

A LASTING LEGACY

LEGACY FUND IMPACT REPORT



MINNESOTA

SUPER BOWL LII HOST COMMITTEE

— LEGACY FUND —

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MORE THAN A GAME

from Maureen Bausch, CEO

Super Bowl LII was our chance to shine the world's spotlight on our beloved Bold North. It was also a chance to seize this once-in-a-lifetime opportunity for Minnesotans, to ensure this one-day game had a lasting impact. As the *Minnesota* Super Bowl Host Committee, our charge was to make this an event with statewide impact; a celebration for all of our residents. Being granted the 52nd Super Bowl (LII) provided us with the opportunity to make that celebration last an entire year – or 52 weeks – leading up to the big game. And 52 Weeks of Giving was born.

For 52 weeks, our team traveled the state, logging tens of thousands of miles all the way up to Roseau and International Falls, all the way down to Faribault and Rochester, and all the way across to Worthington and Red Wing. Our focus was on the health and wellness of Minnesota's kids, through **fun, fuel, and fundamentals** – the building blocks to a healthier generation. And, in partnership with the Statewide Health Improvement Partnership (SHIP), we identified needs in 52 communities that could help kids lead healthier lives. A playground in Marshall. A community garden in Mille Lacs. A community wellness center in Minneapolis.

Because a healthy day starts with a hearty breakfast, we also provided a Super School Breakfast to these communities, giving schools the equipment they needed to provide a grab-and-go breakfast to all its students to fuel their day of learning.

In every town, we were greeted with enthusiastic kids, parents, and leaders, ready to celebrate not just the Super Bowl but its direct impact on their community. Our hope is that every kid tuned into the game Super Bowl Sunday knowing history belonged not only to those players, but to *them* and *their community*.

In the end, the Super Bowl's reach extended far beyond U.S. Bank Stadium, or even its worldwide television audience. The Super Bowl touched communities across Minnesota, and we are proud to tell their stories and the work they are doing to ensure our kids grow up healthy and strong.

Super Bowl LII is now in the history books, but its legacy lives on in communities across Minnesota.

Sincerely,

A handwritten signature in black ink that reads "Maureen Bausch". The signature is fluid and cursive, with a large initial 'M'.

Maureen Bausch

Chief Executive Officer

Minnesota Super Bowl Host Committee

INTRODUCTION

The **Minnesota Super Bowl Host Committee Legacy Fund** is the signature philanthropic initiative of Super Bowl LII. Its goal was to use this platform to build awareness and invest in solutions for a healthier generation of Minnesota kids. Through its grant making and awareness initiatives, the Legacy Fund aspired to leverage this single event into a lifetime of health for the next generation of Minnesotans.

The Legacy Fund created an unprecedented approach to charitable giving around a Super Bowl; in terms of the breadth of its giving, the depth of its reach, and the sustained nature of the campaign. This approach allowed the Legacy Fund to highlight not only the work, but the communities and organizations it impacted.

The Super Bowl offered a unique opportunity to showcase Minnesota's civic engagement, generosity and philanthropy as a part of its Bold North brand. The Legacy Fund was able capitalize on the international media platform the big game provides to tell stories about innovative leaders and philanthropy. In honor of Super Bowl LII, the Legacy Fund created 52 Weeks of Giving, a weekly campaign to lift up 52 organizations across the state dedicated to the health and wellness of our kids in 52 different communities. In addition to the 52 Weeks campaign, the Legacy Fund spearheaded two campaigns focused on healthy eating – Super School Breakfast and Super Snack Challenge.





WHY FOCUS ON HEALTH AND WELLNESS FOR KIDS?

Why health and wellness? Minnesota, long famous for our healthy and active lifestyles, in recent years has slipped down the national rankings on kid's health. Minnesota is faced with its first generation of kids who are not expected to live longer lives than their parents. The Legacy Fund sought to reverse this trend.

To be able to have the largest impact over 52 weeks, the Legacy Fund identified the following goals for giving:

- Urban, suburban and rural communities, reaching all regions of Minnesota;
- Racial and cultural communities, reaching the diversity of communities that comprise our great state;
- The eleven tribal communities across Minnesota;
- Those in greatest need, reaching people at 185% of poverty or lower

The Legacy Fund partnered to select 52 communities to receive:

- A grant to fund a local need to support more physical activity or access to nutritious food
- A Super School Breakfast grant to support breakfast in the classroom in a local school
- A grant announcement event to highlight the work and engage each community
- A opportunity to participate in Kids Tailgate Party during Super Bowl LII week

As illustrated in this report, the Legacy Fund was successful in meeting the goals stated above.

52 WEEKS OF GIVING ACROSS MINNESOTA

A map of Minnesota is shown with 52 locations marked by purple dots and labeled. Lines connect these locations to a vertical column of six photographs on the right side of the page. The locations are: ROSEAU, INTERNATIONAL FALLS, CROOKSTON, RED LAKE, BOIS FORTE, GRAND PORTAGE, BEMIDJI, VIRGINIA, WHITE EARTH, GRAND RAPIDS, LEECH LAKE, DETROIT LAKES, MOORHEAD, FOND DU LAC, DULUTH, BRAINERD, MILLE LACS, FERGUS FALLS, ALEXANDRIA, ST. CLOUD, WILLMAR, HUGO, BROOKLYN PARK, ANOKA, BROOKLYN CENTER, MINNEAPOLIS, UPPER SIOUX, LOWER SIOUX, ST. PAUL, MARSHALL, NORTHFIELD, PRAIRIE ISLAND, RED WING, MANKATO, FARIBAULT, WINDOM, WASECA, ROCHESTER, OWATONNA, WORTHINGTON, and AUSTIN.

The photographs show various community activities: a large group of children in a classroom; a girl riding a bicycle; a boy using a shovel in a garden; a group of children in hard hats working together; a child in a life preserver in a pool; and a boy playing basketball on a field.

52 WEEKS OF GIVING

The Legacy Fund sought to maximize impact by embarking on an ambitious, year-long campaign to invest in organizations and tell positive stories about health and wellness across the state. Each of the 52 weeks leading up to Super Bowl LII, the Legacy Fund announced a new grant at a community celebration that not only provided critical funding but showcased the organization and leaders across the state doing pivotal work to improve health and wellness for kids.

By spreading its giving across the entire year, the Legacy Fund generated consistent media coverage and created a drumbeat around the importance kids' health and wellness, telling stories at a local and statewide level about the varied and creative ways communities are focused on healthier kids.

“To have a significant impact in health and wellness, one must both create access to healthy foods and activity and shift attitudes to change behavior. By choosing health and wellness, we were truly able to leverage the Super Bowl mega-phone, reaching the communities with our message of healthy choices and at the same time, invest in infrastructure like gardens, kitchens, playing fields, and parks.”

