

PEOPLE & Purpose



FM Area Foundation
Connecting people and purpose.

2019 NEWSLETTER



DONOR STORIES

NEW FUND SUPPORTS INITIATIVES IN MOORHEAD

City of Moorhead establishes Moorhead Community Fund

Community members have an opportunity to support Moorhead initiatives in a new way.

The City of Moorhead recently established a fund at the FM Area Foundation to accept donations for activities, programs, amenities and initiatives. It is called the Moorhead Community Fund, and donations to the fund, which will be used for the betterment of Moorhead, are tax-deductible.

“Residents of a growing, energetic community, such as Moorhead, desire an array of park amenities, recreational activities and artistic and cultural experiences,” said Holly Heitkamp, City of Moorhead Parks & Recreation Director.

This partnership provides an opportunity for the City of Moorhead to fund more community amenities for residents and visitors without solely relying on property taxes and user fees. Donors may choose to support any of the following categories below.

River Corridor and Trails

Trails and recreational/art amenities along the trails provide a visible and publicly accessible source of pride, beauty, culture and recreation for residents (consistent with the City’s River Corridor Plan). Donations will provide recreation amenities, such as benches, garbage receptacles, dog waste receptacles and will provide a source of matching funds to leverage grant opportunities.

Community Recreation Center/ Aquatics

Moorhead’s existing swimming pool was built in 1959 and needs replacement. The goal for this project is to provide both an indoor and outdoor aquatics experience, as well as indoor gym space to provide recreational fun year-round!

Center Avenue City Center Plaza

This project is a renovation of the plaza, on the south side of the Moorhead Center Mall, into an updated community space.

Inclusive Playground

The City of Moorhead wants to establish a new inclusive playground, designed to provide a safe place where children of all abilities can play together.

Matson Field / Moorhead Baseball Improvements

Desired enhancements to Moorhead’s premiere baseball field includes a covered grandstand and monument sign. Other improvements would be to the youth baseball fields at Centennial Baseball Complex that will enhance the baseball experience for Moorhead’s youth.

Southside Regional Park Field Lights

Southside Regional Park is home to several of Moorhead’s youth sporting organizations including football, soccer, baseball and lacrosse. Adding lights to the fields would extend the season in the spring and fall.

“Residents of a growing, energetic community, such as Moorhead, desire an array of park amenities, recreational activities and artistic and cultural experiences.”

- Holly Heitkamp, City of Moorhead
Parks & Recreation Director



Dog Park in South Moorhead

Off-leash dog areas have become extremely popular and are an important park amenity in any community. Moorhead residents would like a dog park for their furry friends to exercise and play safely off-leash, providing social activity with other dogs and their owners.

Arts & Culture – General

Donations to this fund will be used to create public art throughout the City of Moorhead.

K9 Police Dog

A second K-9 for the Police Department and the associated cost of training and other expenses related to maintaining the K-9 team.

Story Continued Inside...

NEWS & Events

FM AREA CARING CATALOG

New crowdfunding tool creates awareness of nonprofit needs in the FM area

Last year, the FM Area Foundation launched a new online giving tool called the FM Area Caring Catalog. Nearly 80 local nonprofits participated and featured their unique programs. Community members could visit the online Caring Catalog, browse the list of nonprofit programs, and donate to help support their favorite cause(s).

On #GivingTuesday, an international day of giving held annually the Tuesday after Thanksgiving, the Foundation received 183 donations to support the participating charities and their programs. A total of \$34,710 was raised at the end of the year through the FM Area Caring Catalog. One hundred percent of donations received went directly to the participating charities.

"One benefit of the online Caring Catalog is that it's a one-stop shop where donors can browse community programs, give to a cause they are passionate about, and learn about new organizations," said Lexi Oestreich, Program Officer.

Thank you to everyone who gave through the FM Area Caring Catalog in 2018 to support charities in the Cass Clay area. You truly made a difference!

297 DONATIONS
TOTALING
\$34,710
TO SUPPORT LOCAL CHARITIES

SAVE THE DATE

Give to your favorite local charity through the FM Area Caring Catalog, an online, crowdfunding tool created to connect people and purpose.

Look for the FM Area Caring Catalog Nov. 18, 2019 through Dec. 31, 2019!

areafoundation.org/caringcatalog

Cover Story Continued...

Youth Scholarship Fund

Moorhead Parks and Recreation offers underprivileged Moorhead youth up to three program scholarships annually. Donations to the scholarship fund allow more children to participate, enriching their experiences by boosting confidence, supporting active play, and encouraging the growth of friendship and community pride.

Parks and Recreation - General

A contribution to this fund would be used for emerging parks and recreation projects or fill a funding gap for a project where fundraising is already in progress.

The FM Area Foundation is dedicated to helping create a thriving community, and partnerships, like this, are one way we carry out this vision.

If you would like more information on any of these initiatives, please contact Holly Heitkamp, City of Moorhead Parks & Recreation Director, by phone at 218.299.5515, extension 3, or by email at parksandrec@cityofmoorhead.com.

How you can support these Moorhead initiatives:

Donate Online

Make a secure, online donation, by visiting areafoundation.org, click Give Today, and look for the Moorhead Community Funds.

Write a Check

Make your check out to the FM Area Foundation with Moorhead Community Fund listed in the memo line and mail to: FM Area Foundation at 409 7th St. S, Fargo, ND 58103.



Message from the Executive Director

A COMMUNITY WHERE EVERYONE THRIVES

The first half of 2019 has been exceptionally busy!

