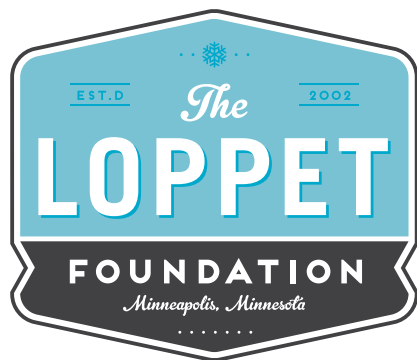


THE LOPPET FOUNDATION 2013 ANNUAL REPORT



BOARD OF DIRECTORS

Bill Blazar
President

Mark Bixby, M.D.
Vice President

Scott Gislason
Treasurer

Joseph Duffy

Steve Kotvis

Leroy Leftwich

Mark Raderstorf

Ed Ryan, M.D.

R.T. Rybak

Mission Statement

The Loppet Foundation provides opportunities and creates passion for year-round outdoor activities and adventures in the Minneapolis area, especially among inner-city youth.

Strengthening the Foundation to Expand our Reach

The Loppet Foundation started in 2002 with a dedicated group of cross country skiers who wanted to organize a race through the city. Almost 800 people participated despite less-than-ideal conditions. Eleven years later the organization has engaged more than 64,000 people across its four areas: Events, Adventures, Stewardship, and Racing.

While the organization's initial focus was cross country skiing, today the Loppet Foundation provides year-round opportunities for outdoor activities. From the start the Loppet Foundation offered programming for Minneapolis youth. Over the years we have taught 5,000 kids in our programs, including 4,000 from North Minneapolis, to ski, bike, and run trails, inspiring them to love the outdoors.

Now we are positioning ourselves to strengthen and expand the reach of the Loppet Foundation's existing events and programs and to raise awareness of our mission-driven work. To elevate operations we have expanded the Loppet Foundation staff, bringing on new talent and areas of expertise.

Our new Adventures Director, Anthony Taylor, is charged with advancing our youth and adult programming efforts, engaging our members through monthly events, and building partnerships across the city. Anthony has extensive community and athletic ties after 20 years of heavy involvement with the Major Taylor Cycling Club. Our new Director of Advancement, Kristen Spargo, is strengthening our capacity to scale our programs through a focus on marketing, communications, development, and sponsorships. Kristen brings extensive public relations agency experience to her role and most recently was a leader in the advancement department at Amherst College.



The Loppet Foundation

1301 Theodore Wirth Parkway, Minneapolis, MN 55422
Office 612-604-5330 • Fax 612-604-5338 • www.lopep.org

CORE STAFF

Margaret Adelsman
Data Manager

Piotr Bednarski
Head Coach
LNR Director

Mike Erickson
Operations Director
Race Director

John Munger
Executive Director

Allie Rykken
Program Coach
Design Coordinator

Kristen Spargo
Director of Advancement

Anthony Taylor
Adventures Director



The Loppet Foundation relies on many key part-time staff to advance our work:

Joanne Guillery
Administrative Coordinator

Mary Luoma
Program Coach

Reid Lutter
Assistant Head Coach

Jon Miller
Program Coach

Nancy Nelson
Volunteer Coordinator

Jenni O'Link
Registration Coordinator

Kim Rudd
FAST KIDS Coordinator

Kelly Underkofler
Sponsorship Coordinator

Recognizing the Contributions of Volunteers and Sponsors

As we position the Loppet Foundation for growth, it is important to recognize the tremendous contribution of our dedicated volunteers and sponsors. What we have accomplished together over the years is notable and inspiring. We thank everyone who has planted a tree, skied in a race, coached a kid, donated equipment, and lit a luminary. We would not be where we are today without the generosity, time, and talent of our volunteers. While we have expanded our staff, we continue to rely on our committed volunteer network.

