

giving

MATTERS

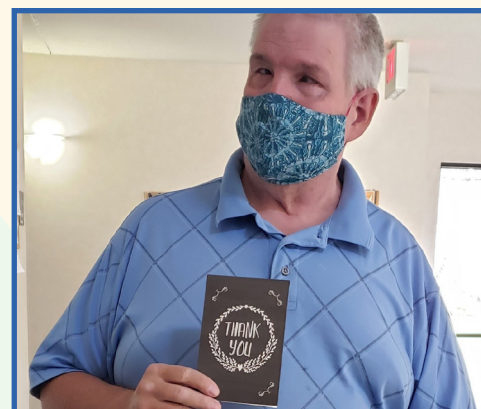
★ FRASER

BUILDING BRIGHTER
FUTURES TOGETHER ★

WINTER 2021

Thank You to All Our Donors!

From everyone at Fraser — the individuals and staff in Community Living, the clinical staff, the facilities team, the administrative staff, the Fraser Board of Directors, and the executive team — THANK YOU FOR YOUR CONTINUED SUPPORT! Your generosity has not gone unnoticed. We continue to be astonished by the strength and kindness of this community.



The Fraser mission is to make a meaningful and lasting difference in the lives of children, adults, and families with special needs. We accomplish this by providing healthcare, education, housing, and employment services.

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LETTER FROM DIANE

A Year of Change

The only constant of 2020 was the need to adapt. Like you, Fraser spent the year learning to navigate this new world. We pivoted many services to telehealth, so individuals and families could continue therapy in the comfort and safety of their homes. We reconfigured our clinics and increased our safety protocols to abide by new health and safety standards.

But immediate declines in attendance, increases in costs, and disruption in therapy services took a serious toll on our revenue. So we asked you for help, and your response was resounding. We had over 770 new donors make contributions to Fraser in 2020! This built upon the generous gifts made by many of our longtime donors. I want to thank each of you for stepping up and ensuring people with diverse cognitive, emotional, or physical needs continued to receive the best care.

The past year was also a time of reflection. When George Floyd was killed in May, we were confronted with the systemic racism that still

lingers for Black, Indigenous, and people of color (BIPOC). As a mental healthcare provider and equal opportunity employer, Fraser understands we have a vital role in supporting people who have and continue to suffer trauma from systemic racism. We have committed to becoming an anti-racist organization and launched the Fraser Anti-Racism Initiative to continue working toward this goal.

Our operating board also grew in 2020. We welcomed a new board chair and new board members. For an introduction to our new board members, please refer to page 7.

In 2020, we learned to adapt. I feel confident in 2021, we will continue to grow, both in our understanding and our commitment to the community. We know no dream is too big when we reach for it together. **Thank you for helping us reach for great things.**

Warmest regards,

Donor Gives Holiday Cheer to Individuals in Community Living

For many, the holidays bring back memories of the joy and excitement of being a child. A Stock family member wanted to share that excitement with members of Fraser Community Living homes and apartments — 271 residents living with diverse cognitive, emotional, and physical needs.

"I remember when I was young, waking up to a big awesome present like a bike from Santa and how exciting that was. I want everyone in Community Living to feel like that and know that they are cared for."

**-Stock family member,
donated to Community Living**

The Stock family donation included a catered meal, a present, and a holiday movie for everyone in Fraser Supervised Living homes. Supervised Living supports individuals who receive around-the-clock care. Individuals in Supportive and Independent Living received holiday cookies and other treats.

"I know not everyone can get together with their family this year, so I wanted to provide that feeling of togetherness," says the family member.

Fraser volunteers transported meals and cookies to Fraser Community Living locations on Dec. 23. All deliveries were contactless to protect the individuals' safety.



Volunteers geared up and delivered the gifts to Community Living residents. The individuals enjoyed the meals and gifts on Christmas Eve.

The Stock family wanted to support Fraser because they appreciate the work the organization does for the community, and that everyone — from the executives to the facilities team — gives their time joyfully and cares about the individuals they are serving.

Fraser Community Living includes Supervised Living, Supportive Living and Independent Living. The three distinct housing options provide support based on each individual's needs.

Thanks to those who volunteered to deliver meals and the Stock family who made this gift possible!

