraced by the entire community.

Our Mission

To provide developmental assets to every child and youth in Moorhead.

What are Developmental Assets?

Developmental assets are the 40 community and personal attributes (see page 2) that increase the chances for positive development of youth, attributes such as a caring neighborhood, adult role models, and self-esteem. Research has shown that youth who have more of these developmental assets are less likely to engage in risky behavior.

Building Developmental Assets

Moorhead Healthy Community Initiative believes all young people deserve the opportunity to thrive. Therefore, we provide asset-building activities to all Moorhead children and youth, and offer training to adults who want to be asset builders. We offer scholarships to Moorhead youth K-12, free mentor training and mentor referrals, and other opportunities for positive youth development.

With the vision of building a healthy community, Moorhead residents are working together to help youth feel valued and supported.



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Member and Family Community Involvement

Asset Builders

Board of Directors

Chairperson – Rhonda Pavia
Vice Chairperson – Dr. Melissa Davis
Treasurer – Dave Anderson
Secretary – Dr. Lari Papadimitriou
Members-at-Large – Chris Higgins
Members-at-Large – Stock & Holdings

Chairperson
Joe Brown
Susan Chirba
Bob Chirba
Mike 'Mac' McCarley
Dr. Lari Nybladh

Corporate Relations
Helen Proulx
Brooks Slatko
Faye Stanley-Andrie
Lynn Wray-Feldt-Slatko

Staff Members

Betty M. Nelson – Executive Director
Deborah M. Slatko – Office Manager
Cyndie M. Helmer – Communications Coordinator
Jacquelyn J. Weber-Chirba – Multicultural Affairs School Enrollment Coordinator
Christine M. Evans – AmeriCorps/VISTA, Learning Up Coordinator

Keepers of the Flame Instructors 2003

Debbie Davis
Mandy Davis
Susan Schindl
Rebecca Thompson



Executive Director's Report
Barry Nelson
August 2004

If last year was the year of abrupt changes, this year marked the year of transition and recovery. Key operative words for this report are highlighted in the following:

In as much as **strategic planning** will be an ongoing and dynamic process, the board and staff reached a milestone of sorts with the completion of the strategic planning document outlining specific objectives, action steps, and timelines around Moorhead Focus/Outreach, Community Connections, Outcomes Monitoring, and Governance. Community Connections and Outcome Monitoring have joined forces for the time being with some exciting prospects for this coming year, including working with Sarah Graning, an education graduate student from MSUM who will be coordinating focus groups and a community survey, as well as working with Clay County Extension and other collaborating partners.



The need and requests for **scholarships** through the Richard Thompson Memorial Scholarship Fund has exploded: the 365 individuals served reflected a 83% increase from the previous year! This past year, 511 scholarships were given out, totaling **\$20,080!!** When you add in the 65 Pohlad camp scholarships for summer 2004, we distributed **\$40,233.00 in direct assistance to children and youth in Moorhead!**



Mentoring continues to grow and expand with **Linking Up** bursting on the scene this year, not only during two sessions of the school year but also a summer leadership component ending a successful first year run. An ambitious year ahead for **MentorLink** includes a revised and updated training curriculum, more aggressive recruitment, and added training sessions.

We have not completely cut the **Out-of-School programming**, we do have the multi-cultural after school project, funded through the Fargo-Moorhead Area Foundation providing innovative out-of-school activities at several sites throughout the community. A continuation grant was submitted.

Our relationship with the **Covenant Congregations** continues to be nurtured and examined. We made visits with church staff this past winter and continue to have regular personal contact with the congregations, as well as the regular asset messages which continue to prove very popular.

Community connections are enhanced with such events as the **Community Dialogue on Service Learning** with facilitator James



Toole (pictured at right) with Moorhead Community Education and Concordia College in July 2004 (52 participants); and coordination of education around the **bullying problem**. Future collaborative trainings are being examined with Fargo Youth Commission and the YMCA as they begin out-of-school programming within the Moorhead schools.



