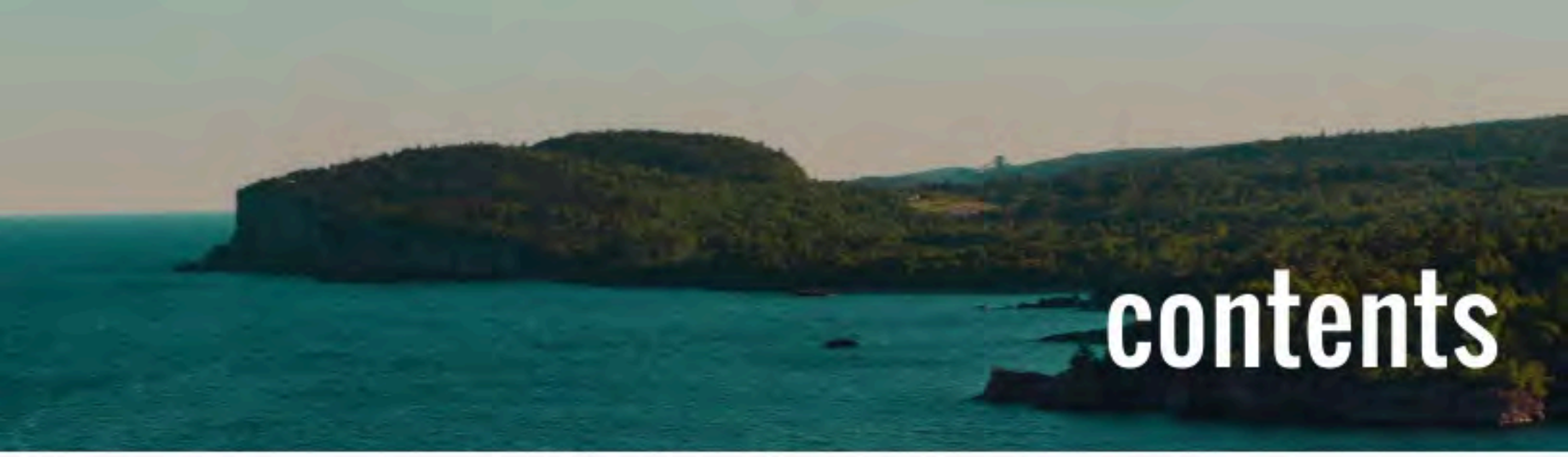




THE LLOYD K. JOHNSON FOUNDATION

Trend Analysis Report

*Analyzing historical giving & immerging needs,
and using the results to help guide our work.*



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LLOYD K. JOHNSON FOUNDATION

\$26M
in assets

\$9.8M
awarded

... to enhance educational opportunities in Cook County and to significantly improve the quality of life along the North Shore ...

In 2017, the Foundation launched a data migration process by acquiring a data management software package called Blackbaud Grantmaking.

The purpose of the new system is to increase ease of access in application and reporting for grantees; and increase efficiency, consistency, and reporting ability for the Foundation.

The system became available for grantees use in January 2018. Throughout the year, staff revised application questions to allow

for the standardization of data collection, and to provide a deeper dive into demographic and priority areas by adding sub-categories.

This work has allowed for the following organizational assessment to take place, and for the first time, allowed the Foundation to analyze some of the data reported within.

It is important to note, the following assessment is for years 2007 - 2017 and does not include scholarship investments. A separate trend analysis report on scholarships will be completed in 2019.

Our Niche

To date, the Foundation has filled an important local gap; particularly in the areas of: Capital Projects, General Operating Support, Start-Up funds, Arts & Culture initiatives, and the Environment.

We are 1 of 2 local grantors that provide support for the above; and many times the only funder that does not heavily restrict awards in these areas.

Note: All applicants self-identify their area of interest, however their impact may be in other areas as well. For example North House Folk School identifies as Arts & Culture but has a broad impact in Community & Economic Development, as well as in Education.

welcoming & responsive

all eligible organizations that are a mission-fit are encouraged to apply, or advised on revisions necessary to better align with Foundation priorities or capacity

flexible funding

nearly 40% of projects we've funded, would not be eligible for funding from other area foundations; or at best, would be severely restricted

A Summary of Historical Grantmaking

Between 2007-2017, the Foundation awarded 711 grants, totaling \$9,827,237.

On average, 101 inquiries are made each year. Of those, 24 are ineligible; the other 77 are encouraged to apply. Ninety-three percent (93%) of applications, or 71 grants, receive full or partial funding. The average award is \$13,822 with a range between \$300-\$175,000. On average, the Foundation grants approximately \$1M each year.