FRASER EVENTS

SPONSORS

Presenting Sponsor



Entertainment Sponsor

James A. Levine Trust

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Friends of Fraser

Premier Sponsor

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University of Minnesota - School of Nursing

Community Living Watch Party Sponsors

Kevin and Chris Doyle

myTalk 107.1

Fraser Annual Benefit Raised Funds for Our Community with a Virtual Event

The Fraser Annual Benefit, presented by U.S. Bank, went "Through the Looking Glass" with a virtual event on Saturday, October 24. The fundraiser brought together more than 700 guests from across the country and world to support Fraser's life-changing programs in education, healthcare, housing, and employment. Despite the challenges of COVID-19, the virtual event raised more than \$500,000.

Funds raised at the Fraser Annual Benefit will support:

- Increased access to early intervention, so every child gets a great start
- Expanded access to Fraser telehealth services throughout Minnesota
- Integrated, whole-person care that addresses both the mental and physical concerns of each individual
- Personalized and dignified housing, vocational training, and independent living skills for adults with intellectual and developmental disabilities



Virtual attendees for the 2020 Fraser Annual Benefit joined us from 17 U.S. states and 3 countries.



167

engagements on Twitter



883

attendees registered for the Fraser Annual Benefit



9,505

people saw the Fraser Annual Benefit posts and stories on Instagram



28,000

people reached via email



32,950

people saw Facebook posts for the Fraser Annual Benefit

2021 Fraser Walk for Autism: Check Out Our New Name

The Fraser Walk for Autism has been refreshed and rebranded into the Fraser Festival for Autism, presented by Central Roofing Company. The goal of the Fraser Festival remains the same: to support Minnesotans with autism and raise awareness and acceptance in the community.

The CDC reports 1 in 44 Minnesota children has autism spectrum disorder (ASD).



The event will be held on May 1, from 8 a.m. – 1 p.m., at a familiar location — Mall of America in Bloomington, MN. The festival is a family- and sensory-friendly event that is open to the public. This year, it will be outdoors at the mall's north parking lot to prevent the spread of COVID-19.

It will feature a drive-thru parade of fun activities attendees can enjoy from their vehicles and some socially-distanced, park-and-participate activities. Participants will weave through the parking lot, where they will be greeted by Fraser staff, volunteers, vendors, and event partners who will hand out goodies, provide information, and cheer attendees on.

The Fraser Festival for Autism is for individuals with autism and the community that supports them. Community members can create a team, sponsor a team, or register as an individual. Sign up at www.fraser.org/festival today. You can also make an individual donation to support the event.

In 2020, participants, volunteers, and sponsors raised more than \$130,000 for the local community. In 2021, the goal is \$135,000, which will support Fraser services for Minnesota children, teens, adults, and families with autism.

To make the Fraser Festival for Autism as safe as possible, Fraser staff and volunteers will complete a wellness screening before arrival, wear masks, and practice social distancing. Gloves and grabbers will be used to hand items to participants.

SPONSORS

Presenting Sponsor



Silver Sponsor

Atomic Data

Bronze Sponsor

Kids' Hair

Friends of Fraser

South Lake Pediatrics

Venue Partner

Mall of America

MAKING AN IMPACT

New Donors Provide Crucial Support for Fraser's Mission

When the pandemic changed "business as usual," Fraser faced a serious decline in revenue due to disruptions in therapy services and increased costs. We pivoted to serving clients via telehealth and adapted many procedures to offset some of these costs. But we knew we'd also need the support of our donors.

When we reached out to our community, many of our longtime donors answered the call, but so did more than 770 first-time individual and corporate donors!

Doug and Abbey Grawe became new Fraser donors in 2020. Doug is the owner and CEO of The Grawe Group. He met Fraser Board Chair Keith Klein through his work with the trucking industry. Through his relationship with Keith, Doug learned more about Fraser's programs and services.

Abbey is employed by Hennepin County and works with families who are experiencing homelessness. Many of these families have children with special needs, and they've received services from Fraser.

"That's what impressed me. Fraser prioritizes or makes it work with families, no matter their socioeconomic status. They make time and space for people experiencing homelessness. Fraser is a constant when families and kids are experiencing a situation filled with so much stress and instability."

