

THE LOPPET FOUNDATION 2012 ANNUAL REPORT



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Vision

The Loppet Foundation provides the infrastructure for a thriving Minneapolis area community based around outdoor activities, and especially cross country skiing.

Mission Statement

The mission of the Loppet Foundation is to promote and support cross country skiing in the Minneapolis area, especially among inner-city youth.

Who we are?

This year the organization morphed from the "City of Lakes Nordic Ski Foundation" to "The Loppet Foundation." There were two problems with the old name. First, the organization has come to be about much more than cross country skiing. Second, the term "Nordic" is heavily associated with a narrow ethnicity; the Foundation did not believe it was in its best interest to define itself so narrowly. On the other hand, the term "loppet" encompasses both cross country skiing and, because it is largely undefined in English, all of the outdoor activities the Foundation engages in.

New Brand

With a new name, a growing number of events and new concentration areas like Loppet Nordic Racing and Loppet Stewardship, the Foundation found itself in desperate need of a fresh approach to branding. Formerly, the branding was built around the Cross Country Ski Festival, with all the other Loppet activities retrofitted into the old Loppet brand. The more activities we added to the mix, the more challenging it was to fit the new activities into the existing brand.

Duffy & Partners re-created the brand, with all of the new activity areas and the myriad of events fitting into broader brand areas. For instance, rather than having different action-symbols like a cross country skier, a runner and a paddler attached to the various events, the new brand language looks at the events seasonally - with a snowflake attached to winter events and activities, a sun attached to summer events and activities and an Autumn leaf attached to Fall events and activities. Similarly, Loppet Adventures, LNR and Loppet Stewardship each have their own color scheme, but also have elements that tie them all together. This new brand language has proven to be both popular and powerful, helping even the staff to better understand how the organization fits together as one whole.



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Staff:

John Munger
Executive Director

Margaret Adelsman
Program Coordinator

Piotr Bednarski
Head Coach

Ingrid Remak
**Outreach Coordinator
Communications Director**

Mike Erickson
**Operations Director
Race Director**

Allie Rykken
**Program Coach
Design Coordinator**

Reid Lutter
Assistant Head Coach

Jenni O'Link
Registration Coordinator

Mary Sellke
Sponsorship Coordinator

Joanne Guillery
Media Coordinator

Jon Miller
Coach at Nellie Stone Johnson

Audrey Weber
Coach

Andrew Magill
Coach at Nellie Stone Johnson

Mary Luoma
Coach at Anwatin Middle School



Program Update - Loppet Nordic Racing

Piotr Bednarski of Go!Training and Reid Lutter of Minnesota Valley brought their programs under the Loppet umbrella this past spring. Their combined knowledge and energy has significantly elevated the expertise of the entire Foundation. Loppet Nordic Racing is a completely new wing of the organization - encompassing youth, junior, and adult programming aimed at providing opportunities to improve in ski racing. Head Coach Bednarski has led the effort, with a goal of making LNR the number one ski club in the country. The Foundation looks forward to using LNR to build community and to improve opportunities for young and old, and especially for young people in the Foundation's previously existing youth programs.

Program Update - Loppet Stewardship

Since the beginning, the Foundation has focused on improving trail opportunities in Wirth Park. Over the past few years the Foundation has begun to work more broadly to strengthen both the trail opportunities and the park more broadly. Since May 2011, the Foundation and its volunteers have planted more than 200 trees in the park, and the Foundation was heavily involved in the Master Planning process that the Park Board recently completed. In the years to come the Foundation is hoping to lead the effort to bring a new year-round silent sports center to the park.

Program Update - Loppet Adventures

The Loppet Foundation believes that cultivating a passion for outdoor activities leads to lifelong healthy lifestyles. The goal of Loppet Adventures is to remove the barriers that prevent people from exploring these activities and endow them with the skills necessary to pursue a healthy lifestyle on the trails. Encompassed within Loppet Adventures, the Minne-Loppet Elementary School Program puts kids on skis for the first time, Middle School Ski Teams introduce young athletes to year round cross country ski activities, and the Loppet Ski, Tri- and Run Clubs bring together adult outdoor enthusiasts. This year, the Loppet is introducing Adaptive Ski Programming for the first time and a Loppet Mentors Program, as well as organizing speakers, outings, and events to unite the community under the canopy of the forest.

Program Update - Capacity Building

As the organization has grown, its needs for back-end support have increased significantly. To allow for growth the Foundation has invested in a new customer relationship management (CRM) system and is now working to transfer its registration processes to a CRM compatible system as well. The Foundation also went through its first full audit this year. That experience was challenging but, at the same time, very valuable to the organization. For instance, by better accounting for in-kind transactions, the audit has helped us appreciate the leverage value of our events to our broader organizational objectives. By better managing its data, the Foundation hopes to better serve the community, while at the same time improving the ability of coaches and staff to manage the growing number of programming efforts

Foundation Income & Expense: FY 2011

Ordinary Income/Expense	* Jan - Dec 11 *
Income	
11000 • Events	605,181.27
12000 • General	43,072.06
14000 • Programming	▶ 112,338.50 ◀
15000 • Trails	16,341.00
16000 • Special Projects	1,700.00
16500 • Junior Olympics Income	132,058.70
16600 • Paralympics Income	11,000.00
19000 • Athlete Development Fund	<u>375.00</u>
Total Income	<u>922,066.53</u>
Gross Profit	922,066.53
Expense	
21000 • Events Expenses	401,654.17
22000 • General Expenses	100,103.80
29000 • Athlete Dvpmt Fund Expense	29.98
33000 • Programming Expenses	108,094.32
44000 • Trail Expenses	34,894.75
45000 • Special Events - Junior Olympics	151,287.51
45100 • Special Events - Paralympics	14,359.25
55000 • Special Projects Expenses	<u>17.57</u>
Total Expense	<u>810,441.35</u>
Net Ordinary Income	<u>111,625.18</u>
Net Income	<u><u>111,625.18</u></u>

