

