Building our Partnership with the Minneapolis Park & Recreation Board

For more than eleven years, the Loppet Foundation and the Minneapolis Park & Recreation Board have worked together to increase and improve year-round outdoor opportunities in the Minneapolis area. Today the two organizations are collaborating in a focused effort to upgrade the northern part of Theodore Wirth Park, building on the work we have already done in this area. For partnerships to succeed, they take commitment, dedication, transparency, and a strong belief that organizations can make a bigger impact together than they can on their own. The Loppet Foundation looks forward to partnering with the Park Board and its committed staff on a project that will benefit the entire community for years to come.

PROGRAM UPDATES

Events

Loppet events continue to be at the core of the Loppet Foundation's work. As an organization, we leverage the events to advance everything else that we do. For instance, it is only because of the events that we are able to employ a full-time, year-round operations director who is central to all of our work. And event sponsors provide ski and bike equipment, rollerskis, granola bars, and financial resources to support and enhance our programming efforts.

Of the Loppet events, the ski festival is by far the most significant endeavor. While the 2013 event was successful and attracted more than 8,000 registrants, we have not yet recovered from the 2012 winter when a lack of snow required that we move the entire event to Theodore Wirth Park on short notice. We are hopeful that the 2014 festival will draw numbers closer to 2011 levels - when there were more than 10,000 registrations and more than 30,000 in total attendance. We are excited about a change in this year's Loppet: a new festival headquarters on the northwest side of Lake Calhoun that will allow all Loppet activities to be in one place, while also allowing for two days of point-to-point events. In particular, we expect the new classic-only Saturday events to be popular with participants.

Loppet events have always been our primary public face, but we have not always used them to convey all that we do in the community. We aim to change that going forward. In that regard, both the UCare Tri-Loppet and the Surly Brewing Co. Trail Loppet have emerged as important events for the Loppet Foundation - the latter recently sold out for the second

EVENTS spotlight

consecutive year. All three of our signature events provide an opportunity for us to tell our story, an opportunity we plan to leverage in the years to come.

Adventures

Loppet Adventures is the relatively new name for the long-standing youth and adult programming aspect of the organization. For the first time we have an Adventures Director, Anthony Taylor, who oversees all elements of our non-competitive, adventure-based elements from the Minne-Loppet programs, Trips for Kids, and middle school programs to our Loppet Mentors, adult ski and run clubs, and membership-based activities like the Waffle Loppets.

Loppet Adventures offers year-round outdoor experiences for both youth and adults that encourage participants to learn new activities, to push beyond their perceived limits, to connect with others, and to inspire passion for the outdoors. This past year has been an exciting one for Loppet Adventures - all of our programs grew from our at-capacity Adventure Camps to our popular running and ski clubs. Our middle school programs continued to gain momentum; the re-emergence of the Patrick Henry High School Nordic Ski team, which is made up largely of Loppet alumni, is a testament to their longevity and success.

Mountain biking is taking off among our Loppet participants and will be an area that we will continue to expand in the coming years, particularly at the middle school level. Two other areas where we will be adding capacity are to our mentorship efforts and our adaptive ski program, which we offer through a partnership with Three River Park District and Courage Kenny Rehabilitation Institute. Finally, we are working to strengthen our ties to our Minne-Loppet partner elementary schools and teachers, an area where Anthony is excited to lend his expertise.

Loppet Nordic Racing (LNR)

In spring 2012, the Minnesota Valley Ski Club and Go! Training joined the Loppet team to form Loppet Nordic Racing - a high-level training program for both juniors and adults. Led by Head Coach, Piotr Bednarski, and Assistant Head Coach, Reid Lutter, LNR qualified 19 athletes for the 2013 USSA Junior National Championships in Fairbanks, Alaska, more than any other Midwest club in only its first year of competing as a combined team. The Junior

David Bryan and the Luminary Loppet

In 2005, the Loppet Foundation launched the Luminary Loppet, the brainchild of Hal and Peggy Galvin who wanted to engage the broader public in City of Lakes Loppet Ski Festival, which previously had focused only on competitive Nordic ski racing. Early on Hal, an engineer, brought on David Bryan, an architect, and the two combined their professional strengths to create one of Minnesota's greatest community events.

