



develop
leadership

influence
policy

promote
connections

Serving as

a regional catalyst for

positive community change



Past board presidents (l-r) Steve Cortinovis, Dee Joyner, and Don Dorwart pose with FOCUS St. Louis Executive Director Chris Chadwick and current Board Chair Jim Weddle.

Our Mission

To create a thriving, cooperative region by engaging citizens to participate in active leadership roles and to influence positive community change.

Our Values

Citizen Involvement
Quality Leadership
Regional Perspective
Diversity
Community Consensus
Focused Outcomes

Our Major Roles

Developing Leadership
Influencing Policy
Promoting Community Connections

Our Highest Priorities

Good Governance
Racial Equality and Social Justice
Quality Educational Opportunities
Sustainable Infrastructure

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As our modern world continues to evolve, we find ourselves deluged with new ideas and new terms that quickly become part of our lexicon. Webster's Dictionary recently added such terms as brain freeze, chick flick, and Wi-Fi to its publication, giving them instant legitimacy. One of the other new listings is WYSIWYG, a term from the desktop publishing arena, which is shorthand for What You See Is What You Get.

When it comes to FOCUS St. Louis, however, what you see is only the beginning. As this Annual Report documents, there's a lot happening at FOCUS these days. In each of our three major roles — Developing Leadership, Influencing Policy, and Promoting Community Connections — we continue to make significant progress toward creating a cooperative, thriving region. What is included in this report only begins to describe the extent of our organization's reach and influence in the St. Louis region.



James D. Weddle
Board President

We take pride in the nearly 200 new graduates of this year's various leadership programs. But we're prouder still of the impact our more than 1,600 program graduates have on every aspect of our community, putting their leadership skills, knowledge, and shared commitment to work each day in visible roles and behind the scenes. We're also happy to report that we have continued capturing their stories, as 28 oral history interviews of LSL alumni were completed by this year's LSL class, creating a total of 57 stories documenting what it means to be a leader in this region.



Christine A. Chadwick
Executive Director

Our Community Policy work is evident in our task force work regarding Affordable-Workforce Housing and the work of our New Americans implementation committee to train school teachers to work effectively with victims of war trauma. What is less visible, but equally vital to our region, are the roles we are playing as a founder of the Metropolitan Forum collaboration on regional issues, an alliance founder of BoardLinkStL, and a leader on such initiatives as the Racial Equity Collaborative, the Children's Agenda Education Equity Action Team, and the St. Louis Business Diversity Initiative.

We are also promoting community connections with hundreds of people each year through our Community Forums, Breakfast Clubs, and other events that help raise awareness of issues and increase the level of dialogue and debate in the community. The more people we can inform, engage, and motivate to get involved, the better the long-term results will be for all of us.

Our innovative Bridges Across Racial Polarization® program has received national recognition, and we are pleased to see new groups forming across the region. The real impact of this program, however, is best measured by changes in individuals' ideas, perceptions and tolerances. Bridges does not just affect those who sign up for one of these groups; its effect is also felt by everyone these leaders come into contact with at work or school, in faith communities, or wherever they go. That means we're improving interracial relationships much more than what you might see at first glance.

We gratefully acknowledge and thank all of our members, financial supporters, in-kind donors, guest speakers, interns, partners, volunteers, board members, and staff members who have helped make the past year so successful. Thanks also to those corporations and organizations that have engaged us to create customized programs that enable us to share our areas of expertise while providing valuable revenues for FOCUS.

At FOCUS St. Louis, what you see is only a fraction of what is happening here everyday. We invite you to learn more and to seek out our many opportunities to get involved.

James D. Weddle
President of the Board of Directors

Christine A. Chadwick
Executive Director

Leadership St. Louis

During its 29th year, 62 individuals participated in the **Leadership St. Louis** (LSL) program, bringing the total number of graduates to more than 1,600. Eighteen days of programming for the 2004-2005 LSL class were structured around an experiential approach to learning about the critical issues facing the community.

