



*Diversity... It's All About RESPECT*

Diversity Council  
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www.diversitycouncil.org



# Diversity Council



# 2008

# Annual Report



# Financial Report

## Statement of Activities and Changes in Net Assets

December 31, 2007 (unaudited). Audited financial statements are available upon request.

	Unrestricted	Temporarily Restricted	Total
<b>Public Support</b>			
Contributions & grants	131,667.22	86,800.00	218,467.22
Memberships	46,938.91	0.00	46,938.91
<b>Total Public Support</b>	<b>178,606.13</b>	<b>86,800.00</b>	<b>265,406.13</b>
<b>Revenues</b>			
Program fees	31,793.18	35,000.00	66,793.18
Interest income	4,152.53	0.00	4,152.53
<b>Total Revenues</b>	<b>35,945.71</b>	<b>35,000.00</b>	<b>70,945.71</b>
Net assets released from restriction	95,545.00	(95,545.00)	
<b>Total Public Support &amp; Revenues</b>	<b>310,096.84</b>	<b>26,255.00</b>	<b>336,351.84</b>
<b>Expenses</b>			
Program services			
Celebrations	6,851.48		6,851.48
Collaboration	36,154.20		36,154.20
Communication	16,365.07		16,365.07
Education	176,152.55		176,152.44
<b>Total program services</b>	<b>235,523.19</b>		<b>235,523.19</b>
Support services			
Fundraising	30,416.68		30,416.68
Management and general	26,184.55		26,184.55
<b>Total support services</b>	<b>56,601.23</b>		<b>56,601.23</b>
<b>Total expenses</b>	<b>292,124.42</b>		<b>292,124.42</b>
Changes in net assets	17,972.42	26,255.00	44,227.42
Net assets, beginning of year	159,777.51	16,900.00	176,677.51
Net assets, end of year	177,749.93	43,155.00	220,904.93

## Statement of Financial Position

December 31, 2008 (unaudited). Audited financial statements are available upon request.

### Assets

#### Current assets

Cash	126,521.51
Certificate of deposit	75,000.00
Accounts receivable	500.00
Interest receivable	2,048.25
Pledges receivable	15,992.89
Prepaid expenses	1,888.14
<b>Total current assets</b>	<b>221,950.79</b>

#### Property and equipment

Office equipment	44,861.60
Less accumulated depreciation	(34,566.89)
<b>Total property and equipment</b>	<b>10,294.71</b>
<b>Total assets</b>	<b>232,245.50</b>

### Liabilities and net assets

#### Current liabilities

Accounts payable	4,497.80
Accrued payroll & payroll taxes	6,330.37
Copier capital lease	512.40
<b>Total current liabilities</b>	<b>11,340.57</b>

#### Net assets

Unrestricted	177,749.93
Temporarily restricted	43,155.00
<b>Total net assets</b>	<b>220,904.93</b>

**Total liabilities and net assets** 232,245.50



## Dear Members:



Barbara Porter, President

Twenty years ago, the Diversity Council (then known as Building Equality Together) was just a small group of concerned citizens banding together to do something about increasing racial violence in our local schools.

Today the Diversity Council has become a respected and influential organization, a leader in our field.

We have become known for our integrity and fiscal responsibility, one of the first organizations in the area to receive the Charity Review Council's seal of approval.

We have received national and statewide recognition of our Prejudice Reduction Workshops from the NBC Today Show and the Minnesota Council of Nonprofits.

And increasingly, we are the resource that the community turns to for help, from the reporter looking for an international resident to comment on a news story, to the business looking for understanding of Muslim customs, to the school looking for advice on addressing a racially charged incident.

Our expertise is in demand even beyond the borders of our state. Community groups, businesses and universities from Iowa, South Dakota, Wisconsin, and even as far away as Pennsylvania and New York, call on us to share our experience with anti-bias education and community building.

