



2009 Annual Report



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Letter from the President

In reflecting on our grantmaking this year, I am struck by how much of what we do involves continuity and connectedness in our funding. For philanthropy to succeed in its role as the engine of social change, it needs to be characterized by persistence and ongoing commitment, as well as the willingness to take risks and build collaborative relationships.

The Foundation has taken on some enormous challenges: changing how medicine is taught and practiced, improving the health of the country, shaping the character of leaders for the next generation, helping connect people with their inner lives, and supporting excellent work to sustain and build our community. We have forged partnerships locally and nationally with those who are doing the work of change and have frequently been active partners in this process.

Our ongoing work with the Bravewell Collaborative led to a groundbreaking relationship with the Institute of Medicine (IOM) to



host a Summit on Integrative Medicine and the Health of the Public. Held in February 2009 at the headquarters of the IOM in Washington, DC, the Summit brought together the largest, most diverse and most engaged audience in the history of the IOM. In early November, the *Summary of the Summit* was presented to Bravewell at a major event in Washington. Work focused on improving the health and well being of all Americans and to implement the findings of the Summit is already underway both within Bravewell and within the IOM.

Our support of Minnesota Public Radio/American Public Media to sponsor and expand Krista Tippett's *Speaking of Faith*, has led to this important and thought-provoking program's reach into 327 communities across the country. Foundation support made it possible for Krista to interview Matthieu Ricard, the French Buddhist monk and translator for the Dalai Lama, who offered insight into what Buddhism can teach the West about genuine happiness

and compassionate living. The program aired in November 2009 and is available for archived listening on the *Speaking of Faith* website.

Due to a multi-year grant to Plymouth Church to promote progressive Christianity, a growing and connected group of emerging spiritual leaders from across the country has been established. These selected leaders participate in an annual retreat with a group of established progressive faith leaders for mutually enriching dialogue and growth. Although this grant is now complete, it has helped shape Plymouth's role and mission in leading this movement. It has also enabled progressive Christians across the country to understand and articulate what this broad and inclusive stance toward faith entails. A 2009 grant provided by the Foundation to The Beatitudes Society helped them create a web directory that complements the work of the Plymouth Center, making it easier for the leaders of this movement to remain connected.

Following many years of funding separate fellowships for students at Harvard Business School and the Center for Public Leadership (CPL) at the Kennedy School of Government, we have shifted our involvement. We now fund

exclusively the young men and women who are joint degree students, those who are committed to serving in two of the three sectors of society: private, public and not-for-profit. In addition to providing fellowships, we are also working with the CPL leadership team within the Kennedy School of Government to amplify the extracurricular training and development programs designed to help these talented young people become authentic, grounded leaders. Our extracurricular funding has also made it possible for CPL to offer students from all across the Kennedy School a variety of personal growth experiences.

We are honored to work with so many courageous, authentic leaders and the organizations in which they serve.

Sincerely,



Penny George
President

BOARD OF DIRECTORS

Penny George
President

William W. George
Vice President

Jeffrey P. George
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Our Mission

is to foster wholeness in mind, body, spirit and community to further the work of authentic leaders and exemplary programs serving the common good.

Our Guiding Philosophy

is to support transformative initiatives consistent with our deepest values and to sustain and grow the communities that have nurtured us. We strive for a spiritual reciprocity in our giving that honors those who are actively doing work we consider vital.



Interfaith Youth Leadership Coalition members put together hygiene kits for St. Paul families experiencing homelessness.

Our Interests

Integrative Medicine

Supporting programs and initiatives that promote an integrated approach to healing and empowering patients to take responsibility for their health.