Of course, this would not be possible without the dedication and hard work of **staff** and **board**. I am blessed with skilled and dedicated staff:

- ⊙ Deb Shasky, our office manager and scholarship coordinator,
- ⊙ Cynthia Heltunen, our new communications coordinator,
- ⊙ Christa Evert, VISTA and Linking Up coordinator, and
- ⊙ Jaclyn Gomez, Multicultural After School Activities Coordinator.

I wish to also note Clark Tuft, volunteer extraordinaire for his great promotional zeal, Rhonda Porter, our current board chair for her leadership this past year, Chris Hagen, for her yeoman efforts on getting the web page up and running, and for all of our board members for being there on behalf of Moorhead



Chairperson's Report **Submitted by Rhonda Porter**

September 2003 to August 2004 - Moorhead Healthy Community Initiative has focused on STRATEGIC PLANNING!!! So what is Strategic Planning and why did we do it? Strategic Planning is an effort to produce decisions and actions that shape and guide what an organization is, what it does, and why it does it, with a focus on the FUTURE. We did it to emerge a refreshed vision on carrying forward the mission of mobilizing the community to provide developmental assets for every Moorhead youth.

It all started in May 2003 when the staff and the Board of Directors participated in a facilitated Strategic Planning process whereby we identified the strengths, weaknesses, opportunities and threats impacting MHCI. From this analysis, four strategic issues were identified:

- *Moorhead Focus vs. Outreach
- *Outcome Monitoring
- *Board Function and Structure
- *Community Connections

Board members and staff assigned themselves to one of the four initiatives and work was done to identify goals, objectives, and outcomes. As we now move to implementation of our Strategic Plan the goal of making "MOORHEAD THE BEST PLACE ON THE PLANET TO BE A KID" has renewed direction and focus!

External and internal asset building for youth has definitely been the result of Linking Up, a program promoting mentoring relationships that enhance the educational experience of college students and encourage Moorhead youth to explore their college career and leadership potential. MHCI has been fortunate to have Christa Evert, VISTA Volunteer, working with this program, that connected 6th graders at Robert Asp with students from Concordia College. This wonderful partnership between MHCI, Concordia College and Moorhead Public Schools will expand its asset building to 7th graders this next year!



An F-M Area Foundation grant allowed MHCI to hire Jacquelyn Gomez to work on multi-cultural after school programming in four locations this past year. Programming included Homework Clubs, Reading Buddies, Diversity Club at the high school and a SEED program. With the goal of promoting a self-sustaining component to after school programming, this was an awesome opportunity.



After the resignation of Nichole Weinkauff, in April 2004, Cynthia Heltunen was hired as the new Communication Coordinator effective June 1, 2004. I would like to acknowledge Nichole's tremendous work in representing MHCI program initiatives and the MentorLink program over the previous three years and welcome Cynthia to the team at MHCI.

Requests for scholarships for youth to participate in camps and summer activities exploded this summer. Early marketing along with many activities going fee-based is believed to have spurred the referrals. Staff is commended for an incredible job of handling the numerous requests and responding to the needs of youth in our community.

As we all know, increased requests for scholarships comes the need for increased revenue. Securing grants and local community support is vital to the continuing efforts of MHCI. We owe our thanks to Steve Scheel and all the businesses and individual donors in our community that have so graciously given financially to this effort. In addition, I would like to thank all those who give so much of their time and talents to further the mission of MHCI and make Moorhead a better place for our youth.

Dear Moorhead youth
Thank you for paying
my tuition for NDSU
basketball and Football
and I had alot of fun.
Nick

I have appreciated the opportunity to serve as Chairperson this past year. As a member of the Board of Directors, I look forward to advancing the goals and objectives set out in the Strategic Planning process aimed at the FUTURE of our YOUTH, the FUTURE of our COMMUNITY, and the FUTURE of MHCI.



Make a difference
Be a mentor



You have what it takes
to be a MENTOR!