For the past two years, David has been leading the Luminary Loppet, an effort that requires year-round planning, high-level engineering, extensive volunteer coordination, physical exertion, negotiation of Minnesota winters, and a great sense of adventure. David credits the success of the Luminary Loppet to Hal's legacy; the dedication of the eight-person steering committee; and the more than 200 volunteers of all ages who build, store, place, and light more than a thousand luminaries that form "Ice Henge," the "Ice-cropolis," the Enchanted Forest, an ice pyramid, signs, and lighted trails.

For David, the greatest rewards for all of the hard work are twofold: seeing thousands of people enjoying an event that gets them outside, active, and embracing winter in Minnesota and knowing that the effort ultimately helps introduce even more kids to the great outdoors by supporting Loppet programs.



David Bryan and his wife, Anne Longfellow, bring life to the Park Nicollet Luminary Loppet.

ADVENTURE spotlight

Nellie Stone Johnson's Rosario Cantor

Losing her shoe at an October 2013 Adventure Series trail-running race frustrated 7th grader Rosario Cantor. **I should have won that race**, the young competitor noted under her breath close enough for John Munger to hear. A fierce competitor himself, John smiled at the young runner's revelation.

Rosario started on the Nellie Stone Johnson Ski & Bike team in fall 2012, a little nervous about learning new sports. But she quickly became a proficient skier, mountain biker, and runner. At the Rainbow Resort ski race in December 2012, Rosario led the field from the start. The following summer, she won one of the Mountain Bike Series Races for middle school students and completed the UCare Tri-Loppet - a three-hour-long race that included canoeing, running, and biking.

Now in her second ski season, Rosario is excited for snow to fall. She loved Adventure Camp this summer and has been running and mountain biking with the team after school. At the 2013 Loppet, Rosario's mentor, Emily Johnson, remarked how much the young girl had refined her technique and improved her overall skiing ability. It will be exciting to see her ski and race this coming winter as she has grown as an athlete and competitor. Rosario is learning quickly how far hard work and fiery grit can take you. Watch out, middle school skiers!



National Championships exceeded expectations as LNR was the top boy's club and the second-ranked club overall. This solidified our standing as one of the top clubs in the nation. The addition of LNR has benefited both the Loppet Foundation and our participants. Piotr's expertise and devotion have helped elevate the level of all our programs and numerous Adventures athletes and alumni have participated in LNR programs and camps.

Stewardship

Stewardship is sometimes the forgotten pillar of Loppet work. But before the City of Lakes Loppet, the Foundation's first area of focus was stewardship of Theodore Wirth Park. Eleven years ago the park contained about eight kilometers of mediocre trail.

Thanks to an ongoing partnership with the Park Board, today the park contains a 25-kilometer trail system, with an internationally certified five-kilometer competition loop - the Hap & Judy Lutter Trails - and three kilometers with snow-making capability. Combine this with an additional eight kilometers on the Chain of Lakes and Minneapolis boasts the best truly-urban skiing in North America.

Every year the Foundation organizes Trails Day to prepare the trails for ski season but also to make long-term improvements. With the maturing trail system, the Foundation is focusing both on small details and the overall park. Leveraging our events, we have planted hundreds of young trees in the park, re-seeded, and added erosion-control measures.

We have also re-routed the trail to avoid over-challenging descents. From a park-wide perspective, we have worked with the Park Board and the community on a Master Plan, which includes an Adventure Center in the North Wirth area. Finally, we have worked with the Park Board to uncover funding for the park and have brought significant resources to the park directly. Perhaps the most important element is that we have connected people to Theodore Wirth Park so that we all feel like it is "our" park.

Rosario Cantor (left) helps a fellow Adventure Camper learn how to rollerski this past summer.



LNR spotlight

Loppet Alum Attends LNR Competition Team Training

For 16-year-old Mike Xiong, attending the August 2013 LNR Competition Team Training in Ironwood, Michigan invited several first-time experiences: participating in an intense training camp; spending a week away from home; training with older, competitive athletes; and seeing Lake Superior.

