



MINNESOTA COUNCIL
ON FOUNDATIONS

2012 SPONSORSHIP OPPORTUNITIES



MINNESOTA COUNCIL
ON FOUNDATIONS

2012 Sponsorship Opportunities

Winter

2012 Grantmaking Outlook Webinars

Four nonprofit sessions covering arts, education, health, and human services

Year-Round

Effective Grantmaking Series

Seven comprehensive programs on responsible grantmaking practices

Giving Forum: 2012 Issues

- *Winter: Addressing Poverty's Interconnected Causes*
- *Spring: Community Foundations: From Rural to Urban*
- *Summer: Collaboration: Accomplishing More Together*
- *Fall: Dos and Don'ts of Grantseeking and Grantmaking*

Spring/Fall

Grantseeking Seminars

Two nuts-and-bolts seminars for nonprofit grantseekers

Summer

Annual Membership Celebration

Fall

MCF/MCN Joint Annual Conference

Save November 1-2 and watch for more details!

Winter 2013

Annual Meeting of Members

Special Grantmaker Interests

National Center for Family Philanthropy Partnership

Global Grantmaking Institute

**For more details on MCF 2012 Sponsorship Opportunities,
visit www.mcf.org/advertise**



2012 GRANTMAKING OUTLOOK WEBINARS

In January and February 2012, MCF will deliver its annual Outlook report with a new, in-depth twist. This year, nonprofit staff and volunteers and grantmakers can choose from one of four Outlook webinars that fits their interests – whether that’s Arts, Education, Health or Human Services.

Each webinar will report details from MCF’s 2012 Outlook survey – which this year includes predictions from more than 100 grantmakers who represent 75 percent of Minnesota’s annual philanthropic giving. Then, each session will examine the forecast by subject area, and grantmaker speakers will reflect on the meaning of upcoming changes.

Electronic marketing materials will reach the statewide nonprofit community. Be part of this effort to increase philanthropic transparency and build bridges between the nonprofit and grantmaking sectors.

For more on this sponsorship opportunity, contact Stephanie Jacobs at 612.335.3556 or sjacobs@mcf.org.

Sponsor Benefits

OUTLOOK WEBINARS	SPONSOR \$5,000	PARTNER \$2,500	SUPPORTER \$1,500
Logo and name featured: Includes program web pages and e-mail promotions	✓ (all four webinars)	✓ (two webinars)	✓ (one webinar, name only)
Opportunity to welcome attendees and introduce webinar	✓	✓	



EFFECTIVE GRANTMAKING SERIES

The Effective Grantmaking Series is a suite of seven comprehensive educational programs on topics fundamental to the sound practice of responsible and effective philanthropy.

Offered throughout 2012, the sessions are geared toward those who are relatively new to philanthropy, as well as to more experienced grantmakers who want to keep up-to-date on the most current information, resources and trends.

The programs are open to MCF members and non-member grantmakers. They may be taken individually or as a series.

The series is a perfect sponsorship opportunity for grantmakers and others who care about professional development in the field of philanthropy and who want recognition for their support throughout the whole year.

For more on this sponsorship opportunity, contact Stephanie Jacobs at 612.335.3556 or sjacobs@mcf.org.

Sponsor Benefits

EFFECTIVE GRANTMAKING SERIES	PREMIER SPONSOR \$10,000	SPONSOR \$5,000	PARTNER \$3,000	SUPPORTER \$1,000
Logo and name featured:				
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MCF Member e-mail promotion	✓	✓ (name only)		
MCF Member e-newsletter announcements	✓ (name only)	✓ (name only)		
Program web page (with link)	✓	✓	✓ (name only)	✓ (name only)
Meeting materials	✓	✓	✓ (name only)	✓ (name only)
Welcome and introduction of speaker	✓			
Complimentary registrations (for program(s) of sponsor's choice)	5	2	1	1



GIVING FORUM

Giving Forum is a unique source of information on a topic essential to nonprofits: grantmaking. Published quarterly, *Giving Forum* features original in-depth articles that explore current giving issues, perspectives of Minnesota funders, and research conducted by MCF.

Popular sections in each issue include: online resources, funding trends, staffing changes, professional development opportunities, recent grant awards, and grantmaking news.

Wide Readership

Giving Forum's 15,500 recipients include managers and staff of a wide range of nonprofits, including education, youth, health and human services, public policy, arts and culture, the environment, international affairs and religious organizations; all leaders and staff of Minnesota's top foundations and corporate giving programs; nonprofit sector consultants; government officials; and other community leaders.