Secretary's Report
Submitted by Larry Papenfuss

The Executive Committee met eleven times in 2003-2004. The Executive Committee helped develop the agendas for regular meetings of the Board, assisted the Executive Director and Board Chair in making decisions in lieu of regularly scheduled board meetings, and consulted with the Executive Director and Board Chair on issues of relevance to the Initiative.

Items of business in 2003-2004 included the following:

- Assisting with developing the board agenda
- Strategic planning process
- Fund-raising process and strategies
- Evaluation of the Executive Director
- New board orientation
- Consulting on the deficit to the city
- Reviewing the draft budget



MOORHEAD YOUTH

**In-kind donations totaling over \$11,000 help to boost
MHCI communications efforts**
Submitted by Chris Hagen

Donations of time, materials and resources resulted in continued and additional methods of communications for MHCI this year. Our website was developed with the content and copy supplied by the staff and communications committee of MHCI. Photographs were supplied by the **City of Moorhead** and **Moorhead Schools, ISD 152**. Design and programming was donated by **Flint Communications** of Fargo, with interactive design and programming completed by Alissa Pesta, Jennifer Strickler and Jason Tofteland at Flint. Our promotional brochure was updated by Angie Vetter at Flint, with printing donated by **Knight Printing** and paper donated by **Cole Paper**, all of Fargo.

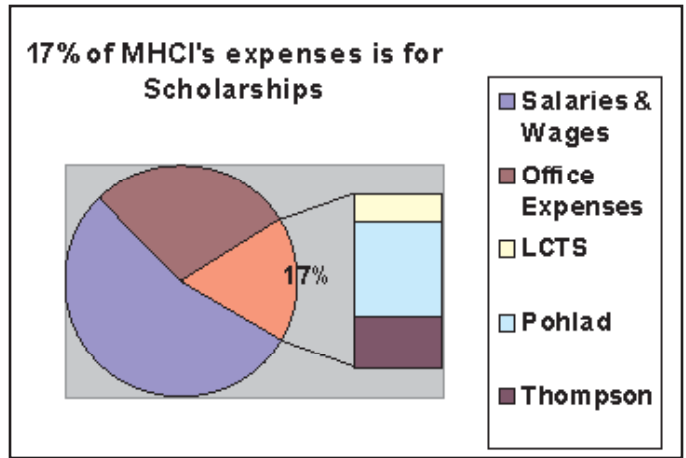
<http://www.moorheadyouth.org>



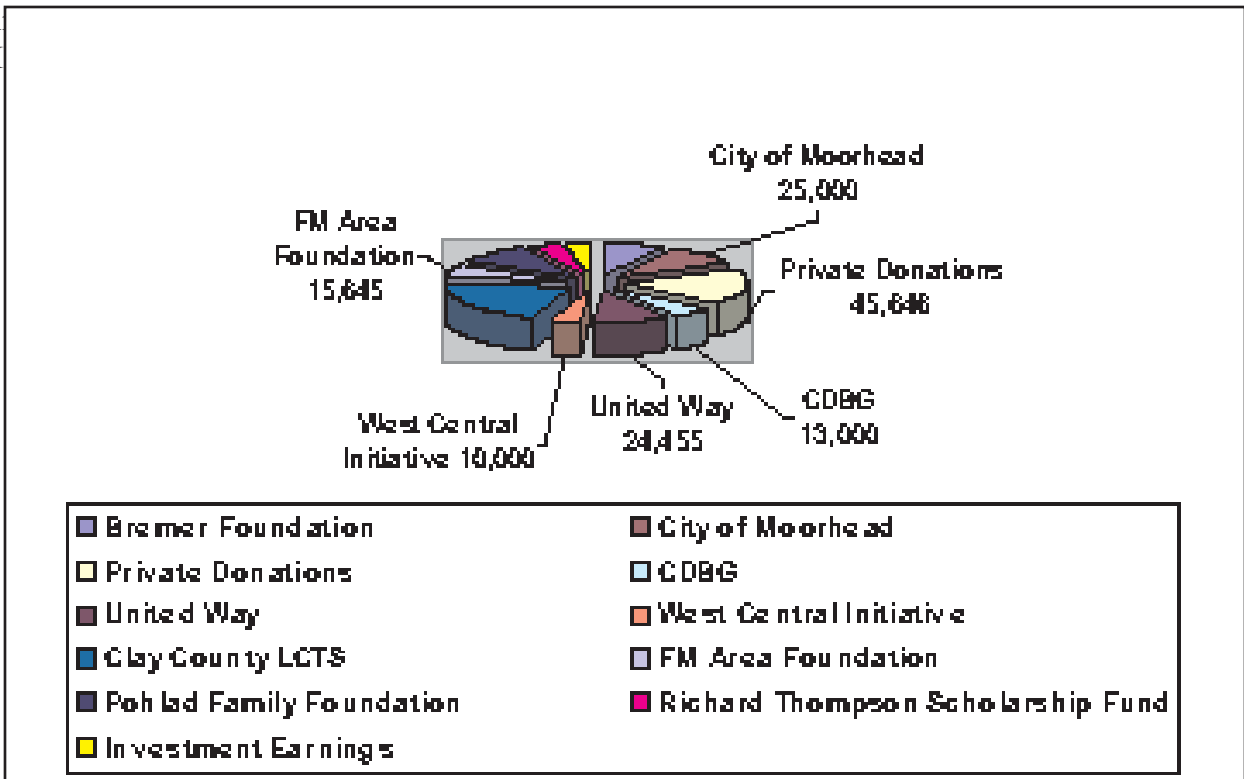
Treasurer's Report Submitted by Dave Andersen