The Diversity Council has indeed come a long way, and we couldn't have gotten here without your support. Thank you for your part in making us what we are today: a leader in building a welcoming and inclusive community.

Respectfully,

Barbara Porter  
2008 President



## Our Mission

*Our mission is to create an inclusive and welcoming community through education.*

## Our Vision

*Our vision is to eliminate discrimination in Olmsted County.*

*Diversity...  
It's All About Respect*

Mick King  
 Robyn Klemm  
 Nirmala Kotagal  
 Sarah Larson  
 Ed & Pat Lavelle  
 Malcolm & Karin Lindsay  
 Lisa Lundquist  
 Ann Lynch  
 Miriam Marquez  
 Joe & Elaine Mayer  
 Lindsay-Rae McIntyre  
 Jean Michaels  
 Sandra Miranda  
 Ana Morales Johnson  
 Erin Munson  
 Crysta Parkin  
 Dudley & Peg Parsons  
 Kirk & Jo Payne  
 Toni Pelke  
 Carolyn Petersen  
 Mike & Meg Repede  
 Janet Rich  
 Susan Ricketts  
 Merlin & Karen Ricklefs

Michon Rogers  
 Victor & Joanne Ronken  
 Conrad & Nikki Schievel  
 Sue Schreurs  
 Mechelle Severson  
 Craig Sheets  
 Estelle Souchet  
 Dennis & Carol Spathis  
 Yvonne & Syl Sterioff  
 April Sutor  
 Sandra Taler & Andrew Westreich  
 Jeff Thompson  
 Teresa Tolmie  
 Virge & Jackie Trotter  
 Pauline Utzinger  
 Stacey Vanden Heuvel  
 John & Margaret Wade  
 Adolf & Helen Walser  
 Roger & Sarabeth Watson  
 Andy Welti  
 Joyce Wenz  
 Nancy Wheeler Handlon  
 Paul Wilson

### In Honor Of:

Sheri Allen  
 Daniel Hilliker & Terri Allred  
 Diane Blakley  
 Breanna Bly  
 Ann Clark  
 Ted & Kathy Colescott  
 Romain Dallemand  
 Fred Daly  
 Wendy Edgar  
 LaToiya Glass

Susanne Griffin-Ziebart  
 Rachel Hicks  
 Joan Kotschevar  
 Jim Pittenger  
 Mechelle Severson  
 Jackie Silver  
 Larry Smith  
 Sandy Soltis  
 Tony & Melanie Tschida  
 Sue Wheeler

MEMBERS

Dale Harberts	<u><b>Contributor (\$25-49)</b></u>
Frank & Dottie Hawthorne	Scott & Colleen Arnold
Norm & Char Hepper	Chris & Kay Batchelder
Karen Herman	Kenneth & Aline Berge
Margo Herman	Jim Bier
Julie Herrera-Lemler	Ray Bills
Janell Holter	Linda Bonow
John & Janice Iverson	Jane Bresnahan
David & Carole Joyce	Gil & Marcia Brown
Bill & Jeannine Karnes	Steve & Shari Brumm
Sheila Kiscaden	Bruce & Gretta Buller
Mary & Gene Kivi	Malcolm Campbell
Paul & Karen Koeller	Joel Charlson
Don & Phyllis Layton	Charles Coddington
Timothy & Shirley Mackey	Ed & Peggy Creagan
D.C. Mangum	Chris Cross
Mary Mason	Annie Dashow
Eric & Herta Matteson	Annemarie de Groen
Donald & Alice McIlrath	Kevin Dobbe
Jim & Kathleen McMullin	Chenoa Donoghue
Lew & Sandra Means	Grant Eckhoff
Dave Nelson	Peter Edl & Paula Horner
Doug Nopar & JoAnn Thomas	Dave & Jodi Edmonson
Mariann O'Keefe	Matt Flynn
Irvin & Maureen Plitzuweit	Mike & Joy Fogarty
Mike & Stephanie Podulke	Monica Frytak
Wayne & Mary Alice Richardson	Joseph & Josephine Gibilisco
Petrea Roesler	Rich & Sue Greenberg
Antar Salim	Marilyn Hansmann
Barb Schafer	Jim Helget
Helen & Bob Schroeder	Allan & Joan Henely
John Shonyo	Nancy Hengeveld
Joseph & Cecilia Szurszewski	Carol Hepokoski
Stan & Kathy Tordsen	Patricia Horlocker & Paul Sodr
William & Bette Tysseling	April Horne
Glenn & Ella VanLaningham	Les & Mary Huie
Boodie Werbel	John Huston
Harlan & Earlene Wickre	Jo Irons
Bill Wimsett	Chris Jankowski & Janine Yanisch
	David & Mary Pat Jewison
	Kamela Jordan
	Bill Kass
	Betty Kennel

