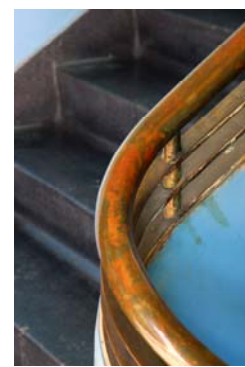
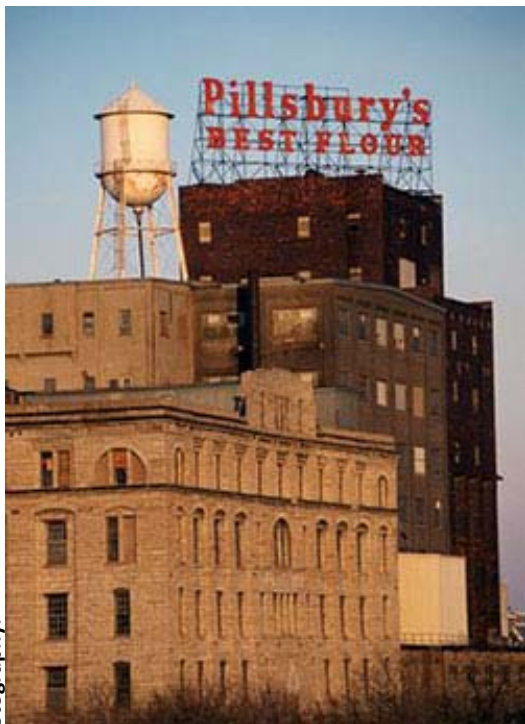




Preservation Alliance of Minnesota



All photos by Doug Ohman, Pioneer Photography.



Join the Donor Circle

*Save historic places
by expanding preservation services statewide.*

Empowering Communities to Save Minnesota's Historic Places

Historic preservation is a vital tool in a community's effort to catalyze economic development, inspire reinvestment, promote sustainability, and create a healthy, unique quality of life for its citizens. The Preservation Alliance of Minnesota empowers property owners, developers, citizens, and elected officials with needed information to preserve the places unique to their community. Our mission is to preserve, protect, and promote Minnesota's historic places, a mission that we achieve through education, advocacy, collaboration, and network-building.

The Donor Circle

Our Donor Circle supports this important work enabling the Alliance to expand our service delivery across this expansive state. The Donor Circle is a giving platform to allow for more substantial, sustained gifts than a traditional membership or sponsorship in support of the Alliance's work. Donor Circle contributors provide a foundation of consistent support for our service delivery program, including the Field Representative position and its administration.

Partners in the Field Program

The Donor Circle was established to support the work begun in 2008 under the Partners in the Field Challenge Grant, a transformative, matching grant program sponsored by the National Trust for Historic Preservation to expand preservation field services nationwide. It provides three years of dedicated funding for a full-time Field Representative to expand service delivery across Minnesota.



**St. Louis County Jail Building
Duluth**

Field Representative Erin Hanafin Berg worked with local preservationists in Duluth to prevent demolition of this National Register building by working with the County to market the property for adaptive reuse. A developer purchased the long vacant Jail and is using federal and state historic tax credits to rehab the property. Partners in the Field made this success possible.

Join the Donor Circle to expand historic preservation in Minnesota.

Partners in the Field, and our Field Representative, have opened our organization to a new level of opportunity to achieve our vital mission to preserve, protect, and promote Minnesota's historic places. **We need your support to continue delivering invaluable, on-the-ground services to save Minnesota's historic places.** Grant funding for the Field Representative position ends soon and we need your commitment as a contributor to the Donor Circle to ensure a strong foundation for continued delivery of education, advocacy, and networking tools. You have the option of contributing at one of three Donor Circle levels (totals are listed in parentheses) with gifts being made over a three-year period: Preservation Patron (\$15,000); Field (\$10,000); Landmark (\$3,000); and Heritage (\$1,500).

Please read on to learn more about the Donor Circle and how you can save historic places by sustaining this vital program. Background information has also been provided about the need for expanded field services, Partners in the Field program goals, accomplishments, and funding.

Save Minnesota's historic places. Join the Donor Circle.

You can cultivate historic preservation in Minnesota.

Join the Donor Circle in support of the Field Representative position.

The Alliance has contacted you as a friend of the organization who believes in historic preservation as a community-building tool and may have the giving capacity to support this mission.