We have been looking into some new opportunities for additional investments in the community through our Local Impact

Investment Program. Somewhat tied to this, is our continuing work on the creation of a community land trust to serve as one method of addressing the need for affordable, quality, workforce housing in our community.

I cannot say enough about the members of our board who have put in countless hours on both projects. They have been joined by community volunteers and organizations who share a common vision—to make this a community where everyone thrives.

Timothy J. Beaton, Executive Director
tim@areafoundation.org | 701.234.0756

GRANT HELPS SPREAD JOY TO THOSE IN NEED

Hope Blooms creates meaningful moments one bouquet at a time



GRANTEE STORIES

Inspiring hope, happiness and emotional healing through repurposed flowers. That is the mission of Hope Blooms, a local nonprofit dedicated to changing lives through small acts of kindness. Hope Blooms repurposes donated flowers and rearranges them into beautiful bouquets and delivers them to community members in need, all with the message, "You matter."

These beautifully arranged bouquets are delivered to those with long-term illnesses or in hospice care, residents living in nursing homes or assisted living, homebound seniors, as well as struggling mothers and families facing loss or difficult times.

"Our goal is to provide comfort and joy to people who need it most, and to offer a gentle reminder that even in dark times, hope blooms," said Kelly Krenzel, Founder of Hope Blooms.

Foundation awards a
\$2,500
COMMUNITY BUILDING
GRANT
to Hope Blooms



A senior citizen at a local assisted living facility joyfully accepts a bedside bouquet, arranged and delivered by Hope Blooms volunteers.

In 2018, the FM Area Foundation awarded a \$2,500 grant to Hope Blooms through the Community Building grant round, which funded the creation and delivery of 416 beautiful bedside bouquets, each crafted with repurposed flowers and arranged with care by volunteers.

"Many of the recipients of Hope Blooms bouquets are vulnerable individuals living in our community, and often the last to expect such a simple act of kindness, making the gesture even more meaningful," Krenzel said. "Every bouquet has the ability to lift spirits, stimulate peace for the healing and heavy hearted, and remind those who feel forgotten that they matter."

The grant from the Foundation helped Hope Blooms carry out its mission by providing the funding for materials needed to create meaningful moments for those gifted with the bouquets and the volunteers delivering them.

"These moments are filled with warmth, smiles and tears generated by joy and love," Krenzel said.



Residents from Serenity Assisted Living in Dilworth are some of the many individuals who receive bouquets. Hope Blooms works with more than 30 organizations throughout the FM area, delivering more than 3,500 bouquets annually.

"Many of the recipients of Hope Blooms bouquets are vulnerable individuals living in our community."

*-Kelly Krenzel
Founder of Hope Blooms*

OTHER NEWS

Foundation Receives \$25,000 from Wells Fargo

Wells Fargo recently awarded \$25,000 to the FM Area Foundation's Community Response Fund of Cass and Clay Counties. The purpose of this fund is to provide support to organizations engaging in immediate and long-term recovery services following a community crisis or disaster.

"Disaster preparedness is one way community foundations take the long view for their communities," said Tim Beaton, Executive Director. "The FM Area Foundation is equipped to handle charitable donations in the event of a disaster. With 59 years of experience providing philanthropic services and supporting the Cass Clay region, the FM Area Foundation has the proven expertise to collect and distribute donations in a streamlined and collaborative way."

Thank you, Wells Fargo, for this generous gift to help our communities be more prepared. Learn more, at areafoundation.org/disaster.

Michelle Johnson Hired as Administrative Assistant



The Foundation is pleased to welcome Michelle Johnson to the team as their new Administrative Assistant. Michelle will be coordinating the community room schedule, assisting with board meetings, and other administrative duties.

Michelle was previously employed at Above & Beyond Chiropractic as their office manager. In her spare time, she enjoys gardening, cooking, making crafts and spending time with her husband and their two dogs.



FM Area Foundation

Connecting people and purpose.

409 7th St. S, Fargo, ND 58103

RETURN SERVICE REQUESTED

MISSION

To enrich our community by building partnerships, promoting philanthropy and serving as a trusted resource now and for future generations.

VISION

A community where everyone thrives.

Phone: 701.234.0756
areafoundation.org



Excellence. Accountability. Impact.™

PEOPLE & Purpose

FM AREA FOUNDATION 2019 NEWSLETTER

Your community foundation is ready to assist you, your family or your business in fulfilling your philanthropic dreams.

Donor Story

MOORHEAD COMMUNITY FUND

Community members have an opportunity to support Moorhead initiatives in a new way. The Moorhead Community Fund, established by the City of Moorhead, is now accepting donations for activities, programs, amenities and other initiatives.

Grantee Story

GRANT BRINGS HOPE TO MANY

Hope Blooms receives a grant from the Foundation to help carry out its mission of providing bouquets of repurposed flowers to vulnerable community members in need of a little happiness and emotional healing.

Letter From Tim

STRATEGIC BEGINNINGS

A busy start to the first half of 2019! The board, community volunteers and organizations have all been coming together. We have been looking into some new opportunities for additional investments in the community.

News & Events

FM AREA CARING CATALOG

The online giving tool was a success last year with nearly 80 local nonprofits participating in and featuring their unique programs. This 'one-stop shop' allows the community to browse the list of nonprofit programs, and donate to help support their favorite cause. Watch for the FM Area Caring Catalog to be active again this fall!