



# Altona Community Foundation

## Minutes

May 22, 2025

Minutes of the Altona Community Foundation (ACF) Board of Directors meeting held on Thursday, May 22, 2025.

Present were: president, Haydon Friesen; treasurer, Angus Klassen; Vic Loewen; Leanne Braun; Ralph Hamm; Jonathan Toews and Jo Funk.

Regrets: Al Friesen and non-voting attendee: Michelle Wiebe.

### Call to Order

Haydon Friesen called the meeting to order.

#### 1. Review of the Agenda

**MOTION: Jo Funk - moved – Jonathan Toews – seconded - THAT** the agenda is approved as presented.

**CARRIED.**

#### 2. Review of Previous Minutes

**MOTION: Vic Loewen – moved – Ralph Hamm – seconded – THAT** the minutes of the meeting held April 17, 2025 are adopted as circulated.

**CARRIED.**

#### 3. Youth in Philanthropy

- YIP teacher rep Trevor Stoesz and YIP student rep Jacob Stoesz attended.
- Jacob said the YIP committee held one additional fundraiser – they sold old school merchandise at a reduced rate – with this last fundraiser they raised a total of \$1,270.
- Angus to confirm their final granting amount.
- YIP has put a call out for grant applications with the deadline May 26, student council will go over the grant applications on May 27. YIP was reminded they need to send their grant recipients to the ACF for final approval.
- YIP to prepare a press release and invite applicants to their media event.

#### 4. Financials

- Online payment was issued to Golden West Broadcasting, \$630 - PV online advertising and ACF M/C, \$169.68 – lunch expenses, Google Workspace.
- No financial reports were presented.

#### 5. Granting

- 2025 spring granting: 15 applications received, 10 were accepted, five were denied and one was a continuing multi-year commitment and one was withdrawn.
- ACF along with the Richard Neufeld Legacy Fund, Thomas Sill Fund and the Thomas Sill Manitoba Grant had \$70,312 to disperse.
- Vic went through the grant scoring guide with the board.
- Haydon recused himself from discussions about Kiddie Sunshine Centre and Ralph recused himself from discussion about Altona Senior Men's Bisons.

- Board confirmed the following \$70,312 in grant requests:
  - Altona & Area Family Resource, \$2,660 – color printer
  - Altona Minor Baseball, \$2,750 – backstop extension
  - Blue Sky Opportunities, \$17,250 – AEDs
  - Kiddie Sunshine Centre (Main), \$2,950 – storage room shelving
  - Kiddie Sunshine Centre (Centre), \$13,000 – playground upgrades
  - Oakview Golf & Country Club, \$5,000 – clubhouse renovations
  - Rosenfeld & District Skating Rink, \$3,000 – pickleball, street hockey equipment
  - Rosenfeld Good Neighbour Centre, \$10,000 – heating/cooling unit
  - The Community Exchange, \$2,000 – lighting upgrades
  - The Gardens on Tenth, \$6,702 – flooring at The Apartments
  - Kiddie Sunshine Centre - allocate \$5,000 for 2024 spring payment for 2022 daycare expansion grant (multi-year commitment)

**MOTION: Vic Loewen– moved Leanne Braun– seconded – THAT** the 2025 spring grant requests are approved as presented.

**CARRIED.**

- Letters and grant check sheets to be dispersed by granting committee. Jenn to mail other letters.
- Press release to be sent to media.

#### 6. Endow MB

- Endow MB hosted one of their 2025 regional meetings in Altona on April 22 – Haydon, Angus, Leanne, Jo, Vic and Al attended from the ACF.
- They discussed how to positively impact community well-being by investing gifts from donors, supporting local projects and engaging in leadership indicatives.
- Endow MB sent the attached meeting report.

#### 7. Community Engagement Committee

- April 26 was Community Foundations Day in Manitoba – Haydon was the guest on CFAM morning show.
- Ran a banner ad on PVOL – coincided with election day: views: 46,686 and clicks, 137.
- Vic, Haydon, Ralph and Al were in attendance at the ribbon cutting of the Altona Softball Diamond.
- Al to reach out to Alt Signs and get a new quote for sandwich board sign inserts.