Wendy Nelson, Co-Chair,
Legacy Fund Advisory Committee



STATEWIDE FOCUS

The Legacy Fund was intentional about investing in communities across Minnesota. Over 80% of the grants were invested in organizations in Greater Minnesota, touching communities in every corner of the state. The geographic reach of the Legacy Fund was unprecedented and ensured that families from across Minnesota were able to participate in a Super Bowl-related event whether they traveled to the ten-day festival or not.

“The strategic execution of the 52 Weeks campaign across the geographic footprint of Minnesota served as a signature program for our state, ensuring an equitable distribution of monies to service statewide communities. I am hopeful this flagship program will encourage future philanthropic efforts across our Nation.”

Eric Jolly, CEO and President of the Saint Paul and Minnesota Community Foundation and Co-Chair, Legacy Fund Board of Advisors

ALEXANDRIA	MARSHALL
ANOKA	MILLE LACS
AUSTIN	MINNEAPOLIS
BEMIDJI	MOORHEAD
BOIS FORTE	NORTHFIELD
BRAINERD	OWATONNA
BROOKLYN CENTER	PRAIRIE ISLAND
BROOKLYN PARK	RED LAKE
CROOKSTONE	RED WING
DETROIT LAKES	ROCHESTER
DULUTH	ROSEAU
FARIBAULT	ST. CLOUD
FERGUS FALLS	ST. PAUL
FOND DU LAC	UPPER SIOUX
GRAND PORTAGE	VIRGINIA
GRAND RAPIDS	WASECA
HUGO	WHITE EARTH
INTERNATIONAL FALLS	WILLMAR
LEECH LAKE	WINDOM
MANKATO	WORTHINGTON



COMMUNITY PARTNERSHIPS

One of the objectives of the Legacy Fund was to work with partners in the public health sector to create a giving portfolio with maximum impact across Minnesota. To that end, the Legacy Fund partnered with the Minnesota Department of Health's Statewide Health Improvement Partnership (SHIP), whose local health boards work to improve the health of Minnesotans in every county and partnered with the Minnesota Community Foundation to advise on overall strategy and execute the grantmaking. The Legacy Fund also worked with the Department of Education, GENYOUth and the Midwest Dairy Council to provide breakfast in the classroom grants through its Super School Breakfast initiative.

Minnesota Department of Health leadership and SHIP health boards worked with the Legacy Fund to identify shovel-ready projects in communities across Minnesota. With its statewide reach and presence in every county, SHIP was an ideal partner to help identify capital grants to meet existing community needs in rural, urban and tribal communities.

The Minnesota Super Bowl Host Committee and its Legacy Fund Advisory Committee set an aggressive goal to fund 52 "transformative" grants, with a fundraising goal of at least \$5M. In addition to the initial \$1M grant from the NFL Foundation, Minnesota-based and national foundations and corporations contributed an additional \$5.2 million to support the Legacy Fund's efforts. Weekly grants were "right-sized" depending on the project; the weekly average grant was over \$50,000.

“The partnerships and collaboration the Legacy Fund brokered amongst corporations, state agencies, nonprofits, and the educational community to ensure the grant investments were leveraging successful relationships to broaden their impact was truly innovative.”

Eric Jolly, CEO and President of the Saint Paul and Minnesota Community Foundation and Co-Chair, Legacy Fund Board of Advisors

EVALUATION RESULTS

All 52 grantees were asked to participate in an evaluation of the 52 Weeks of Giving campaign. Ninety (90) percent submitted final reports to the Legacy Fund. Key areas of focus for the grantee evaluation included: equity, geographic outreach, sustainability, partnership & collaboration, awareness, and overall experience with the grant process. After careful review of the grantee submissions, the following key points and examples illustrate the impact of the Legacy Fund.

EQUITY

- 80% of the grantees are serving a significant population of youth in poverty.
- 72% of the grantees are serving a significant population of youth of color.
- 68% of the grantees are serving BOTH a significant population of youth in poverty AND youth of color.

Bolder Options, founded by former NFL Player, Darrell Thompson, is a strong example of an organization committed to racial equity in who they serve and how they are led. Bolder Options received a \$50,000 grant for their “Put Super Food in Your Bowl” project.

According to Bolder Options, the majority of youth served are African American 45%, 30% are Hispanic or multiple ethnicities, and the remainder are American Indian, Asian, and White. More than 85% of the youth in their programs are eligible for free or reduced lunch and two-thirds of youth come from a single-parent household. In addition, two-thirds reported a major life change (e.g. moving, changing school, illness, death, and/or divorce) in the last year.





The grant funds were utilized to repair two kitchens used for large-group cooking classes and family cooking night activities; supported the purchase of a used 15-passenger van for transporting youth and their families; funded supplies for Bolder Options' Youth Garden and kitchen equipment for cooking classes; and enabled the purchase of iPads for program participants to complete evaluation surveys tracking progress toward health goals.

All of these activities are part of the Bolder Options one-on-one mentoring program, in which more than 150 kids meet weekly with a mentor for one year, working toward academic, physical health and social/emotional health goals. Each mentor and young person pair trains and competes in three running or biking races and participates in monthly nutrition and healthy cooking workshops.

“For more than 24 years, we’ve worked to improve the lives of community youth through wellness-based mentoring,” “As the importance of a healthy diet has become more widely recognized, our commitment to this work has only strengthened. That’s why we’re grateful to the Minnesota Super Bowl Host Committee for supporting our work to help kids achieve all of their health goals.”

Darrell Thompson, *President, Bolder Options*

GEOGRAPHIC OUTREACH

- 80% of grants were awarded in Greater Minnesota
- 40 different cities across the State received grants
- Investment and/or involvement of each of the 11 Native American reservations across the state

Leech Lake Band of Ojibwe is just one of many grantees from Greater Minnesota that exemplifies the broad reach of the Legacy Fund. The area served by the Leech Lake Band of Ojibwe is within the boundaries of four (4) Northern Minnesota Counties (Beltrami, Hubbard, Cass, and Itasca). The Leech Lake Reservation is its own governing nation, making it quite distinct and sovereign from the counties. Furthermore, within the Reservation boundaries there are eleven (11) different and unique communities or villages stretching over sixty (60) miles apart in some areas.



“This grant provided funding to serve the population and community members of the Leech Lake Reservation as a whole. The race and ethnicity within this region is primarily Native American, specifically Ojibwe. Unfortunately, the socioeconomic statistics are quite grim for the region served as 30% of our children are living in poverty and 80% of our youth qualify for nutrition programs.”

Amanda J. Shongo, Nutritionist, Leech Lake Band of Ojibwe

The \$100,000 grant to the Leech Lake Band of Ojibwe was used to purchase a mobile teaching kitchen that will travel throughout the Leech Lake Reservation to teach hands-on cooking skills. The teaching kitchen's curriculum will center on how to prepare nutritious foods and incorporate recipes for simple, traditional and economically feasible meals. It will be a resource to educate young people and families on nutritious food options to reduce the consumption of processed, high sugar and fat foods and improve the long-term health of the Native community in Leech Lake.

