



DAKOTA MEDICAL FOUNDATION

2019 ANNUAL REPORT





A Year of Learning

When we presented Dakota Medical Foundation's (DMF) theory of change last year, we emphasized one area in particular: rapid innovation. We strive to be an organization that tries new things, improves what works, and discards what doesn't. It was in this spirit that in 2019 we were able to both take on some of our biggest challenges to date as a foundation and handle any setbacks we faced as opportunities for growth.

Protecting Our Kids

It was an exciting year for two of our youth-focused initiatives, Stand to Protect and LevelUp. With Stand to Protect officially launching this past summer, hundreds of community members have now been trained on how to identify and prevent child sexual abuse. Our ultimate goal is to have all adults in the region know the 10 critical steps to prevent abuse. Each and every attendee leaves Stand to Protect trainings with take-home resources and knowledge that will make them a better "protector" for kids. More than 30 individuals have taken the extra step of becoming a certified Stand to Protect trainer, delivering this important curriculum in settings across the region to businesses, churches, schools, and youth organizations.

On the LevelUp front, it was an exciting final quarter of the year, as we welcomed a new director and launched a month-long social media prevention campaign that reached more than 40,000 people. In 2020, we will continue to expand our network of community partnerships and launch a number of digital resources, including an interactive website and "Matto tackle box" that will help parents talk with their kids to "Delay, Decrease, and Defeat" substance use. At DMF, we understand the unique challenges that come with prevention-based work, and that's why we remain committed to both of these initiatives for the long haul.

Reinventing Boards

One of our most significant accomplishments of 2019 was the design and launch of a High Impact Boards (HIB) pilot training for more than 25 of our local charity partners. We are particularly excited about this program because of its potential to completely change the impact trajectory of nonprofits both locally and across the country. We are teaching organizations an entirely

new operating model and encouraging boards and CEOs to shift away from incremental thinking and improvement in favor of the twin principles of bold thinking and brilliant delivery.

The feedback from pilot participants was overwhelmingly positive, and we're incorporating what we learned in our debrief with each charity for a broader rollout in 2020. This will include an expansion of the training and a HIB Summit in August.

Tapping Untapped Potential

While both Lend A Hand Up and Giving Hearts Day (GHD) saw their most successful years to date, we know we're just scraping the surface of how many people can be helped. It was a thrill to eclipse the 30,000-donor and \$16 million mark for the first time, but we know GHD's ceiling remains limitless. In 2020, we're doubling down on our beanstalk-building strategy, working alongside high-potential charities on numerous pilots with our talented Impact Institute faculty.

Lend A Hand Up continues to be a beacon of hope for families in the region going through a medical crisis, with 2019 marking a number of significant milestones. Officially granted 501(c)(3) status in April, Lend A Hand Up, a subsidiary of DMF, convened its first board meeting in August and as of Jan. 1, 2020, is now active in the Detroit Lakes region. A special thanks goes out to Impact Foundation board member Phil Hansen for his significant role in ensuring success of the Becker County expansion.

We'd like to close by noting that we remain committed to exploring a community-based charitable model for hyperbaric oxygen therapy treatment (HBOT). We remain deeply grateful to Gary Tharaldson for bringing HBOT to the Fargo region. The countless success stories we've heard from patients being treated with HBOT for concussions and PTSD keeps us convinced that this is an area worth exploring further. To that end, in 2020, we look forward to establishing an expert research panel capable of guiding and producing the credible, quantifiable evidence necessary to potentially change insurance reimbursement policies in our region and beyond.

J. Patrick Traynor, JD
Executive Director

Seth Novak
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DMF Center of Excellence

Within this facility, Dakota Medical, Impact, and Alex Stern Family Foundations work together to improve health and quality of life in our region. With its meeting rooms, training center, and teaching kitchen all available free of charge to area nonprofits, the multi-use DMF building is a true community space.

This year, we're proud to report that more than 16,000 people used the space to train, collaborate, and advance their organization's mission.

▶ 2019

Nonprofits **340**
(**38 new organizations**)
Events/meetings **616**
Individuals **16,576**
Building in-kind usage **\$370,000**

▶ SINCE 2013 (BUILDING OPENING)

Nonprofits **832**
Events/meetings **1,834**
Individuals **67,909**

Annual Financial and Investment Report

As of and for the years ended
September 30, 2019 and 2018

Dakota Medical Foundation is diligent in its choice of investment firms and closely monitors the structure of its portfolio for risk, long-term stability, and performance, as carefully outlined in our investment policies. DMF's chosen firms predominantly use a "manager of managers" approach, rigorously selecting and overseeing proven individual asset managers. DMF assets are conservatively invested and broadly diversified. DMF has the income stream to operate initiatives, provide grants, and meet operating expenses without liquidating long-term investments during market lows.