Giving Forum Sponsorships

MCF's *Giving Forum* publication provides valued, trusted content. Associating your brand with ours is an excellent investment for anyone marketing to nonprofits and grantmakers in Minnesota.

Issue Date	Materials Deadline	Publication Date
Winter	December 1	January
Spring	March 1	April
Summer	June 1	July
Fall	September 1	October

For more information:
Contact Wendy Wehr, 612.335.3597, wwehr@mcf.org

Sponsor Benefits

GIVING FORUM	SPONSOR \$5,000	PARTNER \$3,000	SUPPORTER \$1,000
Front-page recognition in sponsored issue	Name, logo & brief description	Name & logo	Name only
Complimentary Giving Forum ad	1/4 page (with added orange or blue)	1/8 page (with added orange or blue)	Business card ad
Complimentary copies	50	30	10
Web recognition on Giving Forum pages on mcf.org	Logo	Logo	Name only
E-newsletter recognition in MCF Notes and Giving Memo issues that highlight Giving Forum	Logo	Name only	

GIVING FORUM



Margaret A. Cargill Philanthropies Minnesota's Largest Grantmaker: Gearing Up and Making Gifts

BY SUSAN STEINLEIGH

Collectively, Margaret A. Cargill Philanthropies will soon be among the top grantmakers in the U.S. and two of its grantmaking organizations already top the list of Minnesota philanthropies, when measured by assets.

Margaret A. Cargill Philanthropies is not a legal entity, but it is the easiest way to refer to its three grantmaking organizations. The three share a common vision and values (see page 11) and operate with the same senior leadership team, but they each have separate missions, governance structures and investment portfolios.

Alakoa Resource Foundation was founded in 1990 by Margaret Cargill to fund a dozen organizations in southern California where she lived for much of her adult life. **Anne Ray Charitable Trust**, also founded in 1990, funds a handful of more widely dispersed national and international organizations. And, finally, the **Margaret A. Cargill Foundation**, which came into being in 2006 upon Margaret's death, will eventually fund in the broad areas of arts and culture, environmental relief, recovery and development, aging services, children and families, animal welfare, and planned health.

Anonymous Giving
Margaret, a granddaughter of Cargill Inc.'s co-founder, started giving long before 1990, but she almost always did so anonymously. "We used her death to 'out' her as the matriarch philanthropist that she was," says Sallie Gaines, communications director. Margaret A. Cargill Philanthropies. Although Margaret's assets came from Cargill Inc. stock, there is now no relationship between Margaret A. Cargill Philanthropies and Cargill Inc. or the Cargill Foundation.

Alakoa Resource Foundation and Anne Ray (Margaret's mother's maiden name) Charitable Trust were set up with the intent of keeping Margaret's name visible: "She wanted to continue giving during her lifetime, but she wanted to do so anonymously, and that's hard to do when you're writing checks out of your own checkbook," says Christine Marzich, chief executive officer, Margaret A. Cargill Philanthropies, and Margaret's longtime friend and advisor.

Alakoa Resource Foundation continues to fund the southern California agencies it was created to support. It has a program director and long-term relationships with its existing grantees. Its list of grantees cannot legally be expanded, and its grantmaking is a small piece of the overall picture.

In the Top Ten
Since Margaret's death, her estate is being split roughly 50-50 between the Anne Ray Charitable Trust and the Margaret A. Cargill Foundation. The list of Anne Ray Charitable Trust grantees, including the American Swedish Institute in Minneapolis, cannot be expanded due to trust restrictions, but its grantees will save be considered for much larger gifts. "New projects proposed by the grantees must still fit the guidelines and values the trust was set up to satisfy," stresses Gaines. Eventually, Margaret A. Cargill Philanthropies is expected to be an organization worth several billion dollars in assets. The exact value will not be known until its primary asset - stock in The Mosiac Company - is sold over the next several years and proceeds invested in a diverse portfolio.

The Anne Ray Charitable Trust and the Margaret A. Cargill Foundation will both currently rank among the 25 largest private grantmakers in the nation. "Collectively Margaret A. Cargill Philanthropies will likely be among the top ten grantmakers in the U.S.," says Gaines.

Margaret A. Cargill Philanthropies, What's Next?
continued on Page 8

Thanks to Our Sponsor!



Knight Foundation

Knight Foundation supports transformational ideas that promote quality journalism, advance media innovation, engage communities and foster the arts. The foundation believes that democracy thrives when people and communities are informed and engaged.

