



AMHERST H.
WILDER
FOUNDATION

Here for good.



wilder impact

News for friends and supporters about the impact and progress of Wilder's work Summer 2009

Going Beyond Effectiveness: Measuring "SROI"

By Paul Mattessich, Wilder Research Executive Director

Improving the lives of individuals, families and communities and saving money at the same time is what we would like our nonprofit and government programs to achieve.

Wilder Research is pioneering approaches to help our donors and funders better determine and understand the long-term "return on investment" of Wilder programs and other human service programs serving the Twin Cities east metro area.

One approach is social return on investment (SROI), which identifies not only if a program is effective, but if it is *cost-effective*. A recent example is a Wilder Research evaluation of a local drug treatment program. The program, which uses evidence-based practices, has a high success rate. But our evaluation looked at not only

program effectiveness, but also at the cost of service and the estimated program benefits for taxpayers and society from reduced future costs of social assistance, incarceration and court processing. It found the SROI to be between \$3 and \$6. So, for every dollar donors invest, they are getting \$3 to \$6 in community impact.

Wilder's own services build as much as possible on effective, evidence-based models. Wilder Research is pioneering an analysis of the SROI of supportive housing, building a research design that can be used to evaluate Wilder's housing programs as well as other programs around the country. With this type of analysis we can go beyond effective programming, making sure programs offer good economic investments for funders, donors, taxpayers and our community.



Visit us online today to learn how Wilder is building hope and transforming lives.

www.wilder.org

For an example of our research findings, read *Invest Early: Early Childhood Initiative*, a recent Wilder Research report aimed at improving school readiness. To access the report, visit: www.wilder.org/report.html?id=2061



Have a question about supporting Wilder? Call us at 651.280.2445.

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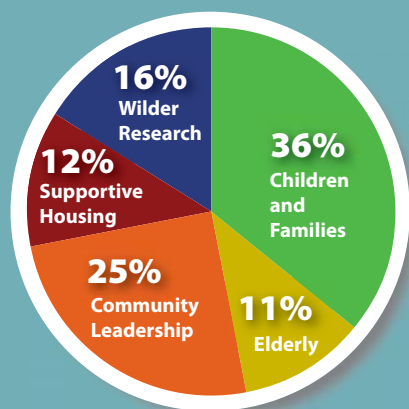
Your Donations At Work

With the help of your gifts, Wilder recently:

- Graduated 18 boys and three girls (the very first Kofi girl's group) from Kofi Services, a culturally specific, school-based mental health program that works with African American youth in grades 3–8 who are experiencing difficulty in school, personal relationships or other areas of their lives.
- Graduated 20 5-year-olds from the Child Development Center's Dolphin classroom. This fall, when they enter kindergarten, they'll be ready to write their ABCs and read short sentences.
- Enabled 58 Latina women and 82 members of the Karen community in Saint Paul to develop and hone their leadership skills through culturally specific training sessions in our Neighborhood Leadership Programs.

Where Do My Gifts Go?

Some donors designate gifts to particular Wilder programs or areas of service. Many leave their gifts undesignated, allowing us to use them where most needed. This year, gifts totaling more than \$1.2 million have provided critical support to:



Benefits, Not Costs: What ROI Means to Wilder

By Tom Kingston, Wilder Foundation President

I am very proud that Wilder Research's pioneering work on social return on investment (SROI) is not just measuring the effectiveness of Wilder programs, but is truly a catalyst in leading a national charge on measuring the cost effectiveness of human services.

Throughout our history, we've offered programs that ensure we are leveraging our resources to the maximum benefit of those we serve. And it has shown us that some of the best programs are really investments rather than costs.

The Incredible Years are research-based programs for children ages 2–8, their parents and teachers, offered in Wilder's Child Development Center and Child Guidance Clinic. The programs work jointly to strengthen social skills; increase self-esteem; and prevent, reduce and treat children's behavioral and emotional problems. Activities include:

- A parent-training/support program about responding to children's needs.

- A child treatment group for young children who show high rates of aggression, or oppositional or impulsive behaviors.
- A teacher-training program to assist teachers with classroom management of aggressive children.

Wilder staff members are certified trainers of *The Incredible Years* programs and offer certification training to individuals and organizations in a 5-state area.

Wilder implemented these nationally award-winning curricula in 2004, believing that an investment in our children at the earliest ages is a sound investment in all of our futures.

This is just one example of how your support of Wilder's innovative programming directly impacts the lives of Saint Paul's most vulnerable. We've always believed that intervening in a troubled child's life was worth the effort and expense—now we have years of research data to validate that it is indeed a wise investment.



Jeanelle Foster, Assistant Director Child Development Center, sits with children and some of the puppets used in *The Incredible Years* programs at Wilder's Child Development Center.

in touch with the need.

A Gift in Your Will

The Easiest Way to Leave a Legacy

You don't need to be wealthy to leave a legacy. In fact, it can be as simple as making a gift in your will.