Finance and Investment Committee
Chair *Sindy Keller*

FISCAL YEAR 2019

FISCAL YEAR 2018

BALANCE SHEETS

Assets

Cash and investments	\$105,242,089	\$103,499,600
Receivables and other assets	\$680,938	\$727,009
Property and equipment, net	\$3,918,169	\$4,069,534

TOTAL ASSETS

\$109,841,196
\$108,296,143

Liabilities and Net Assets

Payables and accrued expenses	\$783,771	\$814,469
Long-term debt, including current maturities	\$1,719,002	\$2,142,307
Net assets without donor restrictions	\$90,131,069	\$91,737,509
Net assets with donor restrictions	\$17,207,354	\$13,601,858

TOTAL LIABILITIES AND NET ASSETS

\$109,841,196
\$108,296,143

ACTIVITIES

TOTAL REVENUES AND OTHER SUPPORT WITHOUT DONOR RESTRICTIONS

\$4,870,132
\$5,577,556

Functional Expenses

Program services	\$5,750,034	\$5,690,734
General and administrative	\$726,538	\$650,200

TOTAL EXPENSES

\$6,476,572
\$6,340,934

CHANGE IN NET ASSETS WITHOUT DONOR RESTRICTIONS

(\$1,606,440)
(\$763,378)

CHANGE IN NET ASSETS WITH DONOR RESTRICTIONS

\$3,605,496
\$1,206,081

CHANGE IN NET ASSETS

\$1,999,056
\$442,703



Names have been changed to protect the identity of the family.

Overcoming Trauma with **Bold Courage**

When Reagan received an urgent phone call from her ex-husband about their seven-year-old daughter, Madison, the course of their family's life changed forever.

"I never thought it would happen to our family, but it did," Reagan says.

As a single mother of three, it's difficult for Reagan to reflect on the September 2018 day when the unthinkable act of sexual abuse was afflicted on her daughter by an extended family member.

"When something like this happens to your child, it shakes you up inside," Reagan says. "Strong feelings like anger, sadness, and numbness cycle through your body continuously."

With many overwhelming emotions, she immediately contacted the police and soon after the Red River Children's Advocacy Center stepped in to help.

The organization provides compassionate and healing services to children victimized by sexual abuse, as well as their family members. This begins with a forensic interview and continues with many months of specialized counseling.

"This information is so important for people to hear because it warns us all that sexual abuse can happen to any child, any family."

-Reagan

"I learned quickly that my family wasn't alone and that there are too many children that are sexually abused in our community," she says.

A forensic interview with Reagan's daughter determined that the offender groomed and manipulated Madison, playing dolls with her in later exchange for "playing doctor."

Grooming is a common behavior pattern of child sexual abusers in which they isolate and manipulate a child to keep their “secret.” The abuser seeks to develop trust to create situations where they’re alone with the child together.

“It is such a huge betrayal and violation to anyone, let alone a child,” Reagan says. “The sexual abuse that occurred to my child has lasting effects on her, as well as all members of our family.”

By giving Madison the tools to identify her emotions, the Red River Children’s Advocacy Center (RRCAC) kept her healing process the primary focus of treatment, counseling, and coping techniques.

Through her journey, Reagan became aware of the RRCAC’s role in a program sponsored by Dakota Medical Foundation (DMF) to prevent child sexual abuse.

“Fortunately, for my family and for all families in our area, there are organizations that care and want to help,” she says. “One in particular is Stand to Protect, which is under the Dakota Medical Foundation umbrella and ready to speak out against sexual abuse.”

Many agencies came together to shape the content of the Stand to Protect program, educating people on how to prevent child sexual abuse across Cass and Clay Counties. The program teaches adults “10 Steps to Protect” during

a powerful one-hour session that covers the warning signs of abuse, phases of grooming, and strategies that empower kids and parents to prevent sexual abuse.

As preventative programs struggle for funding, DMF has been a vital partner in Stand to Protect by providing a program director to bring this program to businesses, schools, churches, and organizations.

Attending a Stand to Protect session, Reagan was stunned by the alarming statistics and impressed by the passionate team educating the community on such an important topic that isn’t easy to discuss and all too often ignored.

“This information is so important for people to hear because it warns us all that sexual abuse can happen to any child, any family,” she says.