The Leadership St. Louis program remains extremely popular, with more than 215 nominations received for the 65 slots in the 2005-2006 class. More than 225 alumni, members, and friends also support the program each year with their time, service, or facilities.



Members of the LSL class of 2004-05 take a break on the steps of the Pulitzer Foundation for the Arts at Grand Center.



Members of the 2004-05 Leadership St. Louis class on their walk downtown to discover new development assets.

Several members of the 2004-2005 LSL class participated in the Scott Air Force Base honorary commanders program. New Bridges Across Racial Polarization® groups were also formed, consisting of 32 members of the class.

Youth Leadership St. Louis

The 12-day **Youth Leadership St. Louis** (YLSL) program, in its 16th year, trained 125 students from 20 public, private and parochial schools (as well as the Girl Scouts). The students represented all parts of the St. Louis region. Graduates of the YLSL program were given the opportunity to serve on an allocation panel for the United Way of Greater St. Louis and in two positions on the FOCUS Board of Directors.

In 2004-05, FOCUS added a structured curriculum for the YLSL Teacher Liaisons who accompany the student teams. This curriculum parallels the youths' experience and provides new leadership training opportunities for teachers. The new program will continue to help transform them into community leaders who, in turn, prepare their students to be engaged, caring citizens.



Members of the 2004-05 Youth Leadership St. Louis class perform a skit as part of their graduation celebration.

Experience St. Louis

Experience St. Louis was held in fall 2004 in partnership with the Regional Chamber and Growth Association. Topics covered during the 2004 fall program included "History and Politics," "Regional Demographics," "The Regional Economy," and "Arts, Travel, and Dining." The seminars included a half-day regional tour.

Program sites included Commerce Bank, the Saint Louis Zoo, Edward Jones, and the Federal Reserve. Commerce Bank, Edward Jones and the Federal Reserve underwrote programs.

St. Louis County Executive Charlie Dooley and St. Louis Mayor Francis Slay visit with members of the Leadership St. Louis class.



FOCUS St. Louis continues to play an important role in bringing citizen volunteers together to study local public policy issues and then issue reports and recommendations to improve the region. During 2004-2005, these teams of citizens tackled a wide range of issues as described below.

Good Governance

In partnership with East-West Gateway Council of Governments and the Regional Chamber and Growth Association, FOCUS St. Louis continued the development of the **Metropolitan Forum**, which is a collaboration among government, business, and civic sectors to address longstanding and complex regional issues. Progress was made in assembling data from 700 governmental units and posting the information on an easy-access web site (www.metro-forum.org) as the first steps in assessing the need for regional fiscal reform.



BoardLinkStL pilot workshops were held during the summer of 2005 in preparation for the online matching service being launched in October 2005.

Family Support Council, FOCUS St. Louis, Nonprofit Services Consortium, Regional Arts Commission, University of Missouri-St. Louis' Nonprofit Management & Leadership Program, United Way of Greater St. Louis, Volunteer Lawyers & Accountants for the Arts, and Washington University's Alliance for Building Capacity collaborated to create **BoardLinkStL**, an online matching service for nonprofits and board candidates. For more information, visit www.boardlinkstl.org.

Racial Equality and Social Justice

FOCUS St. Louis continued to facilitate and participate in **The Racial Equity Collaborative** (REC) to address the issues of structural racism and racial disparities as highlighted in FOCUS' racial equality report. FOCUS also continued as the lead agency for the **Children's Agenda Education Equity Action Team** (EEAT) and as founding partner of the **St. Louis Business Diversity Initiative**, through which it helped sponsor an orientation to the St. Louis region for people of color, called **Gateway Connections**.

In partnership with the Missouri Historical Society, Saint Louis University, Washington University, and the University of Missouri-St. Louis, FOCUS St. Louis collaborated to present the provocative new **Race, Power & Money Lecture Series**.

Quality Educational Opportunities

The **New Americans Implementation Team** conducted staff training for four South County school districts: Affton, Hancock Place, Mehlville, and Bayless, to help them support victims of war trauma. The program was underwritten by BJC Healthcare. FOCUS also supported a bill (SB296) to allow immigrant students at state colleges and universities to pay in-state tuition.

