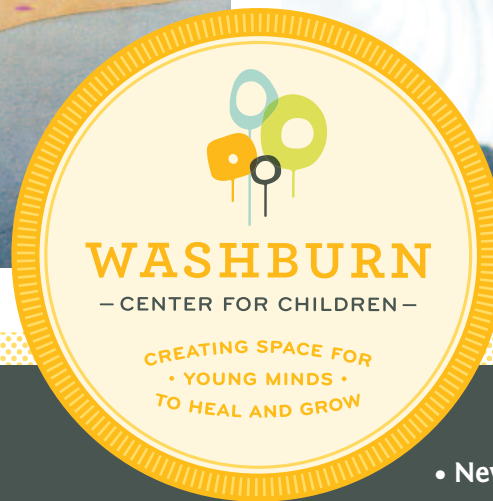


CAPITAL CAMPAIGN UPDATE



WASHBURN Center for Children
 CREATING SPACE FOR YOUNG MINDS TO HEAL AND GROW

- INSIDE THIS ISSUE:**
- General Mills & Cargill Give Lead Gifts
 - New Facility Details • The Architectural Team
 - Donor Profile: Karen and Rick Evans



CREATING SPACE FOR YOUNG MINDS TO HEAL AND GROW

Our children's mental health is a critical community issue. Far too many children have social, emotional and behavioral problems that rob them of a happy childhood and stress their families. Left untreated, these problems will limit their future and cost our community millions of dollars.

Washburn Center for Children is a locally and nationally recognized expert in treating at-risk children and training the next generation of child clinicians. During the past five years, the number of children Washburn has served increased by 81%. This reflects the need that exists and the confidence that the community has in Washburn.

To enable Washburn to serve more children, train more professionals and create an environment that supports its therapeutic work, the agency is undertaking a \$16 million capital campaign to construct a new facility. The facility will offer a healing environment and incorporate aspects of nature to foster the healing process.

I have agreed to lead this campaign because I am passionate about children. I have seen the impact of effectively treating children's mental health issues, and I have seen what happens when our community does not respond to this need.

That's why this campaign has to be a community effort. We need community leaders and individuals who are concerned about children to help create a facility that will serve our community for decades to come.

Washburn Center for Children has been a part of the fiber of the Twin Cities for 128 years. Our children's mental health is as important as their physical health. Through this campaign, we will create a critical community resource that will help assure happier childhoods and more successful lives for our children.

Don Shelby | Capital Campaign Chair

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Front, left to right: Don Shelby, Linda Smith, Rick Evans
Middle: Amy Langer, Kathy Schaaf, Michael Israel
Back: Skip Lieser, Steve Lepinski, Maggie Hughes

ARCHITECTURAL PERSPECTIVE: CREATING A UNIQUE TWIN CITIES RESOURCE



Architects Mohammed Lawal and Jennifer Anderson-Tuttle are focused on one goal: designing a children’s mental health center that supports the healing of at-risk children—the only one of its kind in Minnesota.

“Washburn does world class work. The Twin Cities is fortunate to have such comprehensive children’s services in our community,” explained Anderson-Tuttle with DLR Group. *“The building should be expressive of the amazing work being done here and contribute to a child’s healing process.”*

“A new facility—intentionally designed as a children’s mental health center—will advance the agency’s restorative work with children,” said Lawal.

Lawal Architects and DLR Group are collaborating on the design of Washburn’s new building.

IN THE EARLY DESIGN PHASE, THE ARCHITECTS FOCUS ON A HEALING ENVIRONMENT BY:

- ❖ **DESIGNING PHYSICAL SPACE THAT COMPLEMENTS A THERAPIST’S WORK**—The new building will be warm, welcoming and intentionally designed as therapy space. The facility will almost double Washburn’s current space to account for the agency’s responsiveness to the community’s growing needs.
- ❖ **UNDERSTANDING HOW THERAPEUTIC SPACE IMPACTS A CHILD’S DEVELOPMENT**—Through multiple design workshops, architects are collaborating with Washburn’s clinicians and psychologists to create developmentally appropriate spaces which aid a child’s growth and healing. For example, multiple calming areas will be incorporated into a larger therapeutic classroom so one struggling child will not disrupt the entire class.
- ❖ **INTEGRATING NATURE IN THE PHYSICAL SPACE**—The design team is incorporating the latest research which shows the positive impact of the natural environment on children’s health, behavior and well-being. Natural lighting will be incorporated into every therapeutic space. Richard Louv, author of *The Last Child in the Woods*, is consulting on the design as Washburn integrates natural elements to create a multi-faceted healing environment.
- ❖ **INCORPORATING SUSTAINABLE MEASURES**—Designed and constructed to be eligible for LEED certification, the new facility will have minimal impact on the environment and offer both children and staff a healthy environment.





EXPANDING CAPACITY TO TRAIN THE NEXT GENERATION OF CLINICIANS

As Washburn prepares to build a new facility, it will also expand and enhance its clinical training by creating **The Washburn Training Institute**.

The Washburn Training Institute will enhance the agency's nationally recognized training program and increase training opportunities for professionals working with children throughout the state. The far-reaching impact of this formalized training program will ground the next generation of clinicians in the best practices of children's mental health in order to offer children the best mental health care possible.