Leadership

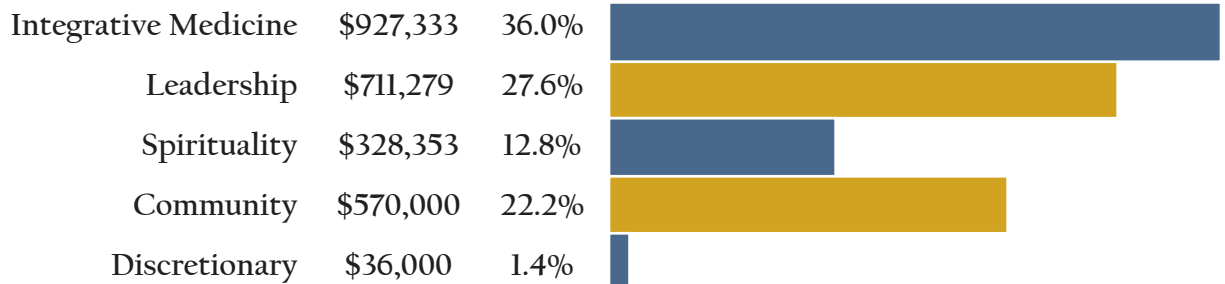
Promoting the development of future leaders who are authentic, able to empower others to take on challenges in all sectors and the world at large and to bring an ethical, values-based approach to leadership.

Spirituality

Supporting programs that enrich the spiritual lives of individuals, families and communities.

Community

Supporting programs to sustain and grow the communities that have nurtured us.



:: MARY JO KREITZER, PhD, RN, FAAN ::

THE NORTH AMERICAN RESEARCH CONFERENCE ON COMPLEMENTARY AND INTEGRATIVE MEDICINE

Every three years from around the world, the top researchers in integrative medicine convene to share research, exchange ideas and inspire young researchers through the North American Research Conference on Complementary and Integrative Medicine. Sponsored by the Consortium of Academic Health Centers for Integrative Medicine, this group of 44 highly esteemed academic medical centers drew 800 professionals from 24 countries to Minnesota for a three-day conference hosted by the University of Minnesota Center for Spirituality and Healing, with support from a George Family Foundation grant.

Dr. Mary Jo Kreitzer, PhD, RN, FAAN, the director of the Center for Spirituality and Healing at the University of Minnesota, had a key leadership role in the planning and execution of the Conference. "I was personally thrilled that the Twin Cities had the opportunity to host the event and showcase the cutting-edge integrative medicine work by Woodwinds Health Campus, The Marsh, Hennepin Faculty Associates Integrative Health Program, Children's Hospitals and Clinics, Northwestern

Health Sciences University, Penny George Institute for Health and Healing, and the University of Minnesota Center for Spirituality and Healing."

A unique feature of this Conference was an entire track that focused on junior faculty and graduate students, both PhD and medical students. The best of the next generation of researchers were awarded scholarship funding and given unparalleled opportunities to interface with the most important research leaders in integrative medicine. The George Family Foundation grant included funds for these awards.



"We applaud the Consortium's entire leadership team and especially Mary Jo Kreitzer for the success of this important conference," said Penny George. "More importantly Mary Jo has been a leader in the effort to transform the way medicine is taught in Minnesota and nationally. Her

effort helped create the Consortium of Academic Health Centers for Integrative Medicine, which has grown to 44 of the leading academic medical institutions across the country committed to the principles of patient-centered care." ✨



Integrative Medicine

Abbott Northwestern Hospital Foundation In partial fulfillment of a \$1,750,000 grant to support the Penny George Institute for Health and Healing. This figure also includes support of the hospital's Annual Fund and Gala.	\$400,000
The Bravewell Collaborative In partial fulfillment of a \$1,150,000 grant to support the Bravewell Collaborative's strategic initiatives, membership dues for 2008-2010 and the 2009 Institute of Medicine and Bravewell Summit celebration.	\$433,333
Children's Hospitals and Clinics of Minnesota Foundation In partial fulfillment of a \$138,000 grant to provide integrative nurse training.	\$69,000
Georgia Tech Foundation In partial fulfillment of a \$100,000 grant for the George Fellows Fund within the Health Systems Institute.	\$20,000
One HEART In partial fulfillment of a \$15,000 grant to support general operations. One HEART provides training for rural health workers to combat high maternal and infant morbidity and mortality rates in Tibet and other developing countries.	\$5,000
TOTAL INTEGRATIVE MEDICINE FOR 2009	\$927,333