Today, Reagan’s daughter is strong and resilient, although, there are times when she worries if Madison has repressed feelings from the abuse.

A request from Reagan:

“Please help us protect our children by allowing Stand to Protect to educate you and your organization on how we can all come together to end sexual abuse.”

2019 Highlights

- All program resources designed, including community presentation materials and free take-home handouts for every attendee
- Community trainings launched in August 2019 and trained in more than 25 settings
- Partnerships with Hope Lutheran and Heartland Church to model new policy development and processes to spread the word through faith settings
- More than 500 members trained in 6-month pilot phase
- Research to test program effectiveness underway with Sanford Biobehavioral Research Center
- CEUs approved for nursing, childcare, and social work professionals
- More than 30 trainers prepared and presenting program across Cass and Clay Counties

2020 Goals

- Expand partnerships with health systems, youth organizations, and businesses to spread the Stand to Protect curriculum
- Conduct awareness campaign to inspire community commitment to end child sexual abuse
- Train thousands in Cass and Clay communities through free community presentations



Licensed Addiction Counselor Randi Berglund (C) with Davies High School juniors Grace Solberg (L) and Maggie Krueger (R)

Creating a Meaningful Network of Connections for all Kids

About LevelUp

For years, scare tactics were relied on to communicate the long-term consequences of drug and alcohol use, particularly in adolescents. While this form of communication used to be effective, it's no longer the case. Preventing adolescent substance use begins with creating a meaningful network of connections and meeting kids and families where they are to help them find a place in the community.



What's Ahead in 2020 for LevelUp with Director of Engagement Britt Ingersoll

- Launch Matto Foundation 'tackle box' to provide resources for parents
- Create an interactive website where kids, parents, and community members can receive information on how to "Delay, Decrease, and Defeat" substance use
- Share real-life stories of addiction from community members on LevelUp website and social media, reflecting on how their choices have changed their lives
- Collaborate with businesses, schools, nonprofits, and other community groups to build connections that prevent substance use in youth

Start the Conversation

With community partners and an engaged coalition, LevelUp is creating a network of connections to help families start the conversation early on about the negative effects of substance use in adolescents. To achieve this goal, LevelUp is evolving each day to remove barriers to help all kids succeed to their fullest potential.

Increase Meaningful Connections

Once risky behavior begins, the more likely it becomes that it will continue. When kids develop healthy relationships to increase their network of meaningful connections, the future risk of substance use, including drugs and alcohol, is drastically lowered. If we continue to encourage the next generation to seek resources, get involved with after-school programs, and to build positive social groups, they will flourish.

Delay, Decrease, Defeat



As a community partner, the Matto Foundation has an approachable message that any parent can relate to. Their message of Delay, Decrease, Defeat is the “bicycle helmet” approach to helping parents communicate with their kids. This approach helps delay the use of substance use and, in turn, helps save the adolescent brain from long-term consequences.

- **Delay:** Start the conversation with your kids by talking about rules, knowing who their friends are, and helping them develop positive connections. Doing this will allow your kids to share their feelings and views with you.
- **Decrease:** Be prepared to intervene by contacting 2-1-1 for community support and connecting with FirstLink, a navigator system for substance use support.
- **Defeat:** Together we can defeat addiction. Each of us has the opportunity to define our story. That’s the beautiful thing: It’s up to us (and only us) to make the decisions each day that shape our narrative.

To learn more, visit MattoFoundation.org

LevelUp SPOTLIGHT

Randi Berglund (Pictured center in left image)

As a member of LevelUp’s coalition, Licensed Addiction Counselor (LAC) Randi Berglund helps families struggling with drug and alcohol use while supporting preventative strategies for kids to understand the risks.

“Prevention is so important because you’re going to reduce the negative and long-term consequences...she says.”

Berglund understands firsthand the trauma that substance use can inflict on a family. As her maternal grandparents struggled with alcohol and drug addiction, it was their recovery that inspired her to help other families seek treatment.

“I really started to focus on adolescents and training prevention, after working with parents and learning the impact their substance struggles have on the family,” Berglund says. “Addiction is truly a family (issue).”

Throughout December, Berglund shared her knowledge with the community during LevelUp’s 31-day Facebook campaign, “Prevention Works When People Care,” which helped explain the damaging effects substances have on the adolescent brain and mental health.

As the campaign reached more than 40,000 people, she was overwhelmed by the feedback and how it encouraged conversation about prevention in our community.