“The grant from the Minnesota Super Bowl Host Committee Legacy Fund will help us tear down social and economic barriers that our young people are faced with by educating them on how to prepare simple, healthy foods. The teaching kitchen is an opportunity to improve long-term health and wellness for the next generation of our community.”

James Monchamp, former Executive Director, Leech Lake Band of Ojibwe





SUSTAINABILITY

- 100% of grantees reported plans for sustaining or expanding their legacy fund project.

The **Willmar Destination Playground** is a 19,000 square foot fully accessible play space within the Robbins Island Park in Willmar. The \$100,000 Legacy Fund grant was part of a long-term campaign to fund the park.

The City of Willmar has assumed day to day care and maintenance of the playground and is diligent about managing the facility. A dedicated Willmar Destination Playground Fund has been established with revenue from the final round of picket sales to fuel the maintenance and long-term care needs. Local fundraising and gifts of in-kind service during the build were amazingly strong, allowing additional lighting, signage, and the accessible adjacent patios along with storm water mitigation. The City of Willmar has agreed to assume all maintenance costs and will include it in their annual Parks and Recreation budget.

According to their report, "this was the most inclusive, multi-cultural and energizing project conducted in Willmar to date and it is held up as the most successful, unifying project in our community in the last decade. 3,792 volunteers showed up in the rain, sleet, snow, and a heat advisory to work alongside one another for the sake of the children. Cultures, faiths, languages, and economic differences were put aside to focus on a single goal and many new friendships were formed."

"We are so proud to build a playground that was built with children of all ages and abilities in mind."

Sara Carlson, Executive Director, Willmar Area Community Foundation.

NEW PARTNERSHIPS

- 89% of grantees reported their legacy funding yielded additional collaboration or partnerships.

Cannon River Mobile Home Park received a \$50,000 grant to rebuild a playground that was in disrepair. The playground rebuild project was a concerted effort by several local organizations including Cannon River Mobile Park management, Rice County Public Health, Faribault Public Schools, Rice County Statewide Health Improvement Partnership, and Growing Up Healthy, a local coalition that addresses social factors influencing immigrant and refugee families.



“This renovation is about more than restoring a playground where our neighborhood youth can be active, it also will help foster a sense of pride because the project serves as a reminder to residents that their health and longevity is important to the sustainability of this community.”

Julie Trnka, manager, Cannon River Mobile Home Park

The Cannon River Mobile Home Park is home to a large number of Latino families. According to school district demographic information, most children residing in the park qualify for free or reduced lunch. The grant will help underserved youth have an equitable opportunity for health and wellness by providing a new outlet for physical activity and a safe location where friends and neighbors can gather outdoors. Collaborating partners are committed to providing support for the residents of the mobile home park; neighborhood leaders and Growing Up Healthy partners will help ensure that the park continues to be a place where youth can participate in fun, healthy activities, including easy access to a playground.

“The playground rebuild project in the Cannon River Mobile Home Park was an amazing private public partnership. The County agreed to accept the grant and continue to partner with the mobile home park to create a healthy environment through mobile farmers market access, after school programming, and bike safety course and the mobile home park agreed to commit \$250-500 per year for updated landscaping and maintenance for the playground.”

Chris Thokes, Minnesota Department of Health





AWARENESS

- 100% of grantees reported the Legacy Fund created additional awareness for their mission.

Legacy Fund grantees across the state reported a significant increase in media coverage, awareness to their cause, and an increase in social media activity as a result of being a part of the 52 Weeks of Giving campaign.

The Legacy Fund awarded the **Boys & Girls Clubs of Central Minnesota** with a \$50,000 grant to help fund the Move Mobile – Activity on the Go project. Move Mobile – Activity on the Go is an initiative from the Boys & Girls Club to increase physical activity, reinforce healthy lifestyles and provide more options to youth in Central Minnesota. The project is centered on the Mobile Move trailer, a colorful trailer that will be loaded up with equipment for physical activity and games for youth. Owned by the Boys & Girls Clubs of Central Minnesota, the trailer will travel to three Boys & Girls Clubs and 15 KIDSTOP sites, reaching over 5,000 children.

“The grant announcement, with media coverage, brought in over 20 community supporters including the St. Cloud Mayor to encourage youth to be physically active. The media coverage was very comprehensive and was noticed and applauded by many individuals.”

Deborah J. Nebosis, *Boys and Girls Club of Central Minnesota*

EXPERIENCE

- 100% of grantees reported a positive and favorable experience in working with the Legacy Fund and the Minnesota Community Foundation. Testimonials provided by grantees include;



BLUE EARTH COUNTY

"Our experience with the Minnesota Legacy Fund was exceptional. Instructions, grant-making, and reporting were simple and straightforward. Our grant announcement and related planning coordination went very well and was positively commented upon by everyone in attendance. We are very appreciative of being considered for and awarded this grant and would like to extend our thanks to the Legacy Fund for their generosity as well as their assistance in the grant process."



BOIS FORTÉ TRIBAL GOVERNMENT

"The grant-making and reporting process have been a positive experience! Applying for the grant and reporting have been very simple, to the point, and made for a stress-free experience."



DAYTONS BLUFF

"The Legacy Fund staff was very professional and very easy to work with. It was actually one of the best grant-making/receiving experiences that we have ever had."



GOODHUE COUNTY

"We had a very positive experience. The Legacy Fund staff was organized, helpful, and responsive to our questions and needs. The whole process, from proposal to final report, was straightforward and uncomplicated."

SUPER SCHOOL BREAKFAST

In addition to 52 Weeks of Giving, the Legacy Fund's Super School Breakfast campaign delivered Breakfast in the Classroom program to 54 schools across the state. Midwest Dairy Council, GENYOUth, FuelUp to Play60 and the Legacy Fund provided the resources to make Breakfast in the Classroom a reality.

The Food Research & Action Council (FRAC) reports that more than 140,000 students in Minnesota who are eligible for free and reduced school meals take advantage of lunch, but not breakfast programs; the report also notes Minnesota currently ranks 44th out of 50 states in participating in school breakfast.

Allowing students to take breakfast to their classroom increases participation and helps remove the stigma associated with students reporting to the cafeteria to receive a free or reduced meal. Students who participate in school breakfast also show improved attendance, behavior, and decreased tardiness.

Super School Breakfast provided grants to schools to improve the infrastructure of their Breakfast in the Classroom program, helping prepare more kids for a healthy and productive day.





The Super School Breakfast project positively influenced the health of fifty-four (54) schools, twenty-seven districts (27) and thirty-three (33) cities across Minnesota, reported by the Midwest Dairy Council (See Appendix G & H). Midwest Dairy Council reports that the Super School Breakfast program is serving 18,900 breakfasts each day at 54 school sites across Minnesota. That's nearly 19,000 kids now starting their day with a healthy breakfast as a direct result of the Super Schools initiative – 3.5 million new breakfasts served throughout the school year because of this investment.