We ask for your support of the Field Representative position and the vital outreach services it provides by pledging to join the Alliance's Donor Circle at one of our four giving levels:

Preservation Patron Circle

- A \$15,000 commitment payable in a three-year annual commitment of \$5,000 per year

Field Circle

- A \$10,000 commitment payable in a three-year annual commitment of \$3,333 per year

Landmark Circle

- A \$3,000 commitment payable in a three-year annual commitment of \$1,000 per year

Heritage Circle

- A \$1,500 commitment payable in a three-year annual commitment of \$500 per year

As a contributor to the Donor Circle, you will receive the following benefits:

- Opportunities to accompany the Field Representative on site visits
- Reports on the impact of our field services
- Annual Donor Circle contributor event
- Alliance membership in the category of your annual Donor Circle giving level. Businesses participating in the Donor Circle receive a Business Partner membership.
- Special recognition in Alliance annual report

Donor Circle contributions are deposited into the organization's general operating fund and are unrestricted. Your three-year donation will support the administration needed to facilitate our field service program, funding for which was not provided by the Partners in the Field grant. Beginning this August, Donor Circle contributions will fund the Field Representative position and expenses allocated toward field service delivery.



Pipestone Indian School Superintendent's Residence
Pipestone

The vacant and languishing Pipestone Indian School is just one of many 10 Most Endangered properties in need of our field service expertise and tools.

We understand that this is a significant commitment of your resources and we appreciate your consideration. Donor Circle gifts may be made in cash or appreciated stock for your convenience. As you review this prospectus, please do not hesitate to contact our Executive Director, Bonnie McDonald, with questions at bmcdonald@mnpreservation.org or (651) 293-9047 x5. She will follow-up with you regarding your willingness to make a gift.

Sample Letter of Intent

Those joining the Donor Circle are asked to complete a Letter of Intent signifying their intention to support the work of the Preservation Alliance of Minnesota at an expanded contribution level. The Letter of Intent will document the total amount of your gift and payment increments. The following is a sample Donor Circle Letter of Intent.

DONOR CIRCLE LETTER OF INTENT

between _____ (the "Donor")
and the Preservation Alliance of Minnesota (the "Alliance")

Intent. The Donor hereby documents his/her intent to make a total gift of \$(dollar amount) to the Alliance as a participant in the Donor Circle.

Gift Payments. The Donor intends to make gifts of \$(dollar amount) per year for the next three (3) years, with payments made by December 31 of each year. The Donor intends to complete the gift by (year).

Gift payments may be paid as personal gifts from the Donor, and/or through other vehicles at the discretion of the Donor. This Letter of Intent does not constitute a binding pledge or pledge agreement, and all gifts shall be voluntary on the part of the Donor.

Unrestricted Funds. By signing the Letter of Intent, the Donor signifies that he/she understands that Donor Circle donations are deposited into the organization's general operating fund and are unrestricted.

Agreed to and accepted by:

(Donor)

Date

Preservation Alliance of Minnesota

Bonnie McDonald, Executive Director

Date

Challenges Addressed by Partners in the Field

Minnesota is an expansive state with abundant historic resources. As the nation's 14th largest state, Minnesota is some 250 miles across and 400 miles long. Our five million residents populate 87 counties, 855 municipalities, and over 1,800 townships. Minnesota is home to 55 heritage preservation commissions, of which 38 are certified local governments. At the end of 2007, this extensive service area was provided technical support and field services by fewer than a dozen staff people representing the Midwest Office of the National Trust, the Minnesota State Historic Preservation Office, and the Preservation Alliance of Minnesota. The Alliance had succeeded in expanding its outreach based on its unique advocacy services in targeted areas across the state; however, many communities, and their advocacy and education needs, continued to be underserved.

The need to expand field services is great as Minnesota experiences numerous preservation challenges:

- In the Twin Cities, we are often reacting to development pressures along the Mississippi River and in our historic neighborhoods.
- In greater Minnesota, small communities suffer from depopulation and disinvestment that influences land use, infrastructure, commercial, and residential decision-making.
- Federal stimulus funds have incentivized weatherization of historic properties without funding guidance for appropriate replacement.
- Over 10% of Minnesota's lands are owned by federal or state agencies, some of whom do not consider preservation to be part of their mission.



Samuel J. Hewson House
Minneapolis

Listed on the 10 Most Endangered in 2010, the Hewson House had gone into foreclosure, its historic fireplace mural stolen, and Bradstreet interior on the auction block. Erin advised the PAM member who purchased the house to secure the home and bring it up to code for later sale. Erin's work on the project garnered significant media attention and he support of the Whittier Alliance, the local neighborhood group. The property sold in spring, 2011, to a young couple who have experience in historic home remodeling and construction.

Access to an historic preservation professional is instrumental in addressing these issues. In 2007, the Alliance received more than 200 requests for assistance yearly, in addition to the more than 50 projects where we were actively providing field assistance. Oftentimes, we were only able to provide a basic level of information and support, thereby missing an opportunity to expand the preservation ethic in Minnesota.