Leadership

Amherst College In partial fulfillment of a \$75,000 grant for the George International Scholarship Fund.	\$15,000
The Aspen Institute In partial fulfillment of a \$50,000 grant to support the MBA Oath.	\$25,000
Beta Psi Foundation In fulfillment of a \$100,000 grant to support the Bill and Penny George Scholarship for Leadership and the Beta Psi Leadership Retreat at Georgia Tech.	\$20,000
Carleton College In partial fulfillment of a \$75,000 grant for the George Fellows International Scholarship Fund.	\$15,000
The Carter Center In partial fulfillment of a \$250,000 grant to support The Carter Center Internship Program.	\$50,000
Georgia Tech Foundation In fulfillment of a \$200,000 grant for the George Fellows Fund in Bioengineering and Bioscience.	\$20,000
Harvard Business School In partial fulfillment of a \$250,000 grant to support the George Fellows: students pursuing a concurrent degree with the John F. Kennedy School of Government (HKS) who are entering their third year of the Harvard Business School/HKS concurrent degree program.	\$50,000
Harvard University John F. Kennedy School of Government In partial fulfillment of a \$1 million grant to support the George Family Leadership Development Fund.	\$141,029

:: MAX ANDERSON ::

MBA OATH

Max Anderson, a 2008-09 George Leadership Fellow at Harvard Business School (HBS) and Kennedy School of Government, is the founder of the MBA Oath, a movement to develop ethical business leaders and create a powerful, unique and student-led voice to change the business climate.

Shortly before his graduation in spring 2009, Max had conversations with several other George Fellows and fellow HBS MBAs that sparked the idea for the MBA Oath. In the three weeks preceding graduation, the MBA Oath caught fire, as over 2,000 students signed the oath, including 50 percent of the HBS graduating class. With the world focused on the mounting implications of the financial crisis, the movement brought considerable press coverage in the New York Times, The Economist, Business Week, CNN, Fox Business, and newspapers from Iceland to Australia.

To date more than 1800 MBAs representing 200 business schools around the world have pledged “to serve society’s greater good, to not put their own interests ahead of the organizations they serve, and lead with integrity” through student-led chapters, seminars and conventions.

Max and his team saw a unique moment in history to redefine business leadership after the world-wide finan-




cial crisis. It was an opportunity to make a statement about the values and time-tested principles of honesty, fair dealing and looking out for others that future business leaders should adopt.

“Personally, it has been very exciting to see peers and classmates rally around the oath and see an idea become reality. Now that we are out in the world, it is challenging and invigorating to put into practice what we have pledged,” said Max.

“Without the investment of the George Family Foundation in the

George Leadership Fellows, the oath would never have become reality. The movement resulted from like-minded classmates with shared values coming together to try to make a difference. We are committed to promoting the MBA Oath so that it becomes the norm for business school graduates around the world.”

In reflecting on the enormous progress made by Anderson and the creators of the MBA Oath, Bill George said, “Penny and I are deeply proud of Max and the other George Fellows for their leadership in making the MBA Oath a living reality for business school graduates. We look forward to their generation making a tangible difference in business ethics and values in the years ahead.” ✨



Harvard University Center for Public Leadership	\$85,250
In partial fulfillment of a \$210,500 grant to support a co-curricular offering in leadership development for Harvard Kennedy School students.	
Harvard University John F. Kennedy School of Government	\$250,000
In fulfillment of a \$750,000 grant to support the Young Global Leaders Executive Education Program in collaboration with the World Economic Forum.	
LEAD	\$5,000
In fulfillment of a \$15,000 grant to support the Participant Engagement Strategy Program.	
Opportunity International	\$10,000
In support of this organization's general operations.	
University of Minnesota	\$10,000
In support of the Walter F. and Joan Mondale Chair for Political Studies.	
University of St. Thomas	\$15,000
In support of the George Family Internship Program.	
TOTAL LEADERSHIP FOR 2009	\$711,279



:: THE REVEREND JAMES GERTMENIAN ::

THE PLYMOUTH CENTER FOR PROGRESSIVE CHRISTIAN FAITH

Progressive Christianity is an important and growing national movement which draws on historic values of the faith but, through a more expansive view of Scripture, helps to make that faith more relevant to our time. A signal characteristic of Progressive Christianity is that it acknowledges the richness and validity of many paths toward God, including those embodied in other faith traditions.