“The decision of the Legacy Fund to focus on healthy food, physical activity and positive role models was a ground-breaking approach in expanding what we mean when we talk about helping kids learn, grow and thrive in school and in life.”

Charlene Briner, Deputy Commissioner, Minnesota Department of Education and Committee Member, Legacy Fund Board of Advisors

SUPER SNACK CHALLENGE

The Legacy Fund teamed up with Newman's Own Foundation to create the Super Snack Challenge. Adapted from the Healthy Lunchtime Challenge and Kids State Dinner, the Super Snack Challenge encouraged kids ages 8-14 to submit their healthy snacks for the Big Game. The Super Snack Challenge was a great way to engage all kids and families across Minnesota to think about healthy snacks and try new nutritious foods.

Andrew Zimmern, TV personality and chef (and lover of all things Minnesota) promoted the Super Snack Challenge and enlisted other celebrity chefs to help promote and judge the challenge. In addition, the judges each hosted Super Snack Sessions at organizations across the state, working with kids to try new foods and create their healthy snack submissions.

Over 400 young people submitted recipes as part of the Super Snack Challenge. 52 winners were recognized and invited to attend the Kids Tailgate Party during Super Bowl week. Their recipes were featured in a cookbook that was produced and shared with more than 1,000 Kids Tailgate Party attendees. From the 52 winners, ten "All-Pro Chefs" were named and served their snacks to the judges at a special event. The top ten chefs were also recognized by directing \$60,000 in grants to their favorite charities in Minnesota, thanks to the Newman's Own Foundation. And finally, one "MVP Chef" was crowned at the Kids Tailgate Party during Super Bowl week. 10 year old, Kingston Brooks from Minneapolis won for his Bold Broccoli and Cheese Skins.





Naimah Muhammed was named a finalist for her recipe, "Spicy Pumpkin Hummus." Muhammed, a 7th grader at Marcy Open School in Minneapolis, served her hummus recipe with toasted pita bread and red peppers for dipping. She shared that she created the hummus dish with pumpkin because she loves hummus and wanted to "spice it up" with pumpkin. She asked her family members to taste test the recipe before she entered the contest. Naimah was thrilled and very nervous when she received the phone call from her Mom at school that she was selected as one of the Top 10 finalists!

The Super Snack Challenge was a phenomenal opportunity for young people to showcase healthy eating, engage with celebrity chefs and create lifelong healthy habits. According to Naimah, she's realized that "I can accomplish anything if I put my mind to it. I love to cook and compete and when I grow up, I want to be a chef!"

SUPER BOWL WEEK

The Legacy Fund used Super Bowl week as a platform to highlight and celebrate 52 Weeks of Giving and a yearlong effort to engage the community and leave lasting legacy for Minnesota's kids.

KIDS TAILGATE

Nearly a thousand young people traveled from across the state to attend the first-ever, Kids Tailgate Party, a capstone celebration for Legacy Fund grantees, Super School Breakfast schools students and the Super Snack Challenge winners. The top ten chefs served their snacks and kids, families and community leaders celebrated the Super Bowl together. The 52 grantee organizations were invited as an opportunity for young people to participate in the Super Bowl festivities in downtown Minneapolis. Minnesota Governor Mark Dayton and leaders from across the state joined in the celebration of the Legacy Fund's year-long effort and lasting impact for kids.

FINAL LEGACY FUND GRANT

NFL Commissioner Roger Goodell joined the Legacy Fund for the final grant of 52 Weeks of Giving, a \$220,000 grant to Anwatin Middle School in Minneapolis. The grant will help upgrade the school's athletic field to support flag football, soccer, cross country and more as well as establish a community garden at the school. The event brought the 52 week campaign full circle, ending just yards from where it began a year earlier with its first grant to the Loppet Foundation in Wirth Park in North Minneapolis.



COACHES SUMMIT

The Legacy Fund was proud to partner with the NFL Foundation, Mayo Clinic Sports Medicine, USA Football and the Minnesota State High School League to host a summit of high school coaches and athletic directors led by InSideOut Initiative. The day was part of an ongoing conversation to create a healthy sports culture in schools and communities. Discussions centered on healthy masculinity, transformational coaching, developing a moral character game plan and creating a positive mental health climate.

More than 50 school districts and 140 attendees from the state of Minnesota were represented at the event—thanks to a multi-year conversation on transformational sports culture facilitated by the Minnesota State High School League and the InSideOut Initiative. Minnesota is the birthplace of the InSideOut Initiative, an innovative program rethinking youth sports culture.



“Partnering with the Host Committee allowed us to shine the Super Bowl spotlight on the purpose of education-based athletics to develop the human potential of students while connecting them to caring adults. This national movement began in Minnesota and is now being replicated across the country with 17 NFL teams in 12 states.”

Jody Redman, co-founder of the InSideOut Initiative and associate director of the Minnesota State High School League.

“This work wouldn’t be possible without the commitment of these incredible individuals and organizations who want to create change. As leaders we have to acknowledge the power, the platform, and the position we have in the lives of the kids we serve—and we’re grateful to our partners for owning that responsibility and working towards meaningful change.”

Joe Ehrmann, *InSideOut Initiative co-founder and former NFL football player and author of the book InSideOut Coaching: How Sports Can Transform Lives*

COMMUNITY RECOGNITION

The Legacy Fund worked to make Super Bowl week an unforgettable experience for community leaders and inspiring young people from across Minnesota. In December, the Legacy Fund and the NFL surprised the Minneapolis North High School Football team with the opportunity to **take the field at U.S. Bank Stadium**. The team participated in simulated game to help NBC prepare for the worldwide broadcast of Super Bowl LII.

In addition, thousands of students were invited to attend **Kids Day at Super Bowl Experience**, an opportunity to get up close to get close to the action during game week.

The Minnesota Super Bowl Host Committee partnered with the NFL to give tickets to outstanding community leaders. Coaches, school leaders and mentors were surprised with tickets to Super Bowl LII and **attend the Big Game!**



APPENDIX:

LEGACY FUND EVALUATION REPORT

- A)** Legacy Fund Advisory Committee
- B)** 52 Weeks of Giving List of Grants
- C)** SuperSchool Breakfast Initiative: List of Schools
- D)** Super School Breakfast Initiative Success Stories
- E)** GENYOUth Summary: Fuel Up to Play 60 in Minnesota
- F)** Editorial from Chairman Vig and Maureen Bausch
- G)** Legacy Fund Partners
- H)** Legacy Fund in the Media

APPENDIX A

MINNESOTA SUPER BOWL HOST COMMITTEE LEGACY FUND BOARD OF ADVISORS

Alexia Gallagher — NFL Foundation

Charlene Briner — Minnesota Department of Education

Chris Tholkes — Minnesota Department of Health

Donna Zimmerman — HealthPartners

Edward R. Laskowski, M.D. — Mayo Clinic

Erik Torch — Northland Foundation

Dr. Eric Jolly* — The Saint Paul and Minnesota Community Foundation

Ethan Tarantha — Polaris

Jeff Mirviss — Boston Scientific

Jennifer Higgins — Target

Jody Redman — Minnesota State High School League and InSideOut Initiative

Lenny Wilf — Minnesota Vikings

Mary Jane Melendez — General Mills Foundation

Reba Dominski — U.S. Bank Foundation

Taqee Khaled — The Nerderly

Todd Wilson — Charles Schwab

Wendy Nelson* — The Rezidor Hotel Group and Carlson

*Legacy Fund Co-chairs

APPENDIX B

52 WEEKS OF GIVING LIST OF GRANTS

WEEK 1

The Loppet Foundation, Minneapolis, \$52,000

Grant provided for the construction of The Trailhead, a 14,000-square-foot welcome center in Theodore Wirth Regional Park.