Partners in the Field opened our organization to a new level of opportunity to achieve our vital mission to preserve, protect, and promote Minnesota's historic places .

Partners in the Field Program Goals and Accomplishments

Program Goals

The primary goal of *Partners in the Field* is to expand the delivery of preservation field services across Minnesota by building the capacity of the Preservation Alliance of Minnesota.

This program is designed to:

- Support the Preservation Alliance of Minnesota in **expanding its existing field services** program by hiring a full-time staff Field Representative to better deliver these essential services.
- **Increase preservation activity** across Minnesota to preserve irreplaceable historic resources and strengthen our local economies.
- **Inspire and challenge philanthropists** to increase their level of funding for preservation work.
- Build the capacity of the Alliance by **providing a catalyst for accepting major gifts and grants**, and by **strengthening our visibility and presence** through expanded field services.

Key Accomplishments

The first program accomplishment was raising the necessary funds to meet the National Trust for Historic Preservation's \$110,000 challenge. The Preservation Alliance of Minnesota raised the matching \$110,000 in just three months demonstrating the need to, and support for, expanding our field services. Through the generous support of 10 Alliance donors, we hired Erin Hanafin Berg as our full-time Field Representative in July, 2008.

Over this 36-month program, Erin has made a measurable impact in advancing our program goals:

- Responding to information requests on almost **200 historic properties representing 6,368 e-mails and phone calls**.
- Adding **246 new contacts** to our e-mail Action Alert Network to increase the number of informed advocates working at the local level.
- Giving **32 presentations** ranging in topic from preservation planning and advocacy to our 10 Most Endangered Historic Places program.
- Completing **160 site visits traveling to each of the six regions of the state. She has visited 60 communities** providing targeted technical services based on local needs.
- Increasing participation in historic preservation activities and fostering greater dialogue by using cost-effective social networking. Our Facebook page that is now up to **more than 1,000 fans and PAM's Twitter account with over 200 followers**.
- Creating the (Anti)Wrecking Ball to improve the 10 Most Endangered program making it a more effective skill-building tool for advocates.
- Working closely with local advocates and decision makers to provide strategic information, encouragement, and public awareness raising, Erin has been part of **saving at least 11 irreplaceable properties**.

Communities served:

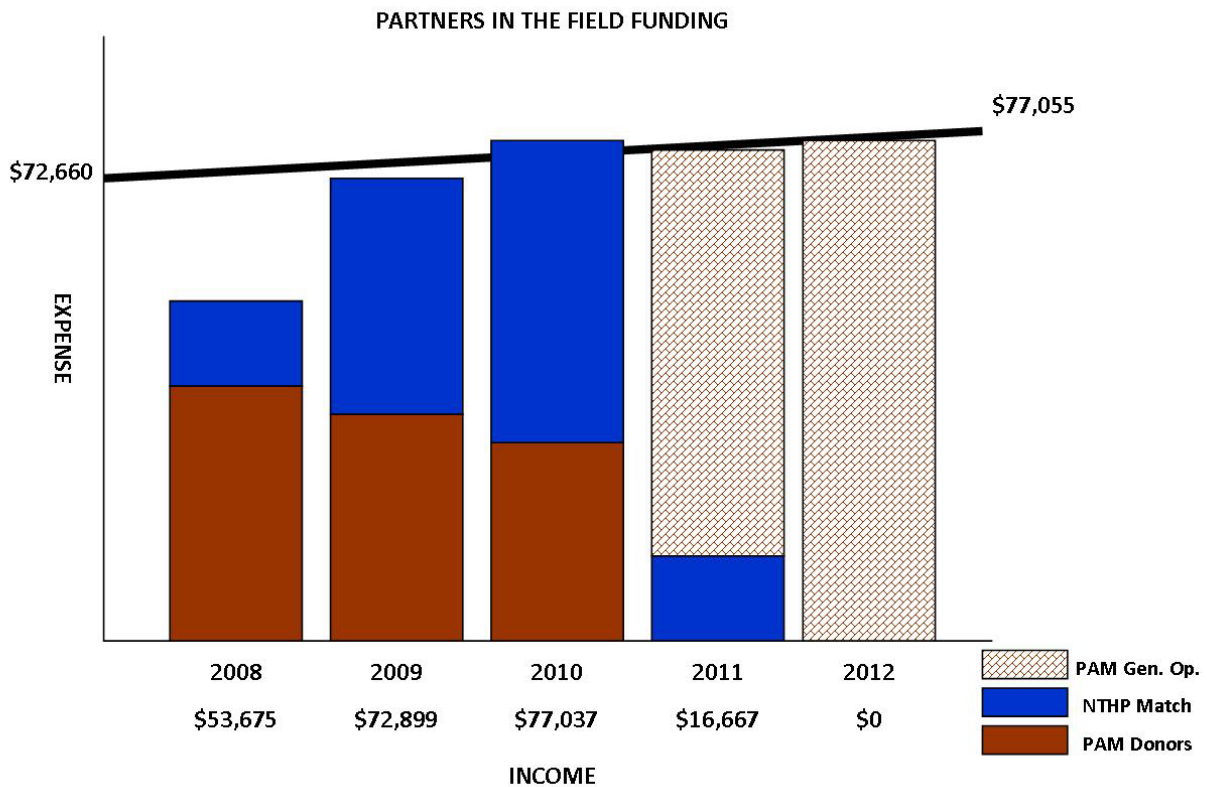
Ada
Amboy
Austin
Bemidji
Bena
Big Lake
Bloomington
Brainerd
Caledonia
Center City
Chaska
Cloquet
Crookston
Dassel
Duluth
Eagan
Eden Prairie
Edina
Elk River
Ely
Excelsior
Fergus Falls
Frontenac
Glenwood
Greenleaf Township
Hassan Township
Hastings
Hennepin County
Hibbing
Inver Grove Heights
Ironton
Jackson
Kasson
Litchfield
Long Lake
Long Prairie
Mantorville
McGrath
Minneapolis
Morris
Mountain Lake
New Brighton
New Prague
Newport
Orono
Ortonville
Red Wing
Rochester
Shakopee
St. Cloud
St. Paul
South Troy
Stewart
Stillwater
Victoria
Wayzata
Willmar
Winona
Woodland
Worthington