“Prevention is so important because you’re going to reduce the negative and long-term consequences before brain development stalls,” she says. “The biggest thing I tell people is to know the facts and to get the information, which is the key to starting the conversation.”

While prevention is essential for adolescents, there’s more than meets the eye for those struggling with addiction.

“Addiction doesn’t discriminate,” she says. “It is truly happening across the board, and it’s something we need to continue to talk about.”



60% of problem learners have undetected vision problems.



1 IN 4 KIDS entering kindergarten have vision problems.



80% of everything a child learns relies on vision.



of North Dakota kids in need entering kindergarten will have access to a comprehensive eye exam free of charge
BY DECEMBER 2020.

Helping Kids See a Brighter Future

New Vision Start Program Begins with Early Detection

Imagine a child eagerly attending the first day of kindergarten, but they're unable to follow along due to an undiagnosed vision condition. This not only makes it difficult to learn but hinders a child's fullest potential to succeed.

Supported by the Optometric Foundation of North Dakota, the new statewide Vision Start program seeks to improve the lives of children by improving their sight.

Early Detection Is Critical

For one in four children entering kindergarten, undiagnosed vision problems are a common challenge. They can delay a child's development and academic growth and lead to permanent vision loss, if left untreated.

For early detection and treatment, it's recommended that children receive three eye exams before age six. Yet half of these children have never received an eye exam, and nearly one-quarter of parents wait for their child to show symptoms.

Statewide Vision

Since a significant barrier to receiving vision care for many families is cost, generous donors have partnered with Vision Start to provide vouchers offering free comprehensive eye exams to North Dakota families with children ages 4-5.

By December 2020, Vision Start will ensure that half of North Dakota children in need ages 4-5 have access to comprehensive eye exams, free of charge.



Lions Clubs SIGHT 4 KIDZ Partnership

SIGHT 4 KIDZ offers free early childhood vision-screening tests to identify and refer children with vision problems to an eye doctor for a comprehensive eye exam.

In 2019:

- Approximately 1,100 children were referred to an eye care professional.
- 53 public and private school partnerships were formed in Cass county.
- 14 new school partnerships were approved in West Fargo and Horace for 2020.

Kids Toothbrush Project

Send a Brush, Save a Smile



Did you know that less than half of low-income rural and Native American third graders in North Dakota have their own toothbrush at home? It's a staggering figure as many children across the state have limited access to proper dental care. With a mission to "Send a brush and save a smile," the Kids Toothbrush Project has

stepped in to help. Since 2017, this project has distributed more than 46,000 toothbrushes to help children in need maintain a quality level of oral health by simply improving their brushing habits.

The Kids Toothbrush Project has supplied education-based childcare centers, schools, and organizations with thousands of dental care kits, including toothbrushes, floss, toothpaste, and oral health education. These contributions have been made possible due to the North Dakota Dental Foundation, dental health professionals, and volunteers so that more children have the opportunity to make a significant impact on their overall health.



What's Next

- **Mission of Mercy:** May 1-2, 2020
- **Brush Booster:** Volunteer event with Great Plains Food Bank for Kids Toothbrush Project
- **Accelerated Assistant:** Funding chairside-trained dental assistants to prepare for and take the Dental Assisting National Boards (DANB) exam
- **Dental Rental:** School sealant program

“Thanks to the incredible commitment and partnership with NDDF, we are proud to be able to provide dental resources to children across the state.

Nancy Carriveau, Program Director
Great Plains Food Bank



Building Boards for Extraordinary Impact



One of the areas in which we believe we can have a significant impact is with boards of directors and CEOs. No part of a nonprofit is more crucial to setting the course for an organization than its leadership team, and the ripple effects they produce – both positive and negative – are often felt by the charity and throughout the community for years at a time.

2019 was a crucial year for DMF's board work, as we launched a five-part pilot training program for more than 25 local charities. In an effort to keep the pilot as engaging and interactive as possible, we invited the leadership arm of each charity – executive directors, board chairs, and vice chairs – to not only rethink the role of a board but also take away practical tips and pathways for execution. Here's a quick look back at the pilot and a primer for what's to come in 2020.