For more, visit KnightFoundation.org.

FEATURES

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Giving Forum 2012 Editorial Calendar

Winter 2012: Addressing Poverty's Interconnected Causes

According to the latest census, almost 12 percent of Minnesotans now live in poverty, twice the rate of a decade ago. The Winter issue will feature grantmakers who are addressing the complex, interconnected issues that surround poverty, including inferior education, insufficient job training, high unemployment, inadequate housing, and rising health- and child-care costs.

Spring 2012: Community Foundations: From Rural to Urban

Community foundations are essential to the vitality of Minnesota, from densely populated city neighborhoods, sprawling suburbs and small towns, to sparsely populated rural areas between. The Spring issue will highlight the state's geographic and population-based community foundations focused on food systems, transportation networks, educational opportunities, immigrant communities, the aging population and more.

Summer 2012: Collaboration: Accomplishing More Together

When foundations, nonprofits, companies, government agencies, and diverse community residents work together, great progress can be made. The Summer issue will focus on collaborations and alliances that are using innovative strategies to achieve common goals in our communities.

Fall 2012: Dos and Don'ts of Grantseeking and Grantmaking

Nonprofits and foundations alike want to achieve maximum efficiency in the process of obtaining and awarding grants. The Fall issue will examine how grantmakers and nonprofits can work with each other to achieve the best possible outcomes. It will include profiles of program officers and other foundation staff members who are responsible for grantmaking, as well as perspectives from nonprofit professionals with first-hand grantseeking experience.



GRANTSEEKING SEMINARS

Each year MCF provides a comprehensive introduction to the basics of grantseeking and grantwriting for development staff, volunteers and others with nonprofit fundraising responsibilities.

Each spring and fall program will feature an interactive presentation with a leading expert on researching and writing grant proposals, plus a panel discussion with Minnesota grantmakers.

More than 10,000 people in Minnesota’s nonprofit sector will receive multiple promotional messages, including MCF’s *Giving Forum* newspaper, a promotional postcard and electronic communications.

Sponsoring MCF grantseeking seminars is an excellent way to demonstrate your commitment to advancing the nonprofit community.

For more on this sponsorship opportunity, contact Stephanie Jacobs at 612.335.3556 or sjacobs@mcf.org.

Sponsor Benefits

GRANTSEEKING SEMINARS	SPONSOR \$5,000	PARTNER \$3,000	SUPPORTER \$1,500
Sponsorship recognition with logo and name: Includes all print marketing materials, program web page, e-mail promotions, program agenda	✓ (both seminars)	✓ (one seminar)	✓ (one seminar, name only)
Opportunity to welcome attendees and introduce program	✓	✓	
Marketing piece inserted in attendee packet (provided by sponsor)	✓	✓	



ANNUAL MEMBERSHIP CELEBRATION

Members love this chance to take a breath, relax, and enjoy at MCF's Annual Membership Celebration. This summer event is a great chance to meet up with old friends, make some new acquaintances, and socialize with fellow grantmakers in an informal setting.

We have heard from members that this is an event not to be missed!

Share your appreciation for grantmakers and celebrate philanthropy's accomplishments by signing up to sponsor the MCF Annual Membership Celebration today!

For more on this sponsorship opportunity, contact Stephanie Jacobs at 612.335.3556 or sjacobs@mcf.org.

Sponsor Benefits

ANNUAL MEMBERSHIP CELEBRATION	SPONSOR \$2,000	PARTNER \$1,000	SUPPORTER \$500
Logo and name featured:			
MCF member electronic promotion	✓		
MCF member e-newsletter announcements (name only)	✓	✓	
Annual Membership Celebration web page (with link)	✓	✓	✓ (name only)
Annual Membership Celebration welcome	✓		



ANNUAL MEETING OF MEMBERS

The 2012 Annual Meeting of Members will bring together staff and trustees of foundations and corporate giving programs from across the state of Minnesota.

Planned for January of 2013, this yearly event is an excellent opportunity for MCF members to reflect on accomplishments from the year just past, as well as articulate goals for the future.

Marketing materials for the Annual Meeting of Members will reach more than 1,700 individuals including staff members, directors and trustees of MCF member organizations.

For more on this sponsorship opportunity, contact Bill King at 612.335.3557 or bking@mcf.org.