**In 2008, the Diversity Council began several new ventures, as well as continuing to offer the successful education programs we are known for. A few highlights from the year:**

- ❖ *Partnered with Rochester Public Schools to present after school programming on social justice to at risk middle school students;*
- ❖ *Reached 2,000 adults with workshops, presentations and discussion groups addressing inclusion, equity and respect;*
- ❖ *Reached 15,303 students in the 2007-08 school year with our nationally recognized Prejudice Reduction Workshops, teaching children and youth to appreciate differences and stand up to prejudice and discrimination;*
- ❖ *Began a redesign of our high school program to offer diversity education customized to the specific needs of each school;*
- ❖ *Partnered with Rochester Public Schools to train parents in the Efficacy Institute's principles of learning so that ALL children can succeed in school, reaching over 300 families in 2008;*
- ❖ *Partnered with various local organizations to launch VOICES (Valuing Our Immigrants' Contributions to Economic Success), a community forum that aims to understand and maximize the assets that immigrants and refugees have to offer;*
- ❖ *Partnered with local organizations to present a conference with nationally acclaimed diversity leader Victor Lewis;*
- ❖ *Assisted organizations such as Rochester Civic Theatre, Seasons Hospice and Boy Scouts in reaching out to diverse communities;*
- ❖ *Continued to serve as a regional leader in diversity, sharing our expertise around Southeast Minnesota, as well as beyond the borders of our state.*

**Educate ♦ Collaborate ♦ Communicate ♦ Celebrate**

The Diversity Council concentrates efforts on four program areas:

- ❖ Education: Diversity training for adults and youth
- ❖ Collaboration: Partnering with other organizations to accomplish more together than we can individually
- ❖ Communication: Spreading our message through various forms of media
- ❖ Celebration: Honoring and enjoying the rich diversity of our community

The following pages will tell you more about what the Diversity Council is doing in each program area.

***After School Program***

In 2008, the Diversity Council partnered with Rochester Public Schools to offer after school programming to at-risk students at John Adams and Kellogg Middle Schools. Our program uses games, activities, and discussions to challenge kids to discover how stereotypes limit their friendships and opportunities and how to break out of those boundaries.

***Efficacy Parent Training***

In 2008 we began a new chapter in our partnership with Rochester Public Schools. As part of the school district's efforts to close the achievement gap between students of different races and income levels, we will be coordinating parent training in the Efficacy Institute's "Get Smart" model. Although children's natural abilities vary widely, the Efficacy Institute believes that ALL children can achieve academic proficiency. This training equips parents to help their children learn more effectively and make failure a stepping stone instead of a stumbling block. 300 families were reached in the fall of 2008, and the training will be offered for a period of three years.

***Staff Training***

In 2008, the Diversity Council continued to provide staff training for Rochester Public Schools. We offered workshops to approximately 350 teachers and administrators on three topics. Our most popular offering was once again a series of workshops based on the powerful PBS documentary, Race: The Power of an Illusion. We also presented workshops on white privilege and on the relationship between race and the achievement gap.