WHAT THEY LEARNED: THE PATH TO HIGH IMPACT

I	M	P	A	C	T
<p>Imagine the GCO that is your CEO</p>	<p>Maximize the master mindset that revs up results</p>	<p>Perfect the plan that propels progress</p>	<p>Amplify accountability with the metrics that matter</p>	<p>Communicate confidently through intelligent interactions</p>	<p>Take care of the organization by delivering on the details</p>
<ul style="list-style-type: none"> • Survey it • Sync it • Support it • Succeed it 	<ul style="list-style-type: none"> • Expect it • Experience it • Envision it • Ensure it 	<ul style="list-style-type: none"> • Co-create it • Contrast it • Converse it • Compile it 	<ul style="list-style-type: none"> • Confirm it • Convert it • Commit it • Command it 	<ul style="list-style-type: none"> • Be aware of it • Declare it • Repair it 	<ul style="list-style-type: none"> • Guard it • Guide it • Govern it • Guarantee it

Board Bootcamp: Big Plans in 2020

We're very excited to take everything we learned from the High Impact Boards pilot – what worked, what didn't, and what we can improve – and incorporate it into a broader rollout for 2020, which will not only include an expansion of the High Impact Boards curriculum to many more charities but also a High Impact Boards summit and more niche offerings such as:

- Sessions geared specifically toward board chairs and CEOs
- How to recruit a board
- How to build an effective board plan





The Charities Daring to Dream

There were a number of exciting firsts on Giving Hearts Day 2019: the first charity to top the \$1 million mark (New Life Center), the first year donors could give beforehand (scheduled giving), and the first year of eclipsing the 30,000-donor mark. But one thing wasn't a first, and that's the importance of the day to the hundreds of regional charities that participate. Giving Hearts Day (GHD) has become an essential part of many charities' yearly planning, fundraising, and marketing efforts.

Here we take a look at a few of the nonprofits that have really stepped up to the challenge – but more importantly, the opportunity – that Giving Hearts Day represents.

Charity Spotlight



Churches United for the Homeless

Years participating: 11

Raised on GHD 2019: \$403,770.10

% of yearly budget from GHD: 11-20%

What GHD means to them: "Giving Hearts Day has been so incredible for us. It's to the point now that if we don't have a very successful Giving Hearts Day, it'll take us the rest of the year to make it up. We're so grateful to all the folks who come out on Giving Hearts Day and give because it really sets us up for a great year at the shelters."



Anne Carlsen Center

Years participating: 9

Raised on GHD 2019: \$467,296.78

% of yearly budget from GHD: 31-40%

What GHD means to them: "Giving Hearts Day is hugely impactful for the work we do at Anne Carlsen. We've looked at it as a great opportunity to bring people closer to our mission, and now that giving has gotten to a place where it's become so important, it becomes a huge part of our annual fundraising efforts, both in (terms of) funds coming in but also (in terms of) strategy."



New Life Center

Years participating: 7

Raised on GHD 2019: \$1,013,742.59

% of yearly budget from GHD: 21-30%

What GHD means to them: "Giving Hearts Day has been so incredible for us. It's to the point now that if we don't have a very successful Giving Hearts Day, it'll take us the rest of the year to make it up. We're so grateful to all the folks who come out on Giving Hearts Day and give because it really sets us up for a great year at the shelters."



Fargo-Moorhead Opera

Years participating: 9

Raised on GHD 2019: \$36,255

% of yearly budget from GHD: 11-20%

What GHD means to them: "Sometimes when people think about Giving Hearts Day and a lot of the organizations that are involved, they wonder, 'Why are the arts included? Should they be there?' And I love that we are and that (we) see the value in what the arts can do for your health."

Giving Hearts 2019: A Year of Firsts

	2019	2018
Total raised	\$16.3 million	\$13.2 million
Individual donors	30,675	28,044
Total donations	67,765	63,635
Online donations	\$5.2 million	\$5 million
Check donations	\$4.7 million	\$3.6 million
Match dollars raised by charities	\$6.6 million	\$4.4 million
Number of \$10 gifts (minimum donation)	9,750	8,360

Quick Stats



\$1 MILLION

raised by New Life Center in one day



30,675

Giving Hearts donated



\$16.3 MILLION

raised through donations



\$71 MILLION+

raised since event's founding in 2008



\$186,338

Donated in advance through scheduled giving



4,000+

gift cards purchased



100+

Businesses engaged in the Giving Hearts Business program



\$100,000

Largest single gift on Giving Hearts Day 2019



13,000+

Local students participated in the Giving Hearts School program

The Faces of Lend A Hand Up 2019

Since its founding in 2008, Lend A Hand Up has not only provided a fundraising toolkit to help those experiencing a medical crisis, it's provided a platform to bring out the very best in the people of our community. From a family using their pain to comfort others to a young professional paying it forward, here are just a few of the countless lives the program touched in 2019.