Sponsor Benefits

ANNUAL MEETING	SPONSOR \$5,000	PARTNER \$3,000	SUPPORTER \$1,000
Logo and name featured:			
Member electronic promotion	✓		
Annual Meeting web page (with link)	✓	✓	✓ (name only)
Meeting materials	✓	✓	✓ (name only)
Annual Meeting welcome and introduction of speaker	✓		
Complimentary registrations	2	2	1



MINNESOTA COUNCIL
ON FOUNDATIONS

NATIONAL CENTER FOR FAMILY PHILANTHROPY PARTNERSHIP

MCF is pleased to continue its partnership with the National Center for Family Philanthropy (NCFP), an essential resource dedicated exclusively to families who give and those who work with them.

Through this partnership, MCF provides access to NCFP's trusted and timely information on family philanthropy strategies. Monthly teleconferences feature discussions on choosing a philanthropic agenda, succession planning and much more. And the Family Philanthropy Online Knowledge Center (FP Online) provides access to a comprehensive collection of resources related to family philanthropy.

Consider sponsoring the NCFP Partnership – it's a resource that MCF family philanthropists truly appreciate as they strive to become more effective grantmakers.

For more on this sponsorship opportunity, contact Stephanie Jacobs at 612.335.3556 or sjacobs@mcf.org.

Sponsor Benefits

NATIONAL CENTER FOR FAMILY PHILANTHROPY	SPONSOR \$4,000
Recognition as Minnesota sponsor of NCFP online and NCFP teleconferences in all MCF program listings	✓
Featured in MCF e-newsletter	✓
Name and logo on MCF's NCFP web page	✓



GLOBAL GRANTMAKING INSTITUTE

In 2012 MCF plans to partner with the national Council on Foundations to offer the Global Grantmaking Institute (GGI), which introduces new and up-and-coming grantmakers to best practices and leading-edge concepts in global giving.

Designed by seasoned experts in global philanthropy, GGI is a first-of-its-kind program that fosters field-wide skills and leadership. Intended primarily for corporate and foundation staff and trustees currently engaged in or planning to start international giving, GGI is also a useful refresher for grantmakers who want to boost their expertise in addressing complex global problems.

Topics include:

- Best practices and concepts of deliberate leadership for tackling complex global issues
- Trends in global philanthropy
- Understanding legal and regulatory matters
- Partnering with communities to maximize effect
- Evaluating impact and incorporating new knowledge
- Preparing yourself and your foundation for global giving

Participation in GGI will provide new insights and knowledge as well as invaluable connections with local peers doing similar work.

Sponsors of this new educational programming can capitalize on the opportunity to connect their name with this fast-growing global interest area.

For more on this sponsorship opportunity, contact Stephanie Jacobs at 612.335.3556 or sjacobs@mcf.org.

Sponsor Benefits

GLOBAL GRANTMAKING INSTITUTE	SPONSOR \$5,000	PARTNER \$3,000	SUPPORTER \$1,000
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Program web page (with link)	✓	✓	✓ (name only)
Meeting materials	✓	✓	✓ (name only)
Complimentary registrations	2	2	1



2012 GRANTMAKING OUTLOOK WEBINARS

- Sponsor** (\$5,000) (all four webinars)
- Partner** (\$2,500) (two webinars, choose two below)
- Supporter** (\$1,500) (one webinar, choose one below)
 - Arts
 - Education
 - Health
 - Human Services

EFFECTIVE GRANTMAKING SERIES

- Premier Sponsor** (\$10,000)
- Sponsor** (\$5,000)
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GIVING FORUM

Choose one:

- Winter Issue: Addressing Poverty's Interconnected Causes
 - Spring Issue: Community Foundations: From Rural to Urban
 - Summer Issue: Collaboration: Accomplishing More Together
 - Fall Issue: Dos and Don'ts of Grantseeking and Grantmaking
- Sponsor** (\$5,000)
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GRANTSEEKING SEMINARS

- Sponsor** (\$5,000) (both seminars)
- Partner** (\$3,000) (one seminar, choose one below)
- Supporter** (\$1,500) (one seminar, choose one below)
 - Grantseeking Seminar – April 2012 (tentative)
 - Grantseeking Seminar – October 2012 (tentative)

ANNUAL MEMBERSHIP CELEBRATION

- Sponsor** (\$2,000)
- Partner** (\$1,000)
- Supporter** (\$500)

ANNUAL MEETING OF MEMBERS

- Sponsor** (\$5,000)
- Partner** (\$3,000)
- Supporter** (\$1,000)

NATIONAL CENTER FOR FAMILY PHILANTHROPY PARTNERSHIP

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