WEEK 2

Olmstead County Public Health Services, Rochester \$50,280

Grant will help fund year-round physical activity opportunities in parks/neighborhoods, via a custom wrapped trailer filled with interactive games and equipment.

WEEK 3

City of Saint Paul, Saint Paul Parks and Recreation, St. Paul \$100,000

The grant is for the Sepak Takraw, or Kato (a Southeast Asian sport), project that includes building courts at two community centers in St. Paul.

WEEK 4

County of Rice, Rice County Public Health Nursing Service, Faribault \$49,918

The grant is to help fund the recreation of a playground with appropriate precautions (lighting, durability, trash receptacles) to provide a safe play area in the Cannon River Mobile Home Park neighborhood.

WEEK 5

Mille Lacs Band of Ojibwe, Onamia \$99,352

This grant will help fund the continuation of a 3-year project committed to expanding food sovereignty through year round farming in greenhouses.

WEEK 6

Moorhead Public Schools, Moorhead \$38,409

Moorhead is committed to providing students with physical activity opportunities, and this grant will help fund the Imagination Playground sets to increase physical activity opportunities for all elementary students to be creative problem solvers.

WEEK 7

Nobles County Community Service-Public Health, Worthington \$50,000

Worthington is a home to over 400 ethnic groups who gather at Buss field to watch adult and children leagues play, and this grant will provide additional support for a connector path and seating for the new, improved field.

WEEK 8

Crow Wing County, Crow Wing Energized, Brainerd \$50,000

The purpose of the requested grant is to fund a fleet of bicycles for the Brainerd/Baxter community, which will serve as an educational tool for Brainerd and Baxter elementary school's students that bicycling can be a part of a healthy lifestyle, not just recreational.

WEEK 9

Springboard for the Arts, Fergus Falls \$50,000

PartnerSHIP 4 Health and Springboard for the Arts will utilize this grant to create an interactive Play Sculpture in Fergus Falls that encourages physical activity and creativity for children and their families.

[CONTINUED >](#)

52 WEEKS OF GIVING LIST OF GRANTS CONTINUED

WEEK 10

Second Harvest North Central Food Bank Inc., Grand Rapids \$50,000

With this grant, Second Harvest purchased a 24' refrigerated truck to be able to deliver fresh produce to 8 Itasca County locations and up to 20 other hunger relief organizations every month.

WEEK 11

Twin Cities Native American Lacrosse, Minneapolis \$50,000

The Twin Cities Native American Lacrosse used the grant to purchase a van to serve more young people and promote healthy active play in Native American youth from the Twin Cities through the game of lacrosse.

WEEK 12

Backus Community Center Pennies for Play Program, International Falls \$48,575

The grant funded the rebuilding of Green Acres Park's main playground structure as it was outdated and in disrepair. The community had been saving "Pennies for Play" for several years; the Legacy Fund grant will complete the funding to rebuild the playground.

WEEK 13

Anoka County Community Health & Environmental Services, County of Anoka \$50,000

These funds will provide an opportunity for people of all abilities to experience the amenities that the parks have to offer by enabling the City to provide an inclusive environment providing accessible playground equipment designed especially for children with disabilities.

WEEK 14

Dayton's Bluff Neighborhood Housing Services, Inc. Saint Paul \$50,000

This grant is giving the Rivoli Orchard an opportunity to impact the health and wellness of young people through getting youth to be involved in building/planting, managing and operating the orchard/green space.

WEEK 15

Grand Portage Band of Lake Superior Chippewa, Grand Portage \$100,000

The provided funds will aid in the project to replace the playground equipment as it was deemed unsafe for play. The new playground will serve both the Grand Portage Community Center and Charter School.

WEEK 16

Windom Area Hospital, Windom \$75,000

The grant was used to develop a path around the hospital campus to provide an exercise opportunity for the community, as well as incorporate outdoor gym equipment to make exercise fun for the family and accessible to all.

WEEK 17

Alexandria Area YMCA, Alexandria \$30,650

The funding from this grant is to support the acquisition of bikes with trailers, reflective vests, and helmets to be utilized at the adjoined Central Lakes Trail promoting biking as a life skill and fun way to get more physical activity.

CONTINUED >

52 WEEKS OF GIVING LIST OF GRANTS CONTINUED

WEEK 18

The Brooklyn Bridge Alliance for Youth, Brooklyn Park \$90,000

Grant issued for the purchase of a 3rd vehicle that will catalyze and expand Teen focused Rec On the Go! (ROTG) services.

WEEK 19

Bemidji Community Food Shelf, Bemidji \$30,000

This grant is to purchase a van for the Bemidji Food Shelf to increase their ability to procure and distribute fresh produce to their clients.

WEEK 20

Willmar Area Community Foundation Area Community Foundation, Willmar \$100,000

Grant made to support the new Willmar Destination Playground within the Robbins Island Park.

WEEK 21

City of Duluth \$50,000

Grant issued to restore two playgrounds, picnic areas and pavilions, restrooms, and an event and programming shelter in the Lincoln Park neighborhood in Duluth.

WEEK 22

Polk County, Crookston \$50,000

Grant made to provide nature-based play space (NPS) and expansion/integration (NPS features/trail and river connectivity) phases, offering amenities making health more equitable in the Crookston neighborhood.

WEEK 23

Dream of Wild Health, Hugo \$50,000

This grant was issued to develop the Teaching Kitchen to create opportunity for expanded nutrition and cooking training, technical certifications, and development of food products from the indigenous saved seeds, increasing revenue and internship employment opportunities with youth.

WEEK 24

White Earth Reservation Tribal Council, White Earth \$100,000

This grant was issued to create three skate parks to the villages of Pine Point, Nay Tah Waush, and White Earth.

WEEK 25

Boys & Girls Club of Central Minnesota, Saint Cloud \$50,000

This grant was issued to support the purchase of the Move Mobile trailer loaded with a variety of physical activity equipment and games for young people.