Now a 10th grader at Patrick Henry High School, Mike is a past participant of the Loppet Foundation's Anwatin Middle School program. Mike attended the LNR training camp with two other Anwatin alumni, Isaac Sonquist and Xavier Mansfield, and Anwatin 8th grader Tony Tchida. Although Mike, Isaac, and Xavier are no longer in Loppet-sponsored youth programs, the organization covered their attendance at the camp because we are committed to their growth as athletes and individuals.

LNR training camp participants stayed at Wolverine Village cabins across the street from the Wolverine Ski Trail system, one of the most difficult in the Midwest. Most days involved three training sessions that included strength and agility circuits, rollerski intervals, distance trail runs, and bounding intervals.

According to LNR Director and Head Coach Piotr Bednarski, Mike really stepped it up for this camp. The intense training pushed Mike out of his comfort zone, and he succeeded because he came in with a great attitude and performed well. He learned a lot and figured out that he is capable of some big increases in his training commitment.

STEP-UP Interns Help Expand Loppet Stewardship Efforts

In summer 2013, the Loppet Foundation partnered with the City of Minneapolis and its STEP-UP summer work program to hire 14-to-15-year-old boys from North Minneapolis to install erosion controls on the Theodore Wirth Park ski trails. Pierre Bishop, Venjoseph Brown, Tyece Howze, and Ligarius Munn worked all summer with supervisor/mentor Jon Miller to prepare the soil, create erosion-control water-bars, and then seed and apply erosion-control mats. In total they improved more than 75,000 square feet of trail, profoundly changing the landscape in Theodore Wirth Park.

Ligarius is currently a skier on the Nellie Stone Johnson Ski & Bike Team and Pierre and Venjoseph, inspired by their new-found Loppet affiliation, began participating in the Loppet Foundation's FAST KIDS mountain bike series this summer. Trail work has become personal for Ligarius, Pierre, and Venjoseph because they are improving the very trails they use throughout the year. They also learned about event preparation as they helped clear downed trees after the June windstorms.

In addition to the STEP-UP program, which paid the wages for the young men, this crew was supported by generous grants from People for Parks and the Pohlada Family Foundation.



UPPER LEFT: Mike Xiong (left) takes a moment to represent the Loppet Foundation during his week-long training camp in Ironwood, Michigan.

ABOVE: Ligarius Munn (left) and Coach Jon Miller enjoy a break from a mountain bike race.

Financial Position: January - December 2012

Current Assets

Cash	\$96,609.21
Accounts receivable	\$136,118.41
Grants receivable	\$48,334.00
Property & Equipment	\$64,647.07
Prepaid expenses	\$1,226.34

Total Assets

\$346,935.03

Current Liabilities

Accounts Payable	\$9,726.92
Revenue	\$122,300.20
Unrestricted Net Assets	\$147,662.30
Restricted Net Assets	\$67,330.45
Net Income	-\$84.84

Total Liabilities

\$346,935.03

Revenue

Registrations	\$480,355.47
Membership	\$29,241.08
Grants (Restricted)	\$120,200.00
Sponsorships	\$184,154.00
Sponsorship services	\$465,820.58
Donations	\$40,162.95
Service Donations	\$5,785.00
Food and Beverage	\$11,509.00
Merchandise and other income	\$10,115.16

Total Revenue

\$1,347,343.24

Program Expenses

Adventures	\$242,813.98
Events	\$620,365.23
Bad Debt - registrations	\$19,969.50
Merchandise Expense	\$12,390.53
LNR	\$230,881.84
Membership	\$9,418.43
Stewardship	\$66,819.86

Total Programming expenses

\$1,202,659.37

Support Activities

Administration	\$131,962.53
Fundraising	\$12,806.18

Total Support Expenses

\$144,768.71

Total Expenses

\$1,347,428.08

Change in Net Assets

-\$84.84