**Platinum (\$1000+)**

Mark & Kathy Brutinel  
Jim & Judy Sloan

**Gold (\$500 - \$999)**

Craig Smoldt

**Silver (\$100-499)**

Kevin & Hollybeth Anderson  
Elizabeth Atkinson  
Judy Auger  
Joan Bachman  
Aleta Borrud & Jim Findlay  
Shelley Burkhardt  
Susan Carlsen & Mark Hansen  
Mary Callier  
Jasper & Cynthia Daube  
Mary Daun-Lindberg  
Rick & Betty Devine  
Cris Fischer  
Jennifer Fisher & Glenn Smith  
Andrew & Alison Good  
Stephen & Carla Harner  
Marita Heller  
Diane Hellie  
Kay Hocker  
Alan & Judy Hoffman  
Ken & Isabel Huizenga  
Shayna Johnson  
Lynne Karimi  
Philip & Catherine Karsell  
Savita Katarya  
Sandy Keith  
Larry Kent & Rebekah Meyer  
Shirley Klampe  
Jeff & Jenny Korsmo  
Jill Leet-Otley & Clark Otley  
Stephen Lehmkuhle  
Brian Lind & Dawn Littleton  
Keith Lindor  
Laird & Linda Matti  
Joe McBride

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Mike O'Fallon

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Denise Robertson-Quint  
Randall & Julie Roenigk  
Jody Rogers  
Paul & Maggie Scanlon  
Kenneth & Eileen Schneider  
Patty Simmons & Les Wold  
Walter & Dorothy Stobaugh  
Don Supalla  
Robin Taylor & Joe Lobl  
Bill & Linda Thompson  
George & Terry Thompson  
Mary Tigner-Rasanen  
Mary Vlazny  
Tammy Watson-Schram  
Karel Weigel  
Phil & Sue Wheeler  
David & Aileen Williams  
Vikki Wolff  
Kathe Yoss

**Bronze (\$50-99)**

Curtis & Julia Accola  
Bob Beery  
Steven Belau  
Audrey Betcher  
Lori Blauwet  
Martha Bowman & Mark Delehanty  
Margaret Brandl  
Mark & Jane Callahan  
Daron & Allison Cox  
Allen & Marcia Dollerschell  
John & Shirley Edmonson  
Kim Edson  
Patrick Gannon  
Jim & Julie Gilkinson  
Julie Gloss  
Kim Hall

**Contributor (\$100+)**

A Brief Therapy Center of Rochester  
 Alan C. Anderson Chartered, CPA  
 Alvin E. Benike, Inc.  
 Anderson Law Firm  
 Associated Bank  
 Boy Scouts of America  
 Canadian Honker Restaurant & Catering  
 Channel One  
 Church of St. John  
 Clara Barton Build  
 Custom Alarm  
 Girl Scouts  
 Hammel, Green & Abrahamson  
 Hanny's  
 Healing Touch Spa & Salon  
 Kane & Johnson Architects  
 Kauffman Law Firm  
 KTTC Television  
 Mayo Employees Credit Union  
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 O'Brien & Wolf, LLP  
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 RSM McGladrey, Inc.  
 Schmidt-Goodman Office Products  
 SE MN Association of Realtors  
 Smith Schafer & Associates  
 Sunrise Cottages  
 Timothy J. Hansen, Attorney  
 Weis Builders

**Grants**

City of Rochester  
 Fisher Foundation  
 Olmsted County  
 RBC Dain Rauscher Foundation  
 Southern MN Initiative Foundation  
 St. Paul Foundation—Spectrum Trust  
 United Way of Olmsted County

**Prejudice Reduction Workshops**

The Prejudice Reduction Workshops are a series of 13 age-appropriate programs that focus on increasing knowledge and understanding, building empathy and self-esteem, and developing critical thinking skills for students in grades K-12. Research has demonstrated that achieving these four goals will lead to a long-term reduction in prejudice. In the 2007-08 school year, we reached 15,303 students.