Cook County

The Foundation has invested **\$2,630,915** into Cook County nonprofits, schools and initiatives.



Lake County

The Foundation has invested **\$769,545** into Lake County nonprofits, schools and initiatives.



Southern St. Louis County

The Foundation has invested **\$5,764,705** into Southern St. Louis County nonprofits, schools and initiatives.

The Foundation has invested **\$662,072 (6%)** in North Shore projects that serve more than one of the above counties.



20%

Art & Culture

The Foundation has invested **\$1,963,463** in the arts. The greatest subcategory of funding has been Historical Societies & Museums (roughly \$600k); however \$400k+ has been awarded in the areas of: Artisan/Craft, Educational



16%

Community & Economic Development

The Foundation has invested **\$1,530,163** in community and economic development. The greatest subcategory of funding has been Community Capacity Building followed closely by Business & Employment Development.



27%

Education

The Foundation has invested **\$2,610,082** in education. The greatest subcategory has been in Vocational & Career Training, followed by Language & Literacy Initiatives.



6%

Environment

The Foundation has invested **\$641,965** in the environment. The greatest subcategory has been in Educational Programs, closely followed by Conservation & Protection. Combined, these two categories total the full investment.



31%

Social Welfare

The Foundation has invested **\$3,081,564** in social welfare. The greatest subcategory has been Health & Wellness, followed by Basic Needs, and Children Youth & Families.

AGE GROUP

PRIORITY & TARGET DEMOGRAPHIC



Birth - Age 5

95% of funding for Birth - Age 5 has gone to Social Welfare & Education - all of which has been dedicated to early childhood programs - often for the most vulnerable little ones.



Children & Youth

85% of funding for Children & Youth has gone to Social Welfare & Education, largely in the area of after/out of school enrichment and non-traditional educational opportunities for the most vulnerable.



Teens & Young Adults

77% of funding for Teens & Young Adults has gone to Social Welfare & Education, largely in after/out of school enrichment and non-traditional educational opportunities in the arts, environment, and leadership development; often for the homeless and most at-risk.



Adults

1/3 of funding for Adults has gone to each of the areas of Social Welfare, Education, and Community & Economic Development - a large portion for education and training programs, as well as basic need services for folks with low income and survivors of violence.



Seniors & Elders

88% of funding for Seniors & Elders has gone to Social Welfare & Education initiatives in the areas of Health & Wellness and Independent Living.



Families

71% of funding for Families has gone to Social Welfare & Education programs for the most at-risk as well as for families with disabilities. The remaining 29% of investments have had a broad impact across the remaining priority areas.