Sustainable Infrastructure

Debra Denham of BJC Healthcare and Peter Salsich of Saint Louis University Law School co-chaired the **Affordable-Workforce Housing Task Force**. The task force's 43 members met from September 2004 through July 2005 to research this issue. Even prior to the release of the final report in summer 2005, the task force began work to establish a regional collaborative to promote and manage Employer Assisted Housing programs.



FOCUS Executive Director Chris Chadwick was honored with three prestigious awards in 2004-05: The St. Louis Business Journal's Influential Business Woman; St. Louis Rams Quarterback Award for volunteer service; and the Jewish Community Relations Committee (JCRC) Stack Award for her contributions to intergroup relations and social justice. Shown here at the JCRC event are (l-r) Terry Bloomberg, JCRC president; Lynn Lyss, JCRC past president; Chris Chadwick; Leslie Litwack, event chair; and Batya Abramson-Goldstein, JCRC executive director.

Bridges Across Racial Polarization®

Under the leadership of Bernice Thompson and Norman Drey, Bridges Across Racial Polarization® continued to demonstrate its effectiveness in bringing together people of different racial and ethnic backgrounds to promote better communication and understanding. There are now more than 300 bridges participants meeting regularly throughout the region.

Community Forums

FOCUS St. Louis sponsored or participated in 16 different events and activities throughout the year designed to foster greater community dialogue on issues of regional importance. These included:

- PBS Deliberation Day, which involved nearly 100 people from across the region. The day featured small group dialogues on national security and the local economy as part of a local/national partnership with KETC-Channel 9 and MacNeil/Lehrer Productions.
- Five Breakfast Clubs, providing networking opportunities for members and prospective members, and insightful information on hot topics.
- Seven Policy Forums, on topics ranging from stem cell research to stories of New Americans in St. Louis and a state legislative wrap up.
- Metro East Eye Opener community forums, held regularly, that included a three-part series based on the work of the Affordable-Workforce Housing Task Force.



Bridges Co-chairs Norman Drey, Jr. and Bernice Thompson.



Bridges members enjoy the annual Bridges celebration, hosted this year by Food Outreach.

Customized Programs

FOCUS St. Louis conducts customized programs for clients that look to FOCUS for its community engagement, diversity, and regional orientation programs.

- For the third year, FOCUS was selected by Thompson Coburn LLP to provide a monthly orientation series for its new associates to help them understand the issues and challenges facing the region.
- In January, FOCUS completed a nine month public engagement process for the Special School District that included input from 1,647 stakeholders.
- FOCUS piloted an employee lunch program for Enterprise Rent-A-Car on “Arts, Sports and Weekend Wandering.”
- A strategic planning process was facilitated for Trailnet.
- FOCUS facilitated consumer engagement and planning for the Maternal Child & Family Health Coalition.

General Operations

- Board and staff finished creating a new three-year strategic plan. Collaborative Strategies assisted FOCUS in the areas of membership, new fund development, customized programs, and marketing and communications.
- The FOCUS web site recorded 84,284 total visits for the fiscal year, an increase of 27% over the previous year. FOCUS also established online giving capability.
- FOCUS continues to be “sought after” placement for interns from academic and leadership institutions, This year, FOCUS hosted 10 interns.
- More than 5,000 volunteer hours were contributed to FOCUS in the fiscal year.

The Board and staff of FOCUS St. Louis wish to thank the following corporations, organizations, and individuals who have generously supported our mission over the past year.