Under the leadership of The Reverend James Gertmenian (Senior Minister, Plymouth Congregational Church, Minneapolis), and supported by a George Family Foundation multi-year grant, The Plymouth Center for Progressive Christian Faith has become central to this national movement. The Center's Emerging Leaders Conference, now in its third year, is a laboratory in which progressive leaders from around the country come together to share creative ideas, network, be nurtured and inspired.

The Conferences bring together promising students from a number of theological seminaries with a like number of seasoned leaders from the progressive movement. These "elders" include seminary presidents and faculty, nationally known writers and theologians, social activists, and recognized pastors from important pulpits.

Unlike most progressive Christian organizations, The Plymouth Center is based in the life of a local congregation; this unique feature gives conference participants and church members the opportunity to work together in the development of the movement and to think creatively about how Progressive Christianity may be nurtured in other congregations.

In Jim's thirteen years at Plymouth Church, the Emerging Leaders Conferences has been one of his most satisfying activities. He says, "I want to be an encourager of the new wave of progressive thinkers and leaders, one who supports them as they begin to live out their own ministries. The media and the popular culture have hewn to a very narrow version of Christianity for the last several decades; it is a privilege to share with others the more expansive faith vision that I have encountered and nurtured at Plymouth Church. What's more, it is exciting to see the ways in which progressive faith moves people to action in the public sector."

"We have been pleased to support the Plymouth Center's mission to develop leaders who embody the progressive end of the spectrum of the Christian community. The fruits of Jim's labors, the wisdom of the elders and the commitment of the young leaders will inspire spiritual communities everywhere to discover new expressions of faith and life that speak to the profound needs of our world," said Penny George. ✨

Spirituality

The Beatitudes Society	\$20,000
In support of the development of an online professional network for faith leaders.	
Interfaith Youth Core	\$33,333
In partial fulfillment of a \$100,000 grant to support this organization's Fellows Alliance Program.	
Mind and Life Institute	\$50,000
In partial fulfillment of a \$250,000 grant to support this organization's conferences, meetings and publications and to foster scientific research into Buddhist contemplative practices.	
Minnesota Public Radio	\$80,000
In fulfillment of a \$160,000 grant to support <i>Speaking of Faith</i> .	
Plymouth Congregational Church	\$70,000
In fulfillment of a \$500,000 grant for the Center for Progressive Christian Faith and in support of personal and professional development for senior clergy staff.	
Tergar International	\$25,000
In partial fulfillment of a \$50,000 grant to support this organization's general operations and disseminate and research mindfulness training programs for the public and for health professionals.	
St. Paul Area Council of Churches	\$15,000
In support of <i>Inspired to Serve</i> , an interfaith youth service initiative program.	
United Theological Seminary	\$35,020
In fulfillment of a \$100,000 grant to support three George Fellows in the Master of Divinity Program.	
TOTAL SPIRITUALITY FOR 2009	\$328,353

:: AMAL ABDALLA ::

SOMALI SUCCESS SCHOOL

Educate- Empower- Encourage is the motto of the Somali Success School started by Amal Abdalla. Amal lives this mission daily as a leader in the Somali Community and the chief executive officer of the Somali Success School, a multi-service, community-based organization that provides culturally specific education, life-skills and resettlement services to local East African refugees and immigrants.

Amal's experience as a survivor of civil war and an immigrant to the United States inspired her to place value on every individual. A self-described quiet, committed and loyal leader, she has successfully led a very small staff to positively impact hundreds of Somali immigrants.