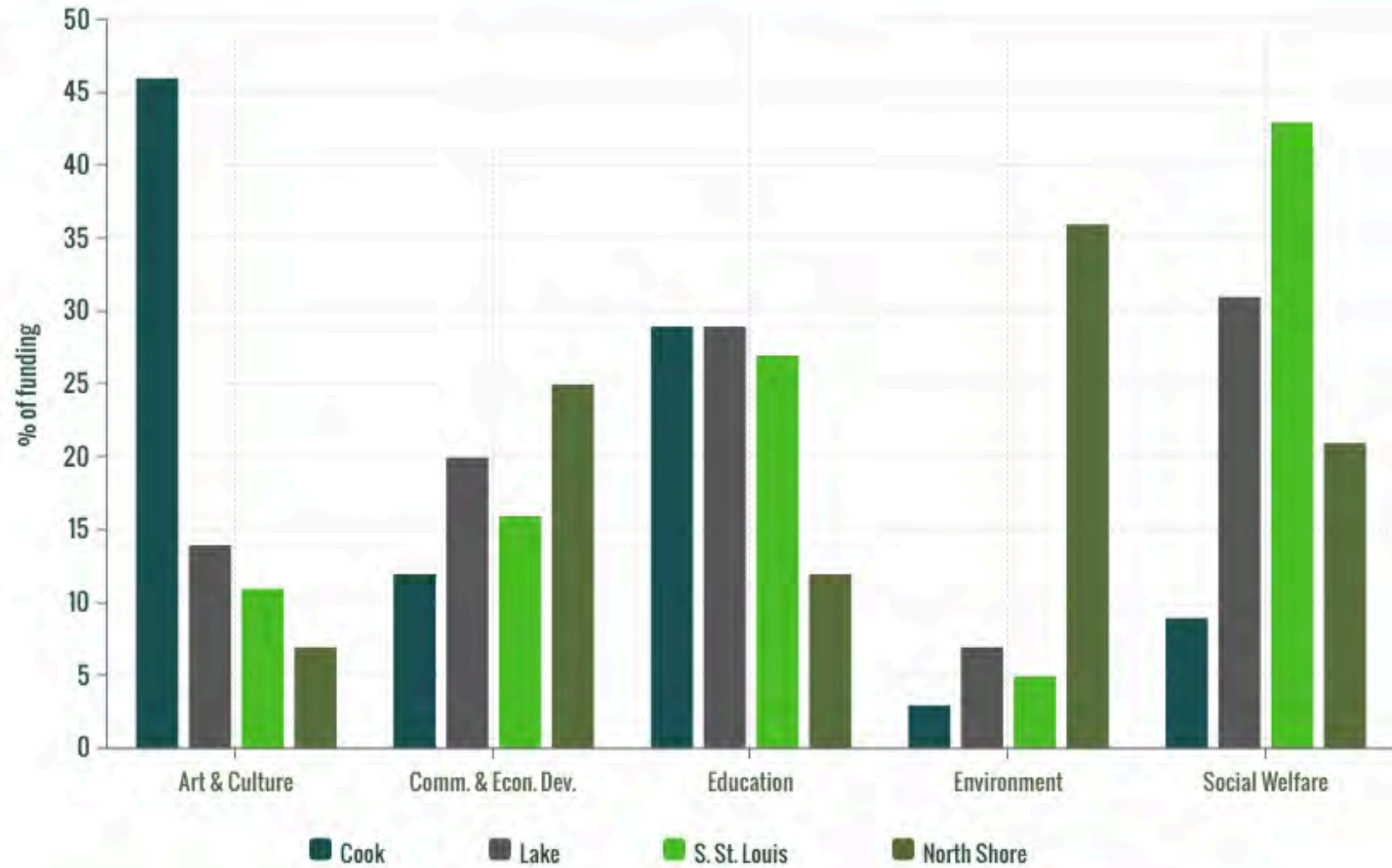


All Ages

84% of funding for All Ages has gone to the General Public, despite area of interest - often in providing opportunities and access to the arts, environment, and city-wide development initiatives. The largest specific area of focus has been addressing hunger for the low income.

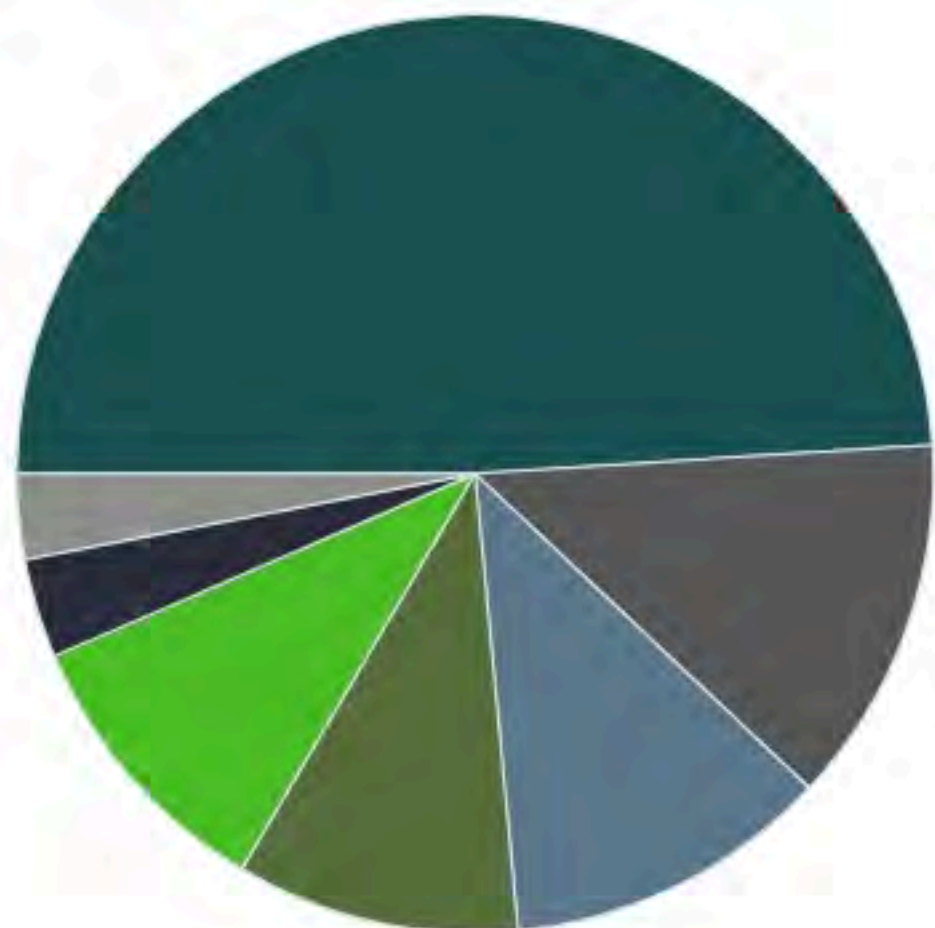
AWARDS BY AREA OF INTEREST & SERVICE AREA