WEEK 26

Blue Earth County, Mankato, \$50,902

This grant was used to purchase two bike fleets in the Mankato area to teach young people to learn to ride bicycles.

WEEK 27

Leech Lake Band of Ojibwe, Cass Lake \$100,000

This grant was issued to support the mobile teaching kitchen that will be used throughout the Leech Lake Reservation to teach hands-on cooking skills and provide education regarding all aspects of food.

CONTINUED >

52 WEEKS OF GIVING LIST OF GRANTS CONTINUED

WEEK 28

Project Success, Minneapolis \$100,000

This grant was issued to equip and staff the launch of the Project SUCCESS Institute – grant will fund new teaching kitchen and health and wellness PE credit recovery.

WEEK 29

Frogtown Gardens, Frogtown Farm, Saint Paul \$50,000

This grant was issued for the construction an adaptable space to provide long-term storage for “mobile kitchen” and “mobile pizza oven” for events and to encourage greater participation in the outdoor kitchen and education space provided by Frogtown Farm.

WEEK 30

Youth Determined to Succeed, Inc. Brooklyn Park \$50,000

This grant was issued to support the purchasing of fitness and nutrition equipment to support enhancing our Kids4Health (K4H) Youth Health & Wellness Programs effectiveness, and to equip a new program location space inside the Harold Mezille North Community YMCA.

WEEK 31

Red Lake Comprehensive Health Services, Red Lake \$100,000

The grant was issued to support the creation of four outdoor recreation areas, including basketball courts, in each of our four communities on the Red Lake Reservation.

WEEK 32

City of Virginia, Virginia \$40,000

The grant was issued to support the modernization of the playground equipment in the Midway area of Virginia, MN - Focusing on updating equipment to comply with ADA standards, create more outdoor opportunities with walking/biking trails, sledding hill, lighting and covered shelter area.

WEEK 33

Boys and Girls Club of Detroit Lakes, Inc. Detroit Lakes \$36,795

The grant was issued to replace the 23-year-old passenger van to ensure safe transportation to opportunities for our Club members each day, as well as to expand our impact to community members by purchasing a trailer and materials to create pop-up Club experiences at local parks as outreach.

WEEK 34

Goodhue County Health & Human Services and Independent School District #256 Red Wing \$100,940

The grant was issued to help build a great place to play in the Pepin Woods Manufactured Home Community by rebuilding the playground and adding a soccer field. In addition, a grant was issued to create a visible, friendly, accessible “café” in the Red Wing High School locker bay for all high school students (grades 8 through 12) to get breakfast before school and between classes throughout the morning.

WEEK 35

Best of Waseca, Inc., BEST of Waseca County, Waseca \$50,000

The grant was issued to help rebuild the grandstand, locker rooms, and concession stand at the Tink Larson Field which was damaged by arson in 2016. The new facility will meet modern building codes and provides accessibility for the physically handicapped.

CONTINUED >

52 WEEKS OF GIVING LIST OF GRANTS CONTINUED

WEEK 36

Minneapolis Public Schools Culinary & Wellness Services, Minneapolis \$75,000

The grant was issued for the support of a second food truck with full cooking capabilities, which will improve the district's ability to feed youth and expand our school meal promotion and food education.

WEEK 37

Fond du Lac Band of Lake Superior Chippewa, Cloquet \$85,000

The grant was issued to complete three community projects: expand the current walking path from the MNAW Clinic to the FDL Tribal/Community Center, improve the school and community gardens and update and re-open an outdoor skating rink at one of our community centers.

WEEK 38

Southwest Health and Human Services, Marshall \$50,000

The grant was issued to build a sports-themed play area in the park near the Marshall High School practice area to meet several needs in the community.

WEEK 39

City of Roseau, Roseau \$100,000

The Legacy Fund grant is for Phase II construction of the South Riverview Park Project which includes the construction of a multi-purpose skate park, refurbishment of an existing basketball court and the site preparation for an outdoor ice rink.

WEEK 40

Bois Forte Reservation Tribal Council, Bois Forte \$100,000

The grant was issued to build two half-court basketball courts, one on the Indian Point Beach parcel and another on the Lake Vermilion Reservation sector where there are limited recreational resources for the area's youth.

WEEK 41

Upper Sioux Community, Upper Sioux \$100,000

The grant was issued to support the Zani Woyute (healthy foods) project to foster food sovereignty and improved health for the youth of your community.

WEEK 42

Prairie Island Community, Prairie Island \$50,000

The grant was issued to build a sports-themed play area in the park near the Marshall High School practice area to meet several needs in the community.

WEEK 43

Appetite for Change, Minneapolis \$50,000

The grant was issued to support Appetite for Change's social enterprise programs and its holistic approach to lack of access to food, jobs and social connectedness.

WEEK 44

Bolder Options, Minneapolis \$50,000

The grant was issued to rebuild youth center kitchen and purchase van to support their wellness-based youth mentoring program for kids aged 10-14.

[CONTINUED >](#)

52 WEEKS OF GIVING LIST OF GRANTS CONTINUED

WEEK 45

Comunidades Latinas Unidas En Servicio, Inc. (CLUES), Saint Paul \$100,000

The grant was issued to help with the new HQ expansion and create a place-based community hub promoting health, education, and social and economic wellness for the neighborhood.

WEEK 46

Juxtaposition Arts, Minneapolis \$50,000

The grant was issued to support the creation of the first-ever skateboard park in North Minneapolis. Skateboard park will be designed by and for young people.

WEEK 47

Lower Sioux Indian Community, Lower Sioux \$100,000

The grant was issued to support the health and wellness of the youth in the community by facilitating increased access to physical activity by upgrades the recreation center, and increased capacity to promote nutrition through the replacement of equipment.

WEEK 48

Second Harvest Heartland, Greater Twin Cities \$50,000

The grant was issued to support the purchase of more trucks and trailers to distribute food to food pantries, meal programs and partner schools so that more children have access to food they require to lead healthy lives.

WEEK 49

Sanneh Foundation, Saint Paul \$50,000

The grant was issued to support the repair and upgrade to the Conway Community Center's gym interior walls, playing surface, and gym divider.

WEEK 50

Peoples' Center for Health, Minneapolis \$100,000

The grant was issued to create a new Wellness Hub for the Cedar Riverside neighborhood located at the Peoples' Center for Health.

WEEK 51

Pillsbury United Communities, Minneapolis \$50,000

The grant was issued to support the North Market, a new grocery store in the Camden neighborhood of North Minneapolis, and its youth and family cooking classes.

WEEK 52

Minneapolis Public Schools, Minneapolis \$220,000

The fifty second and final grant will support improvements to the field at Anwatin Middle School where students play flag football, soccer, run, play and ski. The grant also supports an expansion of the teaching garden onsite at the school.