Today, the Somali Success School is the largest immigrant-led Adult Basic Education provider in the Minneapolis Public School Partnership. The School offers a Certified Nursing Assistant training program, Women Wellness program where students receive nutrition, exercise and wellness training, US Citizenship classes, English as a second language classes and employment training for all of the students. In 2008 over 400 students received a cumulative 40,000 hours of classroom training.

Additionally, youth and family services were provided to another 200 individuals per year.

"At the Somali Success School we want to give the students, who are primarily women, tools so they can be self-determined and have maximum freedom to realize their potential. Education is not enough, we must empower our students to be leaders in our community and give back to those in need," said Amal.



Amal's leadership enabled the School to survive and thrive during a period when financial resources have drastically diminished. The work of the Somali Success School stands out in the field of immigrant service agencies in Minneapolis as a solution to multi-faceted issues facing the community. "We have hope. We are part of the solution," Amal said.

"Through her intelligence, commitment and strong leadership, Amal has been an excellent steward of a George Family Foundation grant. Our community will benefit for years to come as the Somali Success School continues to educate, empower and encourage increasingly engaged members of the Somali community," said Penny George. ✨



Community

Admission Possible	\$15,000
In partial fulfillment of a \$30,000 grant to support the programming costs to help promising low-income youth in Minnesota gain admissions to college.	
Breck School	\$50,000
In support of an endowment for International students.	
Children's Heartlink	\$5,000
In support of this organization's general operations to help save the lives of children with heart disease in the underserved parts of the world.	
Duke University	\$5,000
In support of the Duke University Annual Fund.	
Eagle Valley Land Trust	\$10,000
In support of this organization's general operations to help assure that the future of Eagle County includes scenic vistas, wildlife habitat and ranchlands.	
East Grand Rapids School Foundation	\$10,000
In partial fulfillment of a \$50,000 grant to support the Advancing Excellence Campaign.	
Episcopal Community Services	\$5,000
In support of this organization's general operations.	
Gore Range Natural Science School	\$15,000
In fulfillment of a \$45,000 grant to support the Avon In-School Program.	

Guthrie Theater	\$125,000
In support of <i>The Great Game: Afghanistan</i> and <i>Faith Healer</i> programming. This figure also includes support of the theater's Annual Fund.	
Hamm Clinic	\$20,000
In fulfillment of a \$60,000 grant to support the pre-Doctoral Psychology Internship stipends.	
House of Prayer	\$2,500
In support of this organization's general operations.	
Kairos Dance Theatre	\$10,000
In fulfillment of a \$10,000 grant and partial fulfillment of a new \$10,000 grant to support general operations and the <i>Dancing Heart: Vital Elders Moving in Community</i> program.	
Karuna-Shechen	\$15,000
In partial fulfillment of a \$45,000 grant to support this organization's general operations which provides education, medical and social services to individuals in Tibet.	
MicroGrants	\$5,000
In partial fulfillment of a \$10,000 grant to support this Minneapolis organization's small grants program.	
Minneapolis Institute of Arts	\$7,500
In support of this organization's Annual Fund.	
Minneapolis Parks Foundation	\$10,000
In support of this organization's general operations.	

Minnesota International Center In support of this organization's general operations.	\$5,000
Minnesota Public Radio In support of this organization's Annual Fund.	\$5,000
National Parks Conservation Association In support of the Edson Spencer Fund for student internships.	\$10,000
Page Education Foundation In partial fulfillment of a \$20,000 grant for general operations to provide students of color with college tuition, adult mentorship and service by recipients to even younger students.	\$5,000
Planned Parenthood of Minnesota, North Dakota, South Dakota In partial fulfillment of a \$300,000 grant to support the Youth Education and Development programming.	\$60,000
Project SUCCESS In fulfillment of a \$30,000 grant to support this organization's general operations.	\$10,000
Somali Success School In partial fulfillment of a \$40,000 grant to support of this organization's general operations.	\$20,000
Summit Academy OIC In partial fulfillment of a \$50,000 grant to support this organization's general operations.	\$25,000
Teach For America In partial fulfillment of a \$30,000 grant to support this program's launch in the Twin Cities.	\$15,000
Twin Cities Public Television In support of this organization's Annual Fund.	\$2,500