TOTAL DOLLARS: \$9,827,237



our first look at population

- General Public 49%
- At-Risk 13%
- Students 12%
- Low-to-No-Income 10%
- Others Combined 10%
- Survivors of Violence 4%
- Disabilities 3%



Cook County

Cook County is a community close to Mr. Johnson's heart; the place he called home. As we know, the only request Mr. Johnson made of those entrusted to steward Foundation funds, was to invest in education opportunities in Cook County, particularly a Scholarship Program for Cook County High School seniors.

The following two pages provide a brief overview of historical investments and community demographics, as well as emerging needs and trends in Cook County.

\$2,630,915
invested

population: 5,398

36 eligible organizations

**33% of residents are
low income**

5% drop out rate

A Summary of Cook County Investments

HISTORICAL PRIORITIES

arts & culture
students & at-risk



of funding has targeted the General Public, followed by Students & Populations At-Risk



of funding has targeted All Ages, followed by Adults and Children & Youth

The largest recipient of grant funds in Cook County has been Cook County Higher Education (\$425,980). Grant funds have been used to provide adults with the ability to start and finish degree and technical training programs while continuing to work, live, and raise families in Cook County.

The Foundation has also heavily leaned into the arts in Cook County, providing investments in large capital projects and ongoing program development for many of the Foundation's top-awarded organizations, including: The Johnson Heritage Post, North House Folk School, the Gunflint Trail Historical Society, and WTIP Community Radio.

EMERGING TRENDS & FUTURE NEEDS

The following information is a collection of census data, personal insights, community-based research, and in-depth conversation with community members, including: Dr. Bill Crandall, Superintendent of Lake & Cook County Schools, Bill Hansen, Chair of the Cook County Early Childhood Task Force, and Joni Kristensen, Cook County Public Health Coordinator.



of families who want childcare can't find it



EDUCATION

Needs:

- 60 Early Childhood Spots
- Additional Mental Health Supports
- Additional Special Education Services

Challenge:

Staffing due to Wage & Location



EMPLOYMENT

Needs:

- Year-Round Employment Opportunities
- Seasonal Employees for Tourism Demand
- Affordable Workforce Housing

Challenge:

Recruiting Seasonal Workforce



HOUSING

Needs:

- Affordable Housing
- Strategies & Investors to Develop

Recommendations:

Housing Preservation, Life Cycle Housing & Promoting Affordable Homeownership for Young Families



HEALTH

Needs:

- Mental Health Services
- Chemical Health Services
- Social Determinants of Health Model

Challenge:

Rising Chemical Misuse & Staffing due to Wage & Location

Lake County

Lake County is home to a beautifully rocky, North Shore landscape. With an aging population, the area has seen a 3% decline in population and is expected to see an additional 15% decline in the next two decades. That said, a movement of younger leaders seeks to revitalize the area through planned tourism and infrastructure improvements.

The following two pages provide a brief overview of historical investments and community demographics, as well as emerging needs and trends in Lake County.

**\$769,545
invested**

population: 10,625

27 eligible organizations

**28% of residents are
low income**

6% drop out rate

A Summary of Lake County Investments

HISTORICAL PRIORITIES
social welfare & education
students, at-risk &
survivors of violence



of funding has targeted the General Public, followed by Students, Survivors of Violence & Populations At-Risk



of funding has targeted All Ages, followed by Seniors and Teens & Young Adults

The majority of Social Welfare initiatives revolve around the Health & Wellness of those most vulnerable. A large portion has been dedicated to providing access to: at-home living programs for seniors, safe environments for survivors of violence, and oral health care for children and youth.

In addition to Social Welfare initiatives, investments in the area of Education have been large in Lake County; providing particularly older students with enhanced opportunities in the arts, environment, and trades, as well as large scale capital improvements to public school campuses and Wolf Ridge Environmental Learning Center.