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Susan Glassman	Kathleen	Mike Moll	Patti Rosenthal	Teg and Frank	David Chassin
John Glore	Keusenkothen	Donna Moog	Gloria Ross	Stokes, III	Larry Cohn
Lee Anna Good	Kalimba Kindell	Peg Mooney	Jim Rothschild	Lynn Suydam	Nancy Diemer
Terry Good	Joan and Chuck	Mary Moore	Donn Rubin	Mark Swancy	Mary Domahidy
Karen Goodman	Kindleberger	John Morrison	Cathy Russell	Todd Swanstrom	Don Dorwart
Jeanie Gossett	Mary King	Eugene Morse	Gina Ryan	Dee Dee Tate	John Dwyer, Jr.
	John Kissel	Don Moschenross	Diane Ryberg	Rick Teitelman	Fran Fanara



Move & Shake!

The annual **Move and Shake!** fundraiser was held on Saturday, October 16, 2004 in the Party Tent at the St. Louis Zoo. Nearly 400 individuals supported this evening of dancing and networking. Under the leadership of Co-chairs (l-r) Bob Lewis, Dee Joyner, Melanie Adams, and Otie Cowan, the event generated more than \$60,000 in net revenues.

- | | | |
|-----------------------|----------------------|-----------------------|
| Alicia Feito | Dan O'Donnell | John DellaCamera |
| Roger Fritz | Jim O'Donnell | Zina and John |
| Jim Gidcumb | Jim O'Mara | Dennan |
| Nicki and John Gillis | Valerie Patton | Vickie and Howard |
| John Guest | Mary Phelan | Denson |
| Jack Hambene | Robert Piening | Karen & Gordon |
| Julia Hampton | Ann Rotermund | Duckworth |
| Becky Hauk | Mary Russell | Anita Eftimoff |
| Angela Heinze | Peter Salsich, Jr. | Melody Eskridge |
| Feddersen | Dan Schesch | Carolyn and Bill |
| Annette Heller | Christine Schmiz | Freeman |
| Sharon Hepburn | Mary Schoolman | Agnes Garino |
| Greg Hoffmann | Paul Seaburg | Agnes & Mark |
| James Hoggard | Kathy Sherby | Halfmann |
| Lauretta Holloway | Dave Skillman | Annette Heller |
| Marti Hughes | Gerry Staley | Dee Joyner |
| Sue Hutchins | Courtney Starks | Karen Kalish |
| Molly Hyland | Don Suggs | Christopher Lissner |
| Elise and Dennis | Rhonda and Loren | Jim Llufrío |
| Joerger | Wassell | Lisa and Chris Miller |
| Marcia Kerz | K and Paul Wentzien | Jeanne Morrel- |
| Jane Klieve | Allison Williams | Franklin |
| Laura Lambrix | Philip Willman | Nestlé Purina PetCare |
| Diane Levine | | Steve Patton |
| Mont and Karen Levy | Program | Leslie and Raynsford |
| Bob Lewis | Contributors | Raynsford |
| Michele Liebman | Joy and Fred Balis | Ned Reilly-Muhm |
| Lynn Lyss | Kelly and Craig | & Reilly |
| Cynthia McCafferty | Barnes | Lisa Richter |
| John and Ann | John Burse | Geralyn and Robert |
| McDonnell | Polly Burtelow | Singer |
| Mark Mertens | Carroll Casteel, Jr. | Bridget and David |
| Paul Miller | Joe Cavato | Spewak |
| Dan Mitchell | Karen Coffey | Sheryll & Scott |
| Dorothy Moog | John and Helen | Stephenson |
| Kenn Neher | Costello | |

- Susan and Bill Sunderman
- David Thomas
- Susan and Lee Thomas
- Mark Van Emon
- Thomas Voss
- David Weber

Tributes

- In Honor of*
- Christine Chadwick
- Athena Leadership Foundation
- Mary Fales
- Washington University
- In Honor of Charles A. Newman*
- David Becker

- In Honor of*
- Darnetta Clinkscale
- Melody Eskridge

- In Honor of League of Women Voters*
- Agnes Garino

- In Honor of Carol Portman, Nancy Bowser, League of Women Voters*
- Jeanne Morrell-Franklin

- In Memory of Kathleen Schoene*
- Carolyn Losos

In-kind Donations

- A.G. Edwards & Sons
- Alberici Corporation
- Anheuser Busch
- BJC Health Systems
- Boeing Company
- Joe Bonwich
- Busch Entertainment Corporation
- Chevy's
- A. Bayard Clark
- Commerce Bank
- Corporate Seasonings
- Downtown St. Louis Partnership