Twin Cities RISE! In partial fulfillment of a \$30,000 grant to support this organization's general operations.	\$10,000
Walk-In Counseling Center In support of this organization's general operations.	\$2,500
WATCH In support of this organization's general operations.	\$5,000
Women's Foundation In fulfillment of a \$150,000 grant to support the Diversity Internship and Fellowship Program honoring Reatha Clark King.	\$50,000
Youth Farm and Market Project In partial fulfillment of a \$30,000 grant to support urban agriculture, youth organizing and cultural nutrition.	\$10,000
The Youth Foundation In support of this Colorado organization's general operations.	\$5,000
Youth Frontiers In partial fulfillment of a \$60,000 grant to support character retreats for elementary and secondary students and faculty.	\$20,000
TOTAL COMMUNITY FOR 2009	\$570,000



Discretionary Grants
\$36,000

TOTAL GRANTS PAID 2009 = \$2,572,965

LEFT: Harvard George Fellows who created the MBA Oath. | MIDDLE: Penny George at the North American Research Conference on Complementary Integrative Medicine held in Minneapolis, MN. | RIGHT: The Reverend James Gertmenian at the 2009 Emerging Leaders Conference in Minneapolis, MN.

Financial Summary

Statement of Financial Position* December 31, 2009 and 2008

	Cost (\$)		Market (\$)	
	2009	2008	2009	2008
ASSETS				
Investments:				
Equities	\$26,427,034	\$24,158,212	\$30,536,697	\$20,331,281
Fixed Income	\$13,309,794	\$5,217,078	\$14,016,562	\$5,227,546
Cash and Cash Equivalents	\$5,642,361	\$18,384,002	\$5,711,625	\$18,384,002
Total Investments	\$45,379,189	\$47,759,292	\$50,264,885	\$43,942,829
Fixed Assets	\$2,473	\$0		
TOTAL ASSETS	\$45,381,662	\$47,759,292		
NET ASSETS				
Total Net Assets	\$45,381,662	\$47,759,292		

The George Family Foundation hosted the Summit on Leading in Crisis at the Ted Mann Concert Hall. Starting, Left to Right: John Donahoe, Marilyn Carlson Nelson, David Gergen, Anne Mulcahy, Bill George.