EMERGING TRENDS & FUTURE NEEDS

The following information is a collection of census data, personal insights, community-based research, and in-depth conversation with community members, including: Dr. Bill Crandall, Superintendent of Lake & Cook County Schools.



of families who want childcare can't find it



EDUCATION

Needs:

- Local Early Childhood Provider
- Additional Mental Health Supports
- Additional Special Education Services

Challenge:

Staffing due to Wage & Location



COMMUNITY DEVELOPMENT

Needs:

- Capitalizing on; not Succumbing to Tourism
- Increasing Waterfront Development
- Establishing Community Center or YMCA

Challenge:

Balancing Resident Needs and Tourism



HOUSING

Needs:

- Affordable Housing
- Strategies & Investors to Develop

Recommendations:

Housing Preservation, Life Cycle Housing & Promoting Affordable Homeownership for Young Families



HEALTH

Needs:

- Mental Health Services
- Chemical Health Services
- Services for an Aging Population

Challenge:

Establishing & Coordinating Community Services

Southern Saint Louis County

\$5,764,705
invested

Home to the City of Duluth and surrounding communities as well as a large population of college students, the area's diverse population has nearly doubled in the past decade (11%). The only grant awards outside of the City of Duluth, have been made to the Friends of Sax-Zim Bog, a total of \$53,400.

population: 98,827+

203 eligible organizations

39% of residents are low income

The following two pages provide a brief overview of historical investments and community demographics, as well as emerging needs and trends in Southern St. Louis County

26% drop out rate

A Summary of Southern Saint Louis County Investments

HISTORICAL PRIORITIES
social welfare & education
at-risk & low-income



of funding has targeted the General Public, followed by At-Risk & Low Income Populations



of funding has targeted Children & Youth, followed by All Ages and Adults

The largest portion of investments have been in an effort to provide Basic Needs for the most vulnerable - including food, shelter, and supportive services to those experiencing homelessness, survivors of violence, and children & families experiencing poverty.

Additional large investments have been made in nontraditional educational programming benefiting the area's most at-risk children and youth. Programming has largely been in the areas of leadership development, after/out-of-school enrichment, and curriculum development.

EMERGING TRENDS & FUTURE NEEDS

The following information is a collection of census data, personal insights, community-based research, and in-depth conversation with community members, including: Josh Gorham, Public Health Community Coordinator and Duluth Public School Board Treasurer.



of students of color and/or with low income do not graduate



EDUCATION

Needs:

- Increased Graduation Rate (74%)
- Decreased Racial & Income Disparities
- Technology Improvements

Challenge:

Complex Social Issues & School District Budget (Un-sold District-Owned Properties)



EMPLOYMENT

Needs:

- Living Wage Job Opportunities
- Post Secondary Education Options
- Decreased Racial Disparities in Employment

Challenge:

Pathways to Education & Career Opportunities, especially for People of Color



HOUSING

Needs:

- Affordable Housing
- Affordable Transportation
- Housing Programs for the Homeless

Challenge:

Affordable Rental Housing & Shelter Housing



HEALTH

Needs:

- Mental Health Services
- Oral Health Care for Low Income
- Food Access for Low Income

Challenge:

Collectively Addressing via a Social Determinants Model

The North Shore

**\$662,072
invested**

Grant awards made to the North Shore, include those proposals which self-identify as serving at least two counties: Cook, Lake, or Southern St. Louis.

The following is a brief overview of historical investments and community demographics. Emerging trends & needs were previously covered by county.

**North Shore =
2+ service areas**

A Summary of North Shore Investments

HISTORICAL PRIORITIES

environment &
community & economic
development



of funding has targeted the
General Public, followed by
Populations At-Risk



of funding has targeted All Ages,
followed by Adults, and
Teens & Young Adults

It's no surprise the largest investments along the North Shore have been in Environmental initiatives. The Foundation has made sizable awards to Sugarloaf Cove, Minnesota Conservation Corps, and The Nature Conservancy for preservation, protection, and educational efforts.

The Foundation has also heavily leaned into economic development along the North Shore. The Entrepreneur Fund has been a major awardee in this area, providing training and technical assistance for small business owners.

In addition, many oral health initiatives have taken place along the North Shore, and are the single largest source of Social Welfare investments in this region.

TOP AWARDED

ORGANIZATIONS

Cook County Higher Education - \$425,980

WTIP Community Radio - \$277,895

North House Folk School - \$270,000

The Gunflint Trail Historical Society - \$228,000

The Johnson Heritage Post - \$203,429

Wolf Ridge Environmental Learning Center - \$192,700

Community Action Duluth - \$180,000

The Damiano Center - \$180,000

YWCA of Duluth - \$178,200

One Roof Community Housing - \$168,000

The Entrepreneur Fund - \$155,000

Lutheran Social Service - \$155,000

Duluth Children's Museum - \$150,000

The Scottish Rite Clinic - \$146,151

Grand Marais Art Colony - \$144,000

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