#### 8. Asset Development Committee

- ACF Future Ag Leader Scholarship – Jonathan reached out to both schools. Reach out to past applicants. Deadline is May 31.
- BMCM Fund – no new report
- CKM Fund – held a successful run walk to remember – still waiting for a final tally/deposit.
- KAW Memorial Award Fund – issued cheque to BLSD for scholarship, Ralph confirmed the fund will be moving to The Winnipeg Foundation, Angus to let Access CU know to not renew their GIC.
- RNL Fund – dispersed \$1,864 to BSO during SG2025.
- RC Fund – Jenn sent an email reminder to Cathy about funds they have available, just need to provided receipts.
- MHF Fund – no new report.
- NHF Fund – no new report.
- Thomas Sill Fund – has \$37,495 to disperse.
- Thomas Sill MB Grant – has \$22,905 to disperse.
- Endow Administration Fund – no new report.
- Angus provided a revised fund policy for the board based on changes discussed at the planning session meeting – board reviewed and had no changes.

**MOTION: Angus Klassen– moved Ralph Hamm– seconded – THAT** the Altona Community Foundation's revised fund policy is approved as presented.

**CARRIED.**

#### 9. New Board Members

- Discussed possible board members to fill the two vacancies in October.

10. New Business

- Haydon had a conversation with Andrea Dicks from CFC recently. It was a time to connect and share updates what's been happening at our foundation with CFC.

11. Next Meeting

- Thursday, June 19, 12 noon – Gold West boardroom

12. Adjournment.

**THEREFORE, BE IT RESOLVED THAT** this meeting is now adjourned and the next meeting of the Altona Community Foundation will be held on Thursday, June 19 @ 12 noon.

**CARRIED.**

Haydon Friesen, president  
Altona Community Foundation

## **Regional Meeting – Altona report**

Altona Curling Rink

April 22, 2025 (5:00pm – 8:00 pm)

In this document, there are hyperlinked resources. We encourage you to access the links by clicking them to explore how your foundation can leverage the information and empower yourselves to learn and grow.

**Topic for discussion:** How can you enhance your foundation's visibility in the community?

### **Participants:**

- Altona Community Foundation: Jo F., Al F., Haydon F., Angus K, Vic L.
- The Morris Area Foundation: Midge A., Sean C., Curtis E., Darcie E., Del S.
- The Plum Coulee Community Foundation: Moia P., Heather U.,
- Morden Area Foundation: Lenore L.
- Winkler Community Foundation: Natalie N.,

**Hosts:** Courtney Feldman & Kevin Parsons

### **1. Advertising**

- Advertising the projects that your foundation supports
- News stories
- Radio
- [Local paper](#)
- Signage
- Project plaques
- Foundation to provide signs to grant recipients
- Granting celebration
- Town sign to advertise
- Go back to sending some letters in the mail
- Send out newsletters to donors with [stories](#)
- Have brochures at strategic community locations

### **2. Reach different generations/life stages**

- Younger donors (new donors)
  - How to be sustainable with new donors' attraction
- Youth in philanthropy
  - Interested in immediate granting not everything else of foundation
    - Reach out to broader community

- Where are the 40 – 50 year olds?
- Foundation donors staying, it's a routine
- Asking grant recipients for support
- Attend AGM's of local organizations
- During the Giving Challenge board members meet the public and ask for donations at grocery stores
- Community partnerships – Thrift shops
- "Power of the purse event" - Morden CF
- Use newspaper for senior advertising

### **3. How do we know that we are relevant?**

- How do you find out?
  - [Vital signs](#)
  - Are we getting new donors?
  - Are there new grant applicants?
- Altona has a recreation study – are we using that to explore community needs?
- World Cafe
  - Engage community
  - Get a picture of who we are in our community

### **4. [Social Media](#)**

- Consistent presence on social media (how?)
- Regular updates
  - Good quality
  - On time, better than late
- One administrator
- Encourage sharing posts
- Creative photos
- Increase follower
  - Contest for more follow and likes of the foundation's Facebook page
- Website

### **5. Creating awareness in a growing diverse population**

- [Get representation on board](#)
- Mutual learning – curiosity
- What is philanthropy in the various cultures?
- Youth in philanthropy partnerships with schools

## Appendix A

Other topics of interest:

- Concerns
  - Challenges to reach young adults
  - There are so many ways to communicate these days, how can we cover them all?
  - Issue: Getting a chance to talk
  - [People don't understand what a foundation is](#), so they are hesitant to contribute
  - Does the community know who their local community foundation is?
- Awareness
  - Attending community events
  - Community involvement
  - Attend events
  - Attend meetings
  - One on one conversations
  - Hosting events
  - How do we show up in the community?
  - Engaging local businesses with promotional material and advertising
- Youth in philanthropy
- How to showcase projects?
- How to be engaged and involved
- Donors
- How to advertise grant awards?
- Youth/Young Adult engagement
- Christmas cards
- How do we share stories to build understanding?
- Partnering with local organizations
- New grant applications
- Is it better to focus on one area of community well being or have a broad perspective?
- See what neighboring foundations are doing