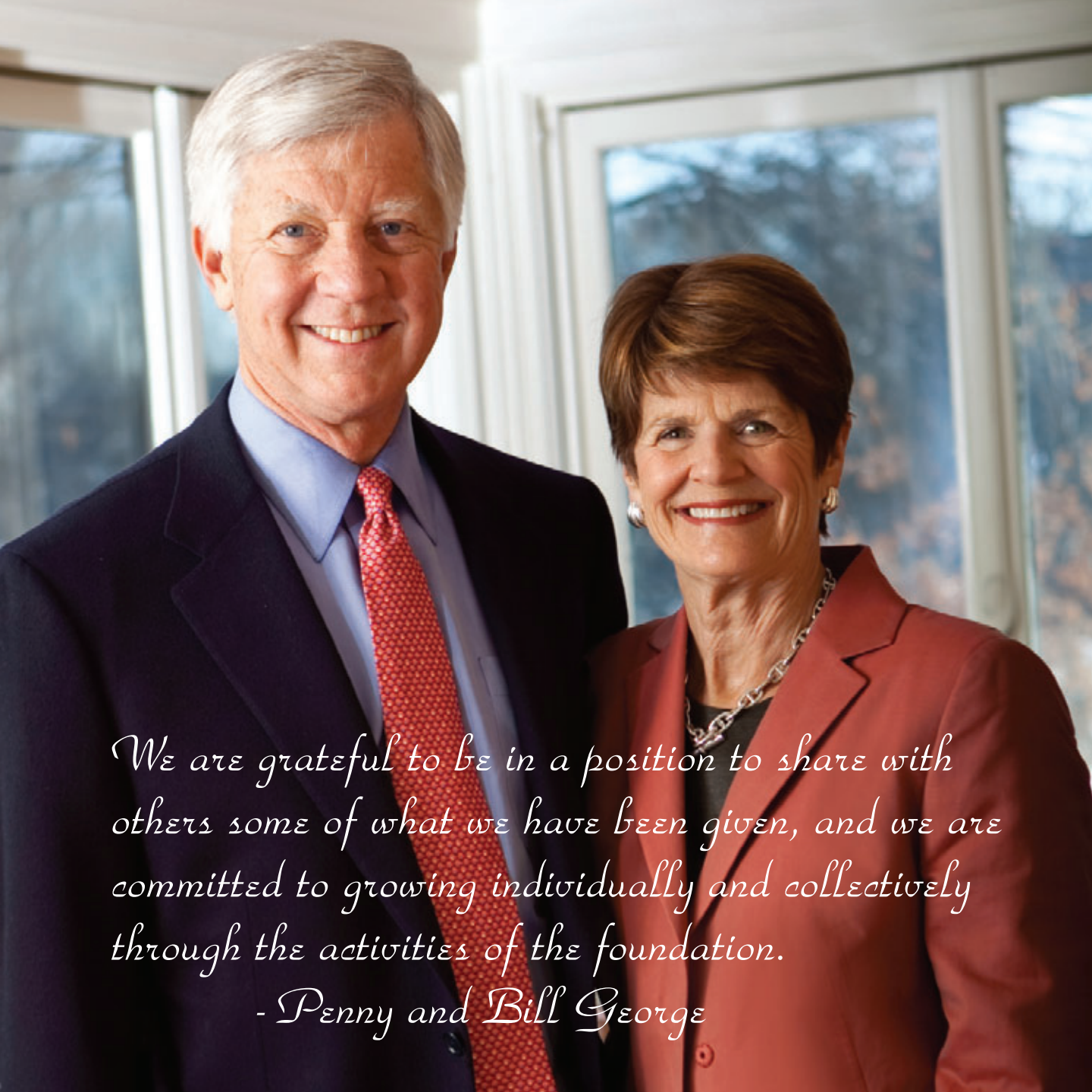
Statement of Activities*
For the Years Ended December 31, 2009 and 2008

	2009	2008
REVENUE		
Dividends:	\$463,070	\$456,049
Interest	\$216,048	\$732,616
Realized/Unrealized Gain/ (Loss) on Investments	\$(247,634)	\$(2,786,813)
Contributions	\$415,000	\$3,132,200
Other Income	\$9,050	\$39,630
Total Revenue	\$855,535	\$1,573,682
EXPENSES		
Taxes Paid	\$0	\$60,560
Program Expense	\$40,355	\$51,342
General and Administrative Expense	\$89,833	\$40,288
Professional fees	\$216,534	\$932,414
Salaries, Taxes & Benefits	\$313,477	\$0
Grant Commitments Paid	\$2,572,965	\$3,294,708
Total Expenses	\$3,233,165	\$4,379,312
Net Income / (Loss)	\$(2,377,630)	\$(2,805,630)
Net Assets - Beginning of Year	\$47,759,292	\$50,564,922
Net Assets - End of Year	\$45,381,662	\$47,759,292

* 2009 and 2008 are actual numbers based on the tax return.



Krista Tippett, the host of *Speaking of Faith*, speaks with Tibetan Buddhist monk Matthieu Ricard and his associate in Vancouver, British Columbia. Ricard was attending a peace summit with the Dalai Lama.



We are grateful to be in a position to share with others some of what we have been given, and we are committed to growing individually and collectively through the activities of the foundation.

- Penny and Bill George

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