



THE BASIS of ALL

THE FREUNDS ESTABLISH A NEW ENVIRONMENTAL FUND

In a world of competing charitable interests and needs, Jim and Judy Freund have created a philanthropic legacy that will impact what they care about most – forever. The **St. Croix Valley Environmental Fund**, seeded with a generous \$100,000 gift from the Freunds, will support projects and organizations engaged in environmental education and those working to promote, protect and restore the natural resources and character of the St. Croix Valley.

“The environment impacts livability, work-life balance, the economy, access to healthy food – everything. A well cared for, clean, diverse environment is at the core of everything the Valley represents.” ~ Judy Freund

The St. Croix Valley Environmental Fund is an endowed *Field of Interest Fund*, enabling the Foundation to forever respond to the changing needs of the region within a defined area of focus. The Freunds recognized the need for a flexible funding source for environmental initiatives in the Valley. Their gift, vision, and passion has established a fund that welcomes others to join in the effort. Once the fund reaches \$500,000, the St. Croix Valley Foundation will launch a competitive grant program focused on the environment.

Heather Logelin, St. Croix Valley Foundation President, notes that *Field of Interest Funds* allow people to get involved in funding passion areas in a bigger way.

“By pooling resources with others who share an interest, the impacts of your gift are multiplied.” In addition to the environmental fund, the St. Croix Valley Foundation manages endowed *Field of Interest Funds* that impact the arts, music education, health and wellness, and animal welfare. In all cases, the St. Croix Valley Foundation coordinates the grantmaking process, convening review panels of local volunteers that evaluate applications and recommend grants.

The Freunds’ decision to seed the St. Croix Valley Environmental Fund was grounded in experience, trust, and the realization that future needs can seldom be determined from the vantage point of the present. As a retired 3M Finance Director, Certified Management Accountant, and nonprofit board member and treasurer of the Carpenter St. Croix Valley Nature Center, Jim knows better than most the power of endowment. Judy, a retired Ed.D. education specialist, has served on the SCVF board since 2017 and has seen how the Foundation leverages endowed funds to support local nonprofits, improving quality of life throughout the Valley.

Jim and Judy have long been connected to the Valley. It is where they raised sons and introduced grandkids to all-season fun on the St. Croix River. It is also where they have invested time and energy to numerous local and regional initiatives. Jim and Judy’s generous legacy will now forever protect and nurture the incomparable natural environment that is the St. Croix Valley. ■