APPENDIX C

SUPER SCHOOL BREAKFAST LIST OF SCHOOLS



DISTRICT	SCHOOL NAME	CITY
Alexandria	Carlos Elementary	Carlos
Alexandria	Garfield Elementary	Garfield
Alexandria	Lincoln Elementary	Bemidji
Alexandria	Miltona Science Magnet Elementary	Miltona
Alexandria	Voyager Elementary	Alexandria
Alexandria	Woodland Elementary	Alexandria
Bemidji	Central Elementary	Bemidji
Bemidji	Horace May Elementary	Bemidji
Bemidji	JW Smith Elementary	Bemidji
Bemidji	Lincoln Elementary	Bemidji
Bemidji	Solway Elementary	Solway
Bemidji	Bemidji High school	Bemidji
Bemidji	Bemidji Middle School	Bemidji
Bemidji	Northern Elementary	Bemidji
Bemidji	Paul Bunyan Elementary	Bemidji
Blue Earth	Blue Earth High School	Blue Earth
Brainerd	Brainerd High School	Brainerd
Brooklyn Center	Earl Brown Elementary	Brooklyn Center
Crookston	Highland Elementary School	Crookston
Detroit Lakes	Detroit Lakes Senior High School	Detroit Lakes
Duluth	Lincoln Park Middle School	Duluth
Duluth	Ordean East Middle School	Duluth

CONTINUED >

SUPER SCHOOL BREAKFAST LIST OF SCHOOLS CONTINUED

DISTRICT	SCHOOL NAME	CITY
Elk River	Zimmerman Elementary school	Zimmerman
Elk River	Zimmerman Middle High school	Zimmerman
Faribault	Faribault Middle School	Faribault
Fergus Falls	Kennedy Secondary School	Fergus Fall
Mankato	West High School	Mankato
Marshall	Marshal High School	Marshall
Moorhead	Probstfield Center for Education	Moorhead
Osseo	Park Center High school	Brooklyn Park
Red Wing	Red Wing High School	Red Wing
Red Wing/Praire Island	Sunny Side Elementary	Red Wing
Redwood Area Schools	Redwood Valley High School	Redwood Falls
Redwood Area Schools	Redwood Valley Middle School	Redwood Falls
Rochester	Century High School	Rochester
Rochester	John Marshal High School	Rochester
Rochester	Mayo High School	Rochester
Rochester	Willow Creek Elementary	Rochester
St. Cloud	Roosevelt Education Center	St. Cloud
St. Paul	Harding High School	St. Paul
St. Paul	Washington Technology Magnet School	St. Paul
Staples Motley	Staples Motley High School	Staples
Waseca	Waseca Intermediate School	Waseca
Waseca	Waseca Jr & Sr High School	Waseca
White Bear	White Bear Lake High School - North Campus	White Bear Lake
White Earth	PinePoint School	Ponsford
White Earth	Naytahwaush Community Charter School	Naytahwaush
Willmar	Willmar Senior High	Willmar
Willmar	Roosevelt Elementary School	Willmar
Willmar	Kennedy Elementary school	Willmar
Windom	Windom High School	Windom
Windom	Winfair Elementary School	Windom
Windom	Windom Middle School	Windom
Worthington	Worthington Senior High School	Worthington
TOTAL DISTRICTS: 27	TOTAL SCHOOLS: 54	

APPENDIX D

SUPER SCHOOL BREAKFAST SUCCESS STORIES



Breakfast in the Classroom a Bright Start for Students

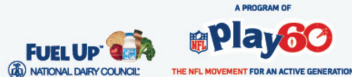
Super School Breakfast Success Story

Highland Elementary School from Crookston Public Schools in Crookston, Minnesota received a Super School Breakfast Grant in the amount of \$10,000 to increase school meal participation by launching a Breakfast in the Classroom program.

By implementing a Breakfast in the Classroom program, Highland Elementary has seen three times more breakfast participation compared to previous years. The school is pleased to report they are now seeing approximately 80% of students eligible for free- and reduced-priced meals participating in the school breakfast program. In prior years they were only seeing about 25-30% participation.



"There's a nice sense of community in my classroom with the kids sitting at the table visiting to start their day in a positive way," Andrea Ingersoll, a third-grade teacher said. "I find I have fewer kids complaining of stomachaches or saying they're hungry before lunch. They're more focused."



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CONTINUED >

SUPER SCHOOL BREAKFAST SUCCESS STORIES *continued*



Grab-and-Go Breakfast Good Food Fast !

Super School Breakfast Success Story

Bemidji Area School District in Bemidji, Minnesota received a Super School Breakfast grant in the amount of \$10,000 to increase school meal participation by providing carts to upgrade their Grab-and-Go breakfast programs in both J.W. Smith Elementary and Bemidji High School.

Students appreciate the added time back to their busy mornings and teachers love that the students are more attentive and no longer complain of hunger.

The elementary students enjoy having more time to play before school followed by conveniently grabbing their breakfast on the way to class. Breakfast participation has increased by 25% .



The high school has added another breakfast service location in the school to better serve students trying to get to class on time. On average, 80 more students daily are enjoying a healthy breakfast. “We are thrilled to grow our breakfast programs and are so appreciative in receiving this grant and all it promotes,” shared Tammie Colley, Food and Nutrition



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APPENDIX E

FUEL UP TO PLAY 60 IN MINNESOTA



ADVANCING YOUTH WELLNESS IN MINNESOTA

FUNDING IMPACT

GENYOUth has awarded **\$1,804,120** for health and wellness projects in **MINNESOTA SCHOOLS**.
27% of funded schools are in **underserved communities**

FUEL UP TO PLAY 60
Since 2010
\$1,445,505 funds awarded to **228** schools, reaching **133,919** students

NFL FLAG
Since 2015
\$71,350 in Kits given to **198** schools, reaching **112,053** students

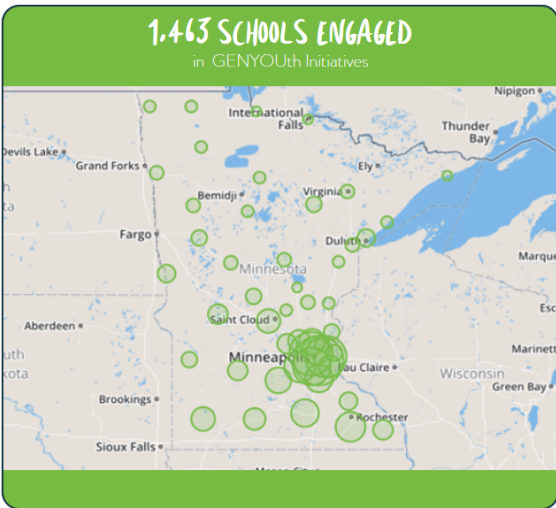
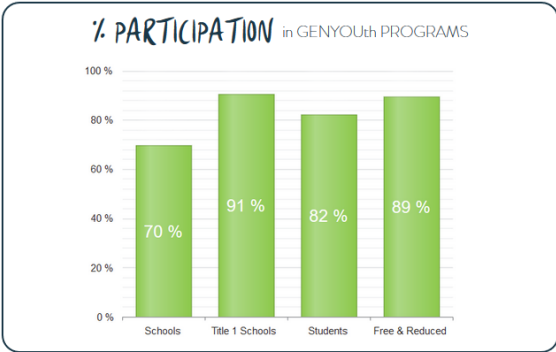
GENYOUth
EXERCISE YOUR INFLUENCE™
Since 2013
\$237,265 awarded for School Nutrition Equipment, Grants and other GENYOUth initiatives

AdCap
Since 2004
\$353,000 awarded **NATIONWIDE** to **150** schools for student-led entrepreneurial projects

FUNDING HAS SUPPORTED...