Travis and Andrea Solberg

LANDON'S LIGHT

When they got involved: 2019

Lend A Hand Up Story

"Excruciating" is the only word Andrea Solberg can find to describe the 10 days she and her family spent in the ICU two years ago. It was December 2017, and her oldest son, Landon, had been having periodic migraines for nearly two months. Since medicine and diet modifications hadn't worked, doctors wanted to rule out infection; autoimmune disorder; or, worst-case scenario, a tumor.

Their worst fears were unfortunately confirmed when a trip to the Mayo Clinic revealed that Landon had an inoperable grade III anaplastic astrocytoma – a rare type of brain cancer – and likely only 1-2 years to live.

"It's such a world-crushing feeling at that moment," says Travis Solberg, Landon's dad. "It's impossible to comprehend, and you're just feeling so low and so defeated. I can visually see Andrea and me. We talked to the doctors, and she and I both couldn't walk into (Landon's) room (after). We walked all the way to the end of the hallway and just sat for about a half hour trying to comprehend what had just happened. It was so painful."

Throughout his treatment, which included multiple clinical trials in Cincinnati that required the family to spend weeks at a time in Ohio, Landon never let the disease overtake his life. He continued to play basketball with his travel team; volunteer with the younger kids at his church; and attend school, even graduating from fifth grade.

While initially hesitant to agree to a Lend A Hand Up benefit for Landon, Andrea says she realized it was as much for their friends and family as it was for them.

“(They) really sat us down and said, ‘People want to help,’” she recalls.

When Landon passed away in September 2019, the Solbergs wanted – needed, really – to pay that same sentiment forward, founding and holding the first official event for Landon’s Light all within a few months.

“That’s why we moved so fast on the foundation stuff is really to honor Landon,” says Travis, recalling a conversation that he and Andrea had with Landon shortly before he passed. “We started talking to him about, ‘Hey, what should we do? We want to do something to give back. What’s something you’d want to impact, or who’s someone you’d want to help?’”

Landon landed on kids and their families who were going through the same thing that he and his own family experienced.

“During our own (experience), we met families who had gone through a cancer journey, and I know that was really impactful for me,” Andrea says. “When we met these families, you could tell that they had a sense of hope because they looked at us and they knew that they’d been there and had gone through this journey. We no longer have our son, but we’re still here and we’re not always okay, but you will be. And you will survive it. If we can be that glimpse of hope for families, then it’s rewarding for both sides.”



How They’re Giving Back

Annual boost sponsors (since 2019)

Landon’s Light directly supports and provides financial assistance to children – as well as the organizations that serve them – battling a chronic medical condition. They also inspire kids to grow academically, in their faith, and in their physical well-being through scholarships, sponsorships, and events.

In addition to being an annual sponsor for Lend A Hand Up Kids, Landon’s Light held its first 10 Days of Giving event this past December, where they provided gifts, services, and experiences to 10 Fargo-Moorhead families battling a chronic illness. They also recently held the first-ever Landon’s Light 3-on-3 Basketball Tournament in West Fargo, which saw more than 80 local teams participate. They will also be providing any child that has a Lend A Hand Up benefit a Landon’s Light Basket, which will contain gifts inspired by things Landon loved such as Harry Potter, Star Wars, and basketball.

Reflections

“We reflect back now and think, ‘How did we do that?’ You hear that from families time and time again, but you have no other choice when you’re put in these medical crises. You do what you have to for your child. And we got through it and were able to come back to Fargo, and it really makes you appreciate your community. We were on the receiving end for a long time, and now we’re ready to be on the other end and give back to Lend a Hand Up, which was so wonderful for our family and the community.”

PETER HOVEY

When He Got Involved: 2015

Lend A Hand Up Story

On a summer day in 2013, Peter Hovey was at the lake with friends when he got a call that no uncle wants to take: His eight-year-old niece, Maddie, was in an air ambulance on the way to Children's Hospital in Minneapolis, where she was to undergo emergency surgery for an arteriovenous malformation, which is a tangle of abnormal blood vessels connecting arteries and veins in the brain. Maddie had awoken that morning dizzy and confused, and the emergency room doctors who treated her doubted that she would survive the flight to the Twin Cities.

“Being able to put something together so that people can actually do something to help is good for them.”

Maddie eventually pulled through and, with the exception of some foot numbness and minor learning issues, has made a full recovery. Hovey credits the carnival-themed Lend A Hand Up benefit held for Maddie with being an essential part of the family being able to weather the storm that inevitably accompanies a serious medical diagnosis.