**New Curriculum**

In 2008, we developed three new curriculum modules.

**Fifth Grade: Racism.** The new fifth grade curriculum looks at racism in the 21st century through the eyes of ABC PrimeTime's hidden cameras. First a group of white teens, then a group of black teens, vandalize a car in a suburban neighborhood. The responses from passersby are vastly different. Students explore why this might be and how even the most subtle forms of prejudice can have a profound effect.

**Sixth Grade: Diversity in Minnesota.** The new sixth grade curriculum is based on *North Star*, a documentary about Minnesota's black pioneers. Students learn that there is more to our state's heritage than lutefisk dinners.

**Seventh Grade: Bullying.** The new seventh grade curriculum is also based on a hidden camera experiment from ABC News. Students watch to see how witnesses will react when teenage actors begin to bully their companion. We challenge them to take a stand.

*"It was VERY well received by the majority of the students as they have been talking about it non-stop! It always does my heart good when students respond to topics so well and then continue to discuss them in their group therapy sessions and life skills classes." ~ Principal*

**New High School Model**

In 2008, we began a complete redesign of our high school workshops, to be completed in the spring of 2009. The goal is to customize our diversity education to meet the specific needs of each school and its unique student population.

The Diversity Council partners with other organizations, providing leadership for cooperative efforts to help eliminate discrimination and promote diversity.

- ❖ **VOICES: Valuing Our Immigrants' Contributions to Economic Success:** Funded by the Southern Minnesota Initiative Foundation, this community engagement project brings leaders from diverse backgrounds together to create a better understanding of how we can work together for mutual economic success.
- ❖ **University of Minnesota Extension Diversity Dialogues:** The Diversity Council led a dialogue in this series based on the award-winning documentary *The Color of Fear*.
- ❖ **Rochester Reads:** The Diversity Council led a discussion group on the 2008 Rochester Reads selection: *Three Cups of Tea: One Man's Mission to Promote Peace... One School at a Time*
- ❖ **Faith & Fairness.** The Diversity Council worked with a number of local organizations to present this forum on the GLBT community and their relationship to religious institutions.
- ❖ **Sioux Falls Diversity Council.** Diversity Council staff and facilitators led ten workshops on building inclusive communities, working with the Sioux Falls Diversity Council to present a conference titled "Today is Tomorrow."
- ❖ **Victor Lewis Conference.** The Diversity Council partnered with various organizations to bring this nationally recognized leader in the field of diversity to Rochester for a two-day conference.
- ❖ **Community Based Minority Recruitment for Teacher Education Taskforce**
- ❖ **Consulting:** The Diversity Council continued to share its expertise with numerous schools, businesses, and nonprofit organizations, offering advice on a variety of issues from recruiting a diverse workforce to responding to hate crime.

#### Sponsor (\$500+)

Cardinal of Minnesota  
Edina Realty Home Services  
Hiawatha Homes  
Home Federal Savings Bank  
Pace Dairy Foods  
Peer Power Communications  
RCTC  
Schmidt  
Seneca Foods  
Treasure Island Resort & Casino  
U.S. Bank  
University of Minnesota Rochester  
Venture Computer Systems  
Winona State University  
Workforce Development

#### In Kind Donors - Sponsor

Charter Communications  
RCTC

#### In Kind Donors - Contributor

Corporate Web Services



### *Diversity Toolkit*

The **Diversity Toolkit for Business** was developed at the request of local businesses and is offered as a membership benefit for Diversity Council supporters at the Sponsor level and higher (\$500+).

- ❖ **Research:** Demographics, statistics and trends, both national and local, with analysis of how the numbers affect your business.
- ❖ **Tip Sheets:** Concise summaries of research and best practices on practical topics such as communicating with non-native English speakers, conducting unbiased interviews, accommodating disabilities, understanding Somali culture, and much, much more.
- ❖ **Activities:** Training tools to use with your staff.