This reporting period covers the MHCI fiscal year (July 1, 2003 through June 30, 2004).

The MHCI scholarship program has had an incredible year. A total of 576 scholarships were awarded, representing \$40,233.00 in funding from the Richard Thompson Memorial Scholarship Fund, Clay County Local Collaborative Time Study Grant, and the Pohlard Family Foundation. These scholarships represent 17% of MHCI's operating expenses of **\$241,839.00**. Funding is also used for general office expenses and salaries for employees, as is shown in the graph to the right.



MHCI is appreciative of all the community contributors and grant funders. A total of \$53,656.00 was received through community donations, which reflects the Scheel's Challenge, businesses, churches, area organizations and service clubs, the City of Moorhead, and the private sector. Grant awards totaled \$188,407.00 in funding from the Otto Bremer Foundation, Community Development Block Grant (CDBG), United Way of Cass/Clay, West Central In M ion.



Overall MHCI has had a good year, with many community and area supporters who continue to value the *Healthy Community—Healthy Youth* mission and goals. A special thank you to staff for their diligence and their ability to work effectively within the budget, which has been increasingly challenging.

Community Asset Builders

We would like to thank the businesses, churches, individuals, and organizations that contributed to Moorhead Healthy Community Initiative and the Richard Thompson Memorial Scholarship Fund from July 1, 2003 to June 30, 2004. As a non-profit, community-based organization, we truly rely on and appreciate your support.

Business, Church, and Community Organization Donors

Altrusa International Club	Gunhus Law Firm*	Rick Electric*
American Legion Post 21	Jeff Harvey, DDS*	Rigels*
Anheuser Busch Agricultural*	Hornbachers*	Scheels All Sports*
Arneson Agency*	Johnson & Johnson Insurance	Selland Motors*
Blandin Alumni Group	Kvamme Real Estate*	St. Francis de Sales Church
Bruce Lawn Service	KVLY-TV	State Bank & Trust*
Case Corporation*	Lutheran Church of the Good Shepherd	State Bank of Hawley*
City of Moorhead	Mac's*	Stenerson Lumber *
Coca Cola*	Medical Pharmacy*	Target
D-S Beverages*	Moorhead Area Retired Educators	Travelodge & Suites*
Eide Bailly*	Moorhead Drug*	Trinity Lutheran Church
First Presbyterian Church	Moorhead Kiwanis	U.S. Bank
First Presbyterian Women	Moorhead Rotary	VFW Ladies Auxiliary #1223
Forum Communications*	Morningside Video*	Voxland Electric*
F-M Truck Sales	Northwestern Bank*	Wal-Mart*
FM Youth Symphony	Ojibwe, Inc.*	Wells Fargo*
Gate City Bank*	Red Bear*	Del Rae Williams, CPA*
Grosz Studio*	Richard's Transportation*	Xcel Energy*