- East St. Louis Higher Education Campus
- Emerson
- Enterprise Rent-A-Car
- Federal Reserve of St. Louis
- Fleur-de-Lys Mansion
- Gourmet Express
- Dee Joyner
- Intrav/Clipper
- Cruise Line
- JS Express
- J.S. Logistics
- Jacobs
- Karen Kalish
- LaMar's Donuts
- Robert M. Lewis
- Steve Lewis
- Major Brands, Inc.
- Mallinckrodt, a Tyco Healthcare Co.
- Market Street Deli
- Ann Marr
- Monsanto
- Lindsay Murray
- Nestlé Purina
- PetCare
- Norma Uible Florist
- Obata Design, Inc.
- Paradigm New Media Group
- Parkway North
- Parkway West
- Phil Wicks Driving Academy
- Queeny Park
- Regional Arts Commission
- Renaissance Grand Hotel
- Agnès Rey-Giraud
- Rhythm & Brews
- Ritz-Carlton
- Judge Mary Rhodes Russell
- Russo's Gourmet Catering
- Salad Bowl
- St. Louis Cardinals
- St. Louis County Municipal League
- St. Louis Rams Foundation
- St. Louis Symphony
- Saint Louis Zoo
- Ted Sanditz
- Savvis Center
- SBC
- Schnuck Markets
- Sheraton St. Louis City Center
- Southwest Airlines
- The Spark Agency
- Starr's
- Steve Stogel
- Taft Street Restaurant
- The Tap Room
- Tiffany & Co.
- Tony's Restaurant
- Tower Grove Park
- University of Missouri-St. Louis
- Washington University
- James Weddle
- Wyman Center

FOCUS St. Louis appreciates the generous support of all of its donors. We sincerely regret if we have inadvertently left anyone off of these lists.

“What’s Right With The Region!”

FOCUS St. Louis’ major fundraising event, “What’s Right With The Region!,” took place May 5, 2005 at the Sheldon Concert Hall. The event was co-chaired by Shaun Hayes, president of Missouri Banking at National City Bank of the Midwest, and Pam Nicholson, executive vice president and COO at Enterprise Rent-A-Car. A 32-member judging committee chose 20 honorees from 150 nominations.

Also honored was Darnetta Clinkscale for her courageous leadership as president of the Board of Education for the St. Louis Public Schools. More than 500 attended to hear these inspiring stories and applaud the honorees for their impressive achievements. KMOV-TV, KMOX-AM, and the *St. Louis Post-Dispatch* supported the event as media partners. The event attracted seven new sponsors for 2005 and netted more than \$146,000 for the organization.



(L-R) “What’s Right With The Region!” Co-chairs Shaun Hayes and Pam Nicholson, with Leadership Award Honoree Darnetta Clinkscale, FOCUS St. Louis Executive Director Chris Chadwick, Event Emcee Robin Smith, and Board President Jim Weddle.



(L-R) Laura and Steve Griffin, Agnès Rey-Giraud, and Steve Lewis enjoy the reception.

Fiscal Overview

Statement of Activities

Revenue

Corporate and foundation contributions	\$ 137,265
Program fees	267,273
Special events, net of direct expenses	191,071
Membership dues and individual contributions	144,791
Contract service fees	38,575
Interest income	20,366
In-kind contributions	15,101
Total Revenue	\$ 814,442

Expenses

Program services:	
Leadership development	\$ 237,516
Community policy	275,635
Total Program Services	\$ 513,151
Supporting services:	
Management and general	\$ 127,611
Fundraising/development	160,384
Total Supporting Services	\$ 287,995
Total Expenses	\$ 801,146

Financial Position

Revenue in Excess of Expenses	\$ 13,296
Fund Balance at 6/30/04	\$ 665,021
Fund Balance at 6/30/05	\$ 678,317

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