**Champion of Diversity (\$10,000+)**

Mayo Clinic

**Ambassador (\$5,000 - 9,999)**

Think Mutual Bank

**Advocate (\$2,000-4,999)**

Alltel Corporation

Olmsted Medical Center

Post-Bulletin

UNITE HERE Local 21

Wells Fargo

**Partner (\$1,000-1,999)**

Express Employment Professionals

IBM

Minnesota Energy Resources

Sam's Club

**In Kind Donors - Ambassador**

Data Matters

IBM

**In Kind Donors - Advocate**

Post-Bulletin

**In Kind Donors - Partner**

Express Employment Professionals

Radisson Plaza Hotel

Venture Computer Systems

The Diversity Council shares accurate information with the community that challenges stereotypes and provides information about the rich diversity of human experience. Using various media, we communicate the need for change, share strategies to create change, and emphasize the difference every person can make.

- ❖ **www.diversitycouncil.org.**  
Our website provides a wealth of information—local demographics, teacher resources, local cultural events, and links to many related sites.
- ❖ **Newsletters in the Post-Bulletin**  
In 2008 the Diversity Council continued to share our message of mutual respect through space generously donated by the Post-Bulletin.
- ❖ **Presentations on diversity issues**  
Each year we serve about 2000 people, meeting requests for diversity training from businesses, universities, government, nonprofits, churches, and community groups. A highlight of 2008 was Executive Director Kay Hocker's keynote speech at the International Brotherhood of Electrical Workers Women's Conference, titled "What Women Want."
- ❖ **Electronic newsletters**  
Each month we reach about 500 community members and organizations with updates on Diversity Council programs and local multicultural events.
- ❖ **Business Edge**  
Our quarterly newsletter for businesses features articles on the challenges of a rapidly diversifying workforce and customer base as well as success stories from local businesses.
- ❖ **Video lending library**  
We offer access to a collection of educational films on diversity-related issues. A complete listing is available on our website.

*Events*

The Diversity Council supports and participates in efforts to celebrate and share the rich variety of culture, religion, history, sexual orientation, and personal experiences in our community:

- ❖ Martin Luther King, Jr. celebrations
- ❖ Annual Meeting, featuring dance performances from the Century High School 902 Squad and a keynote address from Cathy Wurzer of Minnesota Public Radio
- ❖ Deidre McCalla concert & workshops
- ❖ Great Country Pumpkin Party for children with disabilities
- ❖ Multicultural calendar
- ❖ Events page on our website, providing details on local multicultural events and descriptions of religious and cultural holidays, along with links for those who want to learn more

*Awards*

**Champion of Diversity Awards** are given to individuals who have made an outstanding contribution toward our mission of creating an inclusive and welcoming community. The recipients for 2008:

- ❖ Mulugeta Haileab, honored for his creative and dedicated efforts as an International Student/Parent Senior Liaison at Mayo High School.
- ❖ Ron Machacek, honored for his long-time service as Diversity Council facilitator and workshop scheduler, as well as community volunteer work.
- ❖ Mary Vlazny, honored for her long-time service with the Diversity Council as facilitator and interim Education Director, as well as community volunteer work.

*Officers*



**Barbara Porter**  
President



**Dawn Littleton**  
Vice President



**Linda Matti**  
Secretary



**Marilyn Hansmann**  
Treasurer

*Board Members*

Ali Abdullahi  
Joan Bachman  
Jim Bier  
Mary Callier  
Kim Hall

Stephen Lehmkuhle  
Lindsay-Rae McIntyre  
Ray Phelps-Bowman  
Bruce Snyder  
Al Walburn

*Staff*



**Kay Hocker**  
Executive Director



**Denise Robertson-Quint**  
Development & Communications Director



**James Robertson**  
Education Director



**Kamela Jordan**  
Administrative Assistant



**Savita Katarya**  
Education Program Assistant