Individual Donors

Clyde & Esther Allen	Steve & Mary Charlton	Michael & Joyce Gallo
Dave & Char Andersen	Katherine Christenson	Patricia Gjevre
Don & Rose Andersen	Wayne & Liz Christianson*	Michael & Jolene Green
Brian Arett	Grace Clark	Steve & Lee Grineski
Tim & Joan Beaton	Jacob Curtis	Bill & Chris Hagen
Rodney, Lynee & Joseph Bender	Ken & Margaret Dahl	Joel & Debra Haugen
Joe & Cory Bennett	Robert & Mary Davies	Richard & Carol Hedemark
Dieter & Beth Berninger	George & Linda Davis	Richard & Roberta Henderson*
Robert & Mary Berthold	Roland & Beth Dille	Irene Hogan
Yvonne Bethke	Paul & Mardy Dovre	Sonia & Greg Hohnadel
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David & Vicki Bowe	Scott & Susan Ellingson	John & Becky Hulden
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Olaf & Verna Cartford	James & Jerilyn Forde	David & Marilyn Kerssen

David Kloss & Pat Staples
 Gerald & Nora Koenig
 Jean Kreps
 Mike & Linda Kutzke
 John & Carol Ladwig
 John Rowell & Bev Lake
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 Lowell & Joanne Larson
 Anita Leiseth
 Robert & Jane Loeffler
 Kevin Lordeman
 Adam Maack
 Barry & Sue Nelson
 Ryan Nagle & Kjersten Nelson
 John & Louise Nettleton

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 Lloyd & Bev Paulson
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 Jeff & Lonnie Pederson
 Gwen Pitsenbarger
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 Don & Naomi Rice
 Kathryn Richardson
 Lysa Ringquist
 Tim & Val Ritland
 Joe & Karen Schneider
 Warren & Roberta Shreve

David & Lois Smedstad
 Barry & Renee Steen
 Randolph & Corinne Stefanson*
 Hartvick & Evelyn Strand
 Judith Strong
 Rebecca Thompson
 Clark & Harriet Tufte
 Ruth Wagner
 Chuck & Margaret Wenlick
 Ron & Del Rae Williams
 Lauri Winterfeldt-Shanks
 Diane Wray Williams
 Steve & Kim Zimmerman

*Member of Scheel's Challenge



Grant Suppliers

Clay County Local Collaborative Time Study Grant (LCTS)
 City of Moorhead - Community Development Block Grant (CDBG)
 Fargo Moorhead Area Foundation
 Otto Bremer Foundation
 Pohlad Family Foundation
 United Way of Cass/Clay
 West Central Initiative



Thank you

Moorhead Healthy Community Initiative would like to thank our partners in supporting the youth of Moorhead. We feel our collaborations within the community allow us to reach more youth and create greater awareness for our mission and values.

City of Moorhead
Moorhead Parks and Recreation
Moorhead Public Schools, Independent #152
Moorhead Community Education
Minnesota State University Moorhead
Concordia College

Our 11 Covenant Congregations
Bethesda Lutheran Church
Christ the King Lutheran Church
First Congregational United Church of Christ
First Presbyterian Church of Moorhead
Grace United Methodist Church
Lutheran Church of the Good Shepherd
Our Redeemer Lutheran Church
Our Savior's Lutheran Church
St. Francis de Sales Catholic Church
St. Joseph's Catholic Church
Trinity Lutheran Church



Moorhead Healthy Community Initiative
810 4th Ave South Suite 147
Moorhead Minnesota 56560
218.299.KIDS (5437)
www.moorheadyouth.org