“Being able to put something together so that people can actually do something to help is good for them,” says Hovey, adding that the nearly \$30,000 average difference between GoFundMe and Lend A Hand Up campaigns made going with the latter an easy decision. “It allows the family and the people going through that crisis to be able to feel the support and love of their family and friends.”



How He's Giving Back

Boost sponsor (since 2015), board member and program ambassador (since 2019)

Reflections

“After the (Lend A Hand Up benefit) was all settled and we had the account funded with everything, my sister said, ‘I can finally take a breath.’ Because she didn’t have to worry about, ‘How am I going to juggle all these bills and work and all this other stuff?’ Your focus is on (your loved one’s) health and comfort and getting them back on their feet. (Bills) are the last thing you want to be spending all your time worrying about. Seeing the impact it had on my direct family was eye-opening, and I just want the whole community to know this program is out there.”

LEND A HAND UP

In 2018,
\$2.1 MILLION
raised for 47 families

Since 2008,
\$17.6 MILLION
raised for 542 families

\$10,000
average per
online campaign
(contributions + 20% boost)

\$37,000
average per benefit +
online campaign
(contributions + 20% boost)

2019 Medical Challenges

64% CANCER

14% OTHER

6% TRAUMA

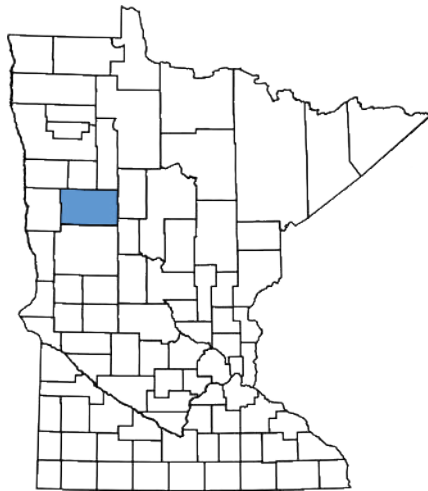
6% TRANSPLANT/
LUNG/HEART

6% PREMATURE
BIRTH
DEFECT

4% NERVOUS
SYSTEM

New Board Formed

In a year of exciting firsts for Lend A Hand Up, perhaps none was more consequential to the long-term impact of the program than its official receipt of 501(c)(3) status and the subsequent formation of a board of directors. The 15-member board will work to determine a bold vision for Lend A Hand Up, create a strategic plan for further program expansion, and serve as ambassadors for the program. Its first meeting was held in August.



Lend A Hand Up Expands

As of Jan. 1, 2020, Lend A Hand Up is officially active and accepting applications for benefits in the Detroit Lakes, Minnesota, area. The first geographic expansion of its kind for Lend A Hand Up, it's an important moment for the program as it works to help more families in medical crisis. Due to the number of Fargo-Moorhead residents making their second home in the lakes area, Becker County has, for years, seen the most benefit requests outside of Cass and Clay Counties.

Lend A Hand Up is already active in the local community, having joined both the Detroit Lakes Regional Chamber of Commerce and

the Detroit Lakes Area Giving Hearts Day collaborative. They have also begun a local radio campaign, with voice talent coming courtesy of program ambassador and Impact Foundation board member Phil Hansen. A special thanks goes out to Phil Hansen, the Cullen Children's Foundation, and the countless Detroit Lakes area individuals and businesses willing to support the program launch, without whom none of it would have been possible.

The 5th Quarter

How a Unique Program Is Helping Casselton Kids Choose Drug-Free Fun

While Sinner Bros. & Bresnahan (SB&B) has small-town roots, the charitable efforts of the Casselton, North Dakota-based agribusiness are larger than life. For this conscientious company, it's about more than just raising money; it's about tangibly changing the lives of area youth in a substantial way.

It all started with the Sinner Bresnahan Healthy Kids Initiative, a Dakota Medical Foundation fund that SB&B launched about a decade ago as a way to raise money for Casselton-area children's health issues.

"The initial focus was on medical care for children, but those who were donating or investing didn't want to send their money some place where they couldn't touch and feel it," explains Healthy Kids Chairman and SB&B Partner Tom Bresnahan, who says the initiative has raised more than \$20,000 per year since its inception. "That's why we decided to keep our focus local."


It wasn't long, though, before the company started asking themselves, "How can we do more?" An answer came in the form of a growing community problem.

With the city of Casselton and the Central Cass school district struggling to combat the increased alcohol and drug use it was seeing among its students, the Healthy Kids Initiative added a new focus area.



