

April 2019

Ben Martig
City of Northfield
801 Washington St
Northfield, MN 55057

Dear Mr. Martig and City Council Members,

Have you seen a young child playing on the playground lately? There is a 50% chance that child does not have the skills necessary to enter kindergarten ready to learn. This can lead to difficulty finding employment and success in life. We need to support our youngest learners to ensure their bright future.

Is there a new shop on your local main street? Did you know over 50% of small businesses fail in their first four years due to lack of knowledge and financing? We need to support our business community long-term to ensure a viable economic base in our communities.

Did you know over \$7 billion will be transferring generations by 2030 in SMIF's 20 county region? Individuals on average give 4% of their annual earnings to charities. That is \$280 million in SMIF's region that could go towards local projects and initiatives. Is your community prepared to capture these dollars? We need to support all our communities to ensure those philanthropic dollars are captured and put to work in our communities.

Southern Minnesota Initiative Foundation (SMIF) is working to address these issues, but your support is needed to help assist our youngest residents, aspiring entrepreneurs and local community initiatives. Because of this, SMIF is launching our **LOVE WHERE YOU LIVE** campaign to make an even larger impact in years to come. See the enclosed campaign factsheet for more information.



Thank you for your last gift of \$5,000 on 3/11/2019. **Will you consider contributing \$6,500 on behalf of the City of Northfield in 2020? Your support will change the lives of those living in southern Minnesota.**

With gratitude,

Tim Penny
President & CEO

Make a difference today!

Your gift of **\$6,500**
will allow SMIF to invest

\$149,500

into your community in 2020!

(Rice County ROI: \$1 donated = \$23 invested)