The Partners in the Field Grant Funding

Program Funding

The Preservation Alliance of Minnesota was given the challenge by the National Trust for Historic Preservation to raise \$110,000 from our donors to provide a one-to-one match of the Trust's investment in expanded field services. This challenge had to be met by the end of March, 2008, and we were proud to accomplish this amazing effort through the generosity of nine Alliance donors. Matching funds from the National Trust will be distributed from December, 2008, to August, 2011, to support the Field Representative position.

As of August, 2011, the Preservation Alliance of Minnesota will have the opportunity to continue the Field Representative position if we can raise the necessary funding on an annual basis. The need for a full-time Field Representative is demonstrated through the key accomplishment already achieved. Retention of this position is vital for the continued expansion of a statewide historic preservation advocacy and education program.



**We need your support to sustain the Field Representative position
and the service provided to Minnesota's historic places.**

The Preservation Alliance of Minnesota

The **Preservation Alliance of Minnesota** is the statewide, private, non-profit organization advocating for the preservation of Minnesota's historic resources.

The Alliance was incorporated as a 501(c)(3) nonprofit in 1981 by Minnesota citizens concerned about the future of the state's architectural and cultural landmarks. Now celebrating its 29th anniversary, the Alliance has grown into a network representing thousands of individuals, businesses and groups throughout Minnesota.

Beyond our membership, we collaborate and partner with other organizations and agencies from the national to the local level. Through all of our programs, publications, and outreach efforts, the Alliance services more than 120 Minnesota communities each year.

Our Mission

The Alliance's mission is "to preserve, protect, and promote Minnesota's historic resources." We are a dynamic and growing organization that positions itself at the center of a statewide network of individuals and organizations interested in preserving our communities' unique historic assets.

Our mission is achieved when our communities are healthy and vital. Community vitality centers around livable neighborhoods and a thriving economic core. The preservation of our existing infrastructure, including housing, transportation networks, commercial centers, parks and open space, not only creates viable cities, but it can also be done with relation to all income levels. The Alliance exists to be a source of information, assistance, and inspiration to those who seek to preserve every community's unique sense of place.

We empower communities with the tools that they need to preserve their historic assets. These tools include many types of resources from technical services to improving local advocacy skills. Our ability to reach out to communities is integral to our state's success economically and culturally. By providing communities with information about tax credits, façade easements, and grant resources, we are able to promote economic activity in our urban, suburban, and rural communities. We can stabilize and reinvigorate Minnesota's regional centers through the organization and promotion of the Main Street program. Furthermore, we can empower citizens, decision makers, and local businesses to support historic preservation resulting in increased small business incubation space and cultural heritage tourism initiatives. The result is community pride, civic engagement, and economic development activity.



Porky's Drive-In
St. Paul

Despite its eligibility for the National Register, University Avenue's iconic Porky's Drive-In was slated for removal in spring, 2011. Erin launched a campaign to move the property with interviews on all local TV networks, in newspapers, and organizing social media pages. Her call for an "angel investor" to purchase the building and sign was answered and it is now safely relocated to Hastings.