"The goal was to try to stop some of that and build a different culture here," Bresnahan says. "The initial meeting had a cross section of businesses, community leaders, schools, parks and recreation, the Fellowship of Christian Athletes group, and police. They were all trying to find ways to create a different culture. That's when the light bulb went on."

Using the funds from a prestigious Otto Bremer Trust grant, as well as an additional \$10,000 donation from the Healthy Kids Initiative fund, the 5th Quarter program was launched in summer 2018.



Kids have so many interests, and we're trying to connect them to something that they're good at and feel good about.

Put into action for the 2018-19 school year, 5th Quarter is a program that provides Casselton-area students in grades 7-12 with after-school opportunities to hang out together and make safer choices, all while still having fun. That includes anything from a bonfire after a Friday-night football game to a Saturday-night cooking class. Whether it's bowling or guitar lessons, the idea is to give kids an option to engage in safe, legal activities with their friends.

"The sole purpose of this project is to change the culture so that kids have a better way to make healthy choices," Bresnahan says. "We wanted to create activities and events so that kids have a safe place to go and aren't choosing drugs and alcohol."

If the student responses are any indication, the efforts seem to be working.

"5th Quarter means a lot to me," says one sophomore. "It gives me a safe place to hang out, and being part of a team makes me feel important and included. It's a fun place to hang out with my friends and even make some new ones."

"It's like a lure for people to be in a safe environment with good people and to have a good time," says another student.

More than 150 kids showed up to the program's first event, a post-football game bonfire, and students have been researching their own ideas for events and activities. There's even a dedicated student committee that meets monthly to brainstorm ideas.

They've really taken ownership of the project and go out of their way to make others feel included, says Amy Warrey, who was hired as the Healthy Youth Coordinator for the 5th Quarter project. Warrey says the group has even changed the culture of parents, with many offering to become 5th Quarter volunteers and mentors.

"We are discovering that this is a way to find out what kids are truly interested in," Warrey says. "We have a number of students interested in comedy or theater who want to get more involved. The same goes with music. Kids have so many interests, and we're trying to connect them to something that they're good at and feel good about."

5th Quarter's future looks bright, and the goal is for the project to ultimately fund itself so that the Healthy Kids Initiative can give back to the community in even more ways.

HBOT: A New Standard of Care

For years, concussion sufferers have had few options other than to rest and wait until symptoms subside.

Hyperbaric oxygen therapy (HBOT) is a one-to-two-hour medical treatment during which a patient breathes 100 percent oxygen under increased atmospheric pressure in what's called a hyperbaric chamber. HBOT does three things, in particular:

- 1) Hyper-oxygenates tissue
- 2) Resolves swelling
- 3) Reduces inflammation

While HBOT is currently FDA-approved for 14 different medical conditions, including carbon monoxide poisoning and burns, its role in treating concussions is still being established. Right now, major insurance providers won't pay for it.

DMF is committed to exploring the effectiveness of HBOT for conditions where preliminary research indicates effectiveness, and changing insurance providers reimbursement policies accordingly.

Concussion Care Initiative

Dakota Medical Foundation's Concussion Care Initiative kicked off in the fall of 2018 and set out to change the standard of care and access to treatment for people in the region who experience a concussion. This initiative made HBOT available free of charge for concussion sufferers, providing 1,080 treatment sessions to 275 patients.

Healing Vets Initiative

In addition to concussion care, the Healing Vets initiative seeks to use HBOT as an alternative form of treatment for veterans suffering from the symptoms of Post-Traumatic Stress Disorder (PTSD). North Dakota is home to more than 45,000 veterans, and in 2019, 108 HBOT treatment sessions were provided to seven area veterans.

DMF Concussion Care Initiative Data*

► TOTAL



*In 2019

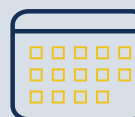
National Concussion Stats



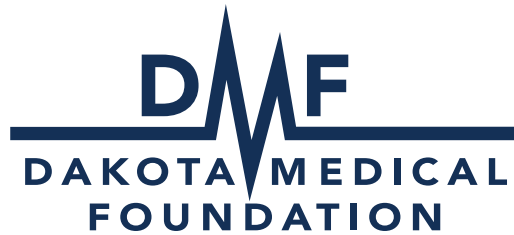
APPROX. **15%**
of high school athletes experienced a concussion in the past year.



MORE THAN 15%
of those athletes require academic help after their concussion.



30% OF PATIENTS
still have persistent symptoms one month after the injury.



Partners leading and supporting initiatives to improve health and quality of life in North Dakota and northwest Minnesota