-Abbey Grawe, New Fraser donor

Doug says he also admired that Fraser offers a suite of services, and the organization helps everyone from children to adults.



"Fraser has responded to the needs of the families they serve and expanded to meet those needs. They treat not only the individual but also the family. And they give them a community to belong to," says Doug.

Abbey agrees. "That's what makes me excited about what Fraser is doing: they include the whole family in the process and give them the skills to care for their family members at home," she says.

Abbey and Doug have donated to many different charities over the years, but in 2020, they decided to become more focused and involved with their giving. They recognized that the community Fraser serves isn't well known — individuals and families with diverse cognitive, emotional, or physical needs — so they decided to focus their support on this community.

"We decided to donate because Fraser is simply one of the best organizations serving this community," says Abbey.

Thanks to Doug and Abbey and all our first-time Fraser donors! We are so grateful for you!

WHAT'S NEW AT FRASER

Fraser Adds New Board Chair and Four New Members

Fraser has added a new Board Chair and four new board members to its board of directors. The board helps plan for the future, evaluate programs and services, monitor financials, and ensure the organization is adhering to its mission.

New Board Chair Keith Klein founded KKlein Ventures, LLC, a firm of former C-suite officers and financial professionals who provide advisory services to businesses and nonprofits. Klein also worked in various executive roles at Transport America for 18 years. He holds an MBA from Carlson School of Management at the University of Minnesota.

"I look forward to leading Fraser forward, and I'm deeply committed to serving individuals and families with special needs."

**Keith Klein,
Fraser Board of Directors Chair**

New board member Vivi-Ann Fischer is the Chief Clinical Officer at Fulcrum Health, Inc. She previously was the president and owner of Plymouth Grove Chiropractic, where she delivered high-quality, patient-focused care for 25 years. She holds a Doctor of Chiropractic degree from Northwestern Health Sciences University.

Dr. Andrew W. Kiragu joins the board from Children's Respiratory and Critical Care Specialists, P.A., where he is a Pediatric Intensivist, caring for critically ill and injured children. Kiragu is also the Medical Director of the Pediatric Intensive Care Unit at Hennepin Healthcare and an Associate Professor of Pediatrics at the University of Minnesota. He received his M.D. from Howard University. He joined the

Fraser board to foster connections with the local immigrant community and communities of color.



From left to right: Keith Klein, Vivi-Ann Fischer, Dr. Andrew Kiragu, Jaclyn Litzelman, and Jaye McGruder.

New board member Jaclyn Litzelman

is a Senior Therapy and Marketing Consultant at Medtronic. Litzelman holds an MBA from the Whitman School of Management at Syracuse University. She is the MN ASPIRE Employee Resource Group Chair at Medtronic, where she helps develop female talent, foster leadership skills, and increase inclusion and diversity. She sees her role on the board as helping to "drive Fraser's mission forward."

Jaye McGruder joins the board from Ramsey County Community Corrections, where he is a Probation Officer. McGruder was previously involved with YMCA Youth Development Leadership and Ramsey County Juvenile Detention Center Diversity Group. In his role on the board, he hopes to provide new insight on social issues.

All Fraser Board of Directors members have a personal or professional connection to Fraser.

EVERY GIFT MATTERS



Top left to bottom: The individuals at Evelyn house had a watch party for the Fraser Annual Benefit. Former Board Chair Gretchen Cudak hosted an Alice-themed watch party at her home. The Fraser Marketing, Development, and Volunteer staff THANK everyone who donated to the Fraser Annual Benefit!



Donate Now!

Give Online

Help us create bright futures – donate online at fraser.org/donate.

Questions?

If you have questions about donating or participating in or sponsoring an event, contact giving@fraser.org, or call 612-861-1688.

What Can Your Donation Do?

\$50 Purchases games and sensory toys for children receiving autism and mental health services

\$100 Gives a speedy consultation to a family in crisis

\$250 Enrolls a teenager in a social skills group

\$500 Purchases equipment such as vacuums, grills and furniture for group homes

\$1,000 Provides six months of therapy, which helps kids acquire new social, behavioral and emotional skills

☆ Special Needs. Bright Futures.

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