NEW FACILITY DETAILS

- + **SITE** | 2-3 acres in Minneapolis
- + **FACILITY** | 50,000 square feet
- + **LOCATION** | Accessible via public transportation
- + **ARCHITECT** | Lawal Architects in association with DLR Group
- + **ENVIRONMENTAL GOALS** | Designed and constructed to meet LEED standards
- + **ARCHITECTURAL GOALS** | A healing environment that incorporates natural elements
- + **DESIGN CONSULTANT** | Richard Louv, author of *The Last Child in the Woods*





GENERAL MILLS AND CARGILL MAKE LEAD INVESTMENTS IN CAMPAIGN

Two Minnesota companies—General Mills and Cargill—have supported Washburn’s campaign with lead gifts.

A \$1 million gift from the **General Mills Foundation** reflects its commitment to children and its long-time connection to Washburn Center for Children.

“General Mills supports this capital campaign not only because our histories are intricately linked together, but also because we recognize the tremendous work Washburn does with children and families in the Twin Cities community,” said Ellen Goldberg Luger, executive director of the General Mills Foundation. Washburn Center for Children was founded as an orphanage in 1883 through a bequest from Cadwallader Washburn, founder of the Washburn Milling Company, which later became General Mills.

The **Cargill Foundation** has stepped forward with a \$500,000 gift in support of Washburn’s new building.

“We know that early child development and mental health are important foundations for a young person’s success in school, work and life,” said Mark Murphy, executive director of the Cargill Foundation and assistant vice president, Cargill corporate affairs. *“As a long-standing partner, Cargill is proud to support Washburn as it expands to meet the growing need within our community.”*

“I am inspired by General Mills’ and Cargill’s generosity and commitment to help Washburn create a space for young minds to heal and grow,” said Steve Lepinski, executive director of Washburn. *“These stalwart Twin Cities companies recognize that mental health treatment is a wise investment in our community’s social and economic future.”*

CHANGING THE TRAJECTORY OF A CHILD’S LIFE

One out of five Minnesota children will experience mental health challenges, yet only 20% of these children will get the professional help they need. Washburn’s early identification and treatment is key to changing the trajectory of an at-risk child’s life.

When children with social, emotional and behavioral challenges receive early intervention, they are less likely to fail academically, drop out of school or become involved in the juvenile justice system.

As the foremost children’s mental health center in the upper Midwest, Washburn ensures caregivers have a resource to help kids who are hurting “on the inside” —because children’s mental health is as important as their physical health.

**CAPITAL CAMPAIGN TIMELINE:
Creating Space for Young Minds
to Heal and Grow**

■ *Final Report of Facility
Solutions Task Force
Summer 2009*

■ *Campaign Feasibility Study
Summer 2010*

■ *Architect Selected:
Mohammed Lawal &
DLR Group
Fall 2010*

LONG-TIME WASHBURN ADVOCATES SUPPORT THE CAMPAIGN FOR A NEW FACILITY

As passionate advocates of children in need, **Karen and Rick Evans** believe Washburn Center for Children is vital to creating a strong Twin Cities community.

“Our children are our future,” Rick explained. “Identifying at-risk children who struggle with mental health challenges and providing quality therapeutic treatment strengthens the next generation of our community’s leaders.”

A desire to help children grow into healthy adults has been the foundation of Rick and Karen’s long-time support of Washburn. Both have served as president of Washburn’s Board of Trustees, and Rick currently serves as Vice Chair of the Capital Campaign Steering Committee.

ADVOCATING FOR TWIN CITIES CHILDREN AND A HEALING ENVIRONMENT

“Washburn is recognized as a leader in children’s mental health locally and nationally,” Rick said. “It’s important that the community supports this campaign to ensure Washburn, and its highly trained clinicians, have the tools they need to support children—including an adequate facility.”

“Washburn does the very best they can within the current facility, but the agency has outgrown the building. No matter how great the care is, the therapeutic space impacts a child’s ability to heal and grow,” Karen said.

In spite of the physical limitations of its building, Washburn nonetheless has responded to the community’s needs by expanding its programs to serve 81% more children than it did five years ago.

“There’s an obvious need for Washburn’s services, but the current facility can’t meet the growing demand,” Rick said.

“If their mental health issues are not addressed, children become even more vulnerable as they approach adulthood,” Karen said. “The community is comprised of every individual in it, and our well-being is tied to one another. Early intervention for our youngest citizens impacts all of us. Washburn’s new facility is critical to our community’s future.”



WASHBURN LAUNCHES AWARENESS CAMPAIGN

Several community members you may recognize—including **Ann Bancroft, Tubby Smith, Jeff Passolt and Don Shelby**—will help Washburn Center for Children launch an awareness campaign this fall. Watch for the campaign in several Twin Cities venues, including *Twin Cities Business* and *Mpls St Paul* magazines as well as on billboards.

The awareness campaign will help Washburn increase visibility and generate a better understanding of children’s mental health, a critical issue affecting thousands of Minnesota children.

■ *Campaign Launches
January 2011*

■ *Land/Property Selected
Winter 2011*

■ *Groundbreaking
Summer 2012*

■ *New Facility
Grand Opening
Spring 2014*



WASHBURN
 CENTER FOR CHILDREN
 where to turn for help

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