Reta Youngman immigrated to Minnesota in the early 1950s from Saskatchewan, Canada, at the urging of her mother, who wanted her daughter to "attend college and have a better life." She graduated from the University of Minnesota with a degree in dental hygiene.

Early in her career, she accompanied dentists to poor, rural areas to provide free dental care. Her patients were often



Reta Youngman

migrant farmers and their children. Although she did not have children of her own, she grew to love working with them. When she

retired, she traveled to Central America to volunteer.

Reta came to believe that Wilder was best at helping new arrivals learn English and achieve school success. She especially liked that Wilder Research could measure program effectiveness and define the scope of a problem. For these reasons, Reta bequeathed her entire estate to Wilder through her will.

Reta's \$700,000 estate gift to Wilder will ensure Wilder's ability to help new immigrants to the Saint Paul community for generations to come, impacting hundreds of lives.

Through her gift, Reta became a member of Wilder Heritage Partners. Heritage Partners are individuals who have established named endowments or included the Wilder Foundation in their estate plans through outright gifts, life income arrangements, wills, trusts, insurance policies and other means.

While bequests may be simple, Heritage Partners express a profound belief in the future of Wilder. You, too, can make a difference. Contact us to learn more.

Prepare Yourself And Your Family



For more information on including us in your estate plan and the benefits you receive, please fill out and return the enclosed reply card. We will make sure you receive a FREE copy of *Your Personal Guide to Gift Planning*.



Cash-Free Contributions

Marcia Yanz, Senior Gift Planner



To learn more about including Wilder in your estate plans, go to www.wilder.org/plannedgiving.html or call me at 651.280.2469

With the dramatic swings in the market, we understand that you want to keep assets on hand. Fortunately, you can make contributions that won't impact your cash reserves. Here are three simple options:

1 When you name Wilder as the beneficiary of your retirement plan assets, you don't part with a single penny today and you protect your estate from taxes later. If a charity like

ours receives your retirement funds, estate and income taxes are avoided; if you were to instead leave these assets to your family, up to 65 percent of their value could be eroded by taxes.

2 You have two options to leverage life insurance policies. First, you can name Wilder as the recipient of the policy's death benefit. Or you could sign over ownership of

the policy to Wilder right now. This latter option allows you to receive an income tax deduction equal to the policy's fair market value or the total premium paid, whichever is lower.

3 Including a gift to Wilder in your will or living trust allows you to feel good about your contribution now and transfer money later, after your lifetime.

2009 Building on the Legacy Fundraising Breakfast

Join us for an amazing morning! The Building on the Legacy Fundraising Breakfast is a compelling, one-hour event that focuses on the mission and impact of the Wilder Foundation. For more information or to register, visit www.wilder.org, e-mail breakfast@wilder.org or call 651.280.2445.

Oct. 29, 2009
7:30 a.m.–8:30 a.m.
Check-in begins at 7 a.m.

Crowne Plaza Hotel
11 East Kellogg Blvd.
Saint Paul, MN 55101

We look forward to seeing you!

Wilder's Mission

To promote the social welfare of people in the greater Saint Paul metropolitan area by all appropriate means, including:

- Relief of the poor.
 - Care of the sick and aged.
 - Care and nurture of children.
 - Aid of the disadvantaged and otherwise needy.
 - Promotion of physical and mental health.
 - Support of rehabilitation and corrections.
 - Provisions of needed housing and social services.
- "...all without regard to or discrimination on account of nationality, sex, color, religious scruples or prejudices."*

Action List

What You Can Do Today

1 Learn about the Wilder Foundation. Attend one of the monthly tours to see how we are impacting the lives of the most vulnerable people in our community. Tours last one hour and are held at Wilder Center. Upcoming tours are Aug. 19 at 4:30 p.m., Sept. 15 at 8 a.m. and Oct. 8 at 4:30 p.m. To register visit www.wilder.org/tours.html, e-mail tours@wilder.org or call 651.280.2445.

2 Return the enclosed reply card to receive a copy of our **FREE** brochure, *Your Personal Guide to Gift Planning*. You will discover the many ways you can leave your legacy through a gift to the Wilder Foundation—and receive tax-saving benefits.

3 View artist Ta-coumba Aiken's Healing Hearts Healing Hands exhibit displayed in Gallery I on the first floor of Wilder Center. His paintings foster connections and conversations that broaden our understanding of each other. On display until Nov. 1, 2009.



4 Visit us online at www.wilder.org to learn more about how you can help us promote the social welfare of people in the greater Saint Paul area.

5 Give to our School Supply Drive. Our goal is to provide backpacks filled with school supplies to 850 children served through a Wilder program. Make a donation to help us purchase supplies or donate new school supplies. Act now by returning the enclosed envelope, e-mailing lkm@wilder.org or calling 651.280.2490.

Thank you for your support!



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Here for good.

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