



# ANNUAL REPORT

## 2020-2021

In 1965, when Project Friendship was established in Northfield, the founders would never have guessed we would have a year like the last one! **We have come a very long way and could not be more proud of how our mentors, mentees, staff, and board weathered the COVID storm.** Though the 2020/2021 year was different, more kids than ever were impacted and still more memories were made.

Our motto throughout the past year stayed true:

*Our Mentors are Brilliant,  
and our Kids are Resilient!*

Looking over what was accomplished this year of virtual mentoring — we can all be proud and have hope for our future. These kids and mentors are our future, so we have a lot to look forward to!

**Project Friendship has matched more kids, trained more mentors, and logged more mentoring hours than ever before — and did so virtually!** In a year where many would have given up and laid low, Project Friendship soared high!

### Staff

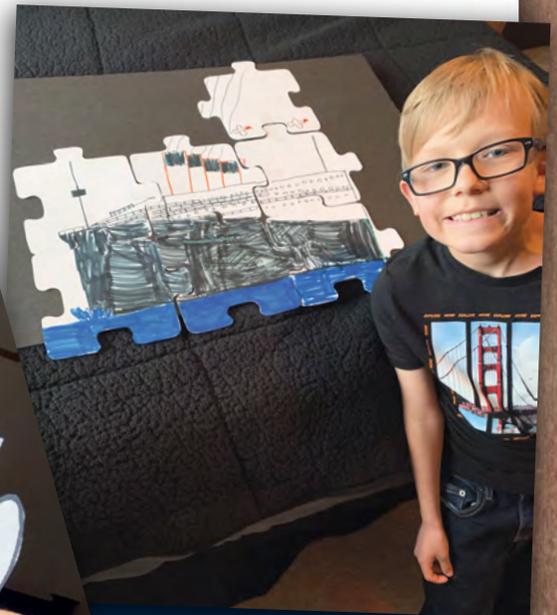
**Holly Schoenbauer** — Executive Director  
**Kari Scheurer** — Assistant Program Director

### Board of Directors

**Mari Aylin** — President  
**Bo Aylin** — Secretary  
**Brady Burton** — Treasurer  
**Jane Bartho** | **Christi Bostwick**  
**Steve Hill** | **Brian McGonegal**  
**Jean Noack** | **Jenny Ortiz**

### Student Board Members

**Ariel Alexander** — Carleton College  
**Ben Westrum** — St. Olaf College



**confidence,  
character, +  
connections**



**THE HIGHLIGHT OF OUR YEAR**

When our mentors and mentees moved to virtual mentoring, Project Friendship wanted to give kids something tangible to hold onto. From that want, the idea of a virtual art project was born. Thanks to a generous donor, we were able to bring this arts project to life. In partnership with the Northfield Arts Guild (NorthfieldArtsGuild.org), **mentors and mentees were given a packet with all the art supplies needed to work on this project together — virtually.** Kids and mentors worked together via Zoom to **decorate puzzle pieces that represented what they enjoy doing together, or are looking forward to doing together once in person again.**

The completed projects were **collected, assembled, and dispersed around Northfield local businesses** in a socially distanced art show. Local businesses often support local non-profits; this was a way for us to give back by encouraging others to go into these stores and check out the art and the great businesses in Northfield.

**It was a community coming together to support local businesses, kids, college mentors, and art.** If you missed it in stores, you can check out the video of the art projects here:

[ProjectFriendshipMentoring.org/art-project-video](https://ProjectFriendshipMentoring.org/art-project-video)



## FINANCIAL SNAPSHOT 2020-2021

### Revenue

Individual Gifts	\$45,704
Foundations / Grants	\$31,292
COVID-Related Grants	\$11,984
Other	\$1,503

**Total revenue \$90,483**

### Expenses

Programs	\$54,779
General / Administration	\$17,437

**Total expenses \$72,216**

For details, please reference Project Friendship's EIN# 41-1565496.





## ART, CULTURE, SPORTS, & MORE!

Right before COVID hit, Project Friendship was invited to join Tickets for Kids. **Tickets For Kids works with non-profit organizations around the country to provide tickets for events free of charge.** Unfortunately, we were not able to take advantage of this opportunity right away, but we are slowly bringing fun activities to the youth of Northfield through this amazing opportunity.

Last winter, we were able to send families to the State Fair Christmas Light drive-through event, and earlier this summer we sent seven youth to the



Kyle Rudolph Football ProCamp. We have sent numerous families with youths to Twins games, and hopefully this fall will be able to send mentors and mentees on outings to places like the MN Zoo, the MN Science Museum, the Stepping Stone Theater, and more! **This is such a great opportunity for Project Friendship and we look forward to partnering with TicketsForKids.org even more in the future,** to give mentors and mentees these memorable experiences.

## LOOKING AHEAD...

So, what's ahead for Project Friendship? We know that when COVID is over, it isn't over. There is so much clean-up to do. Kids have spent a year separated from friends, extended family, and mentors. They have spent a year worrying about elderly family members, hearing adults talk about an unknown economy, and frightened over the state of the world. **Though resilient, kids need stability, and a sense of security and normalcy.**

**That is why Project Friendship is launching the Project Friendship CARES Team** — to promote *Compassion, Awareness, Respect, Empowerment, and Support*. The CARES team is made up of Project Friendship Staff, upperclass mentors, and two professional advisors with experience in mental health.

The CARES team will **focus on Emotional Wellness in youth and mentors**, and teach them how to laugh together again. From mentor training; to youth and mentor retreats; and a mentor handbook to help mentors identify youth in crisis and what to do — **the CARES team will be a cornerstone in Project Friendship programming moving forward.**

We must be forward thinking and look at the future of a post-COVID reality. **Mentors, as much as youth, need to feel secure and prepared to pivot back to in-person mentoring.** Currently, Project Friendship has over 100 youth that have never met their mentor in person. We can't think we can just open the gates and expect relationships to grow. But with the help of the CARES team, these relationships will not only grow, but flourish. Now is the time to decide and prepare for what we can do to help the youth of Northfield in this pivot back to a "new normal." Once again, **we got this!**



## MAKE A GIFT TODAY!

Project Friendship has a long history of empowering youth and is committed to ensuring all youth are connected with caring adults to be their best self — **whether in person or digitally, Project Friendship will be there!** Your support is critical for future programming as we anticipate another year of exceptional growth as parents seek out ways for their child to connect to others, and as youth reach out looking for those relationships that are critical to their development. **Your gift, no matter the size, will help ensure that Project Friendship is sustained in its efforts to serve youth.**

*A donation can be mailed to:*

Project Friendship  
1651 Jefferson Parkway  
Northfield, MN 55057

*Or you can donate online at:*

**ProjectFriendshipMentoring.org/donate**



ANNUAL REPORT  
inside!

1651 Jefferson Parkway  
Northfield, MN 55057  
ProjectFriendshipMentoring.org (507) 301-7705



PROJECT FRIENDSHIP'S

2020-2021

SUCCESSSES  
AT A GLANCE

NUMBER of YOUTH MENTEES by GRADE

38	74	73
in grades K-3	in grades 4-5	in grades 6-8



21 MENTORS  
waiting

to be matched with kids

OUR MATCHES MET  
for mentoring for a grand total of



3,075 HOURS

Up by 499 hours ... even though  
the entire year was 100% virtual!

185 TOTAL MATCHES  
throughout the year,

153 in the previous year.

up from

... our 7<sup>th</sup> consecutive  
year of growth!



ART PROJECTS

shared throughout the  
Northfield community