- 73** Alternative Breakfast Programs
- 54** Super School Breakfast Grants
- 30** School Kitchen Equipment Upgrades
- 52** Projects to Create Active Classrooms
- 3** Projects to Improve Physical Education
- 50** School-Wide Walking Clubs
- 20** Cafeteria Make-Over Projects

GENYOUth REACH



APPENDIX F

COMMENTARY FROM CHAIRMAN VIG AND MAUREEN BAUSCH

Star Tribune on July 12, 2017

Helping to close health disparities among our Native children

The Shakopee Mdewakanton Sioux and the 2018 Host Committee are teaming up to improve the wellness of young Minnesotans.

Hosting a marquee event like Super Bowl LII in February 2018 will be a wonderful way to showcase our community. There is, however, a deeper benefit — one very close to home — that makes the Super Bowl so much more than a game. It can bring us together more closely. It leads us to take stock of who we are and how we live and work together. It also makes us think about how we invest in Minnesotans.

That's why the Shakopee Mdewakanton Sioux Community (SMSC) is proud to partner with the Minnesota Super Bowl Host Committee Legacy Fund's 52 Weeks of Giving campaign, combining our shared values of caring for and helping others (*wookiye* in the Dakota language). This effort supports projects that will directly benefit children and families in 52 communities across Minnesota, with a focus on our Native American young people.

The Super Bowl Legacy Fund is committed to improving the health and wellness of Minnesota's children through community grants and programs. Native Americans face the worst health disparities of all other groups of Americans — including some of the highest levels of diabetes and obesity. More than 24 percent of Native American households live below the federal poverty line. Native American kids in particular are bearing the brunt of these alarming statistics — and we must act swiftly to change their course.

Closing these disparities begins with tackling the nutrition crisis and lack of access to healthy and natural foods in Indian Country. Through its Seeds of Native Health campaign, the SMSC is shining a light on the dietary health crisis faced by Native Americans. Through collaborations with a diverse group of partners over the past two years, Seeds of Native Health has become the single largest coordinated and multifaceted effort to improve Native American nutrition — through grant-making, capacity-building, sponsored research and new educational initiatives.

Since the 1990s, the SMSC has donated more than \$350 million in total, including grants to schools, police departments and hospitals. The tribe is the largest philanthropic benefactor in Indian Country nationally, and it is one of the largest charitable givers in Minnesota. The SMSC believes deeply in using its resources for good — the same spirit that drives this groundbreaking partnership with the Super Bowl Legacy Fund.

[CONTINUED >](#)

COMMENTARY FROM CHAIRMAN VIG AND MAUREEN BAUSCH continued

Minnesota is a generous place — but we all know there is more to be done. From the 11 sovereign tribal nations to the increasingly diverse communities across our state, many of our fellow Minnesotans are still struggling — to stay healthy, to care for their families, and to live happy and productive lives.

The SMSC and the Super Bowl Legacy Fund are facing this challenge head-on and bringing the needs of Indian Country front and center. But the work doesn't stop there, and we encourage others to join us in shaping a legacy of generosity for all Minnesotans that will continue well after the game is over.

Charles R. Vig is the Chairman of the Shakopee Mdewakanton Sioux Community, a federally recognized, sovereign Indian tribe located southwest of Minneapolis/St. Paul.

Maureen Bausch is CEO of the Minnesota Super Bowl Host Committee.

APPENDIX G

PARTNERS, SPONSORS, & SUPPORTERS

3M Foundation

Abbott

Bell Bank

Best Buy

Blue Cross Blue Shield of Minnesota

Boston Scientific

Bush Foundation

Cargill

Carlson Family Foundation

ECMC Group

Events by Lady K

**Fred C. and Katherine B. Andersen
Foundation**

General Mills Foundation

GenYouth

Great Clips

Greater Twin Cities United Way

HB Fuller

HealthPartners

Jones Family Foundation

Medtronic Foundation

Midwest Dairy Council

Minnesota Vikings

Newman's Own Foundation

NFL Foundation

Northland Foundation

Northwest Minnesota Foundation

Otto Bremer Trust

Pentair

Pohlad Foundation

Polaris

PwC

Saint Therese

Schwan's

Seeds of Native Health

**Shakopee Mdewakanton
Sioux Community**

Securian

Target

The Minneapolis Foundation

The Saint Paul Foundation

Thrivent

Toro Foundation

Travelers Foundation

Twins Community Fund

UCare

UnitedHealthcare

United Way of Southwest Minnesota

US Bank Foundation

APPENDIX H

LEGACY FUND IN THE MEDIA

STAR TRIBUNE: SUPER BOWL GRANT HELPS A DIFFERENT KIND OF 'FOOTBALL' IN ST. PAUL, 2/21/17

<http://www.startribune.com/super-bowl-grant-helps-a-different-kind-of-football-in-st-paul/414431723/>

MINNESOTA COMMUNITIES, SCHOOLS SEEING BENEFITS OF BEING SUPER BOWL HOSTS

<http://www.wctrib.com/news/4234523-minn-communities-schools-seeing-benefits-being-super-bowl-hosts>

STAR TRIBUNE: SUPER BOWL NONPROFIT LEAVING LEGACY OF PARKS, 7/13/17

<http://www.startribune.com/super-bowl-nonprofit-leaving-legacy-of-parks-play-space-for-mn-kids/434862943/>

AP: SUPER BOWL LEGACY FUND HELPS KIDS GET ACTIVE, HEALTHY

http://www.postbulletin.com/news/state/super-bowl-legacy-fund-helps-kids-get-active-healthy/article_2ba7da17-80d7-56e8-8503-9240c19ab21f.html

MINNEAPOLIS.ST.PAUL MAGAZINE: HOW THE SUPER BOWL GIVES BACK TO MINNESOTA

<http://mspmag.com/arts-and-culture/how-the-super-bowl-gives-back-to-minnesota/>

KARE 11: SUPER BOWL GRANT GIVES NORTHERN MN PARK BIG UPGRADE, 4/26/17

<http://www.kare11.com/sports/nfl/superbowl/super-bowl-grant-gives-northern-mn-park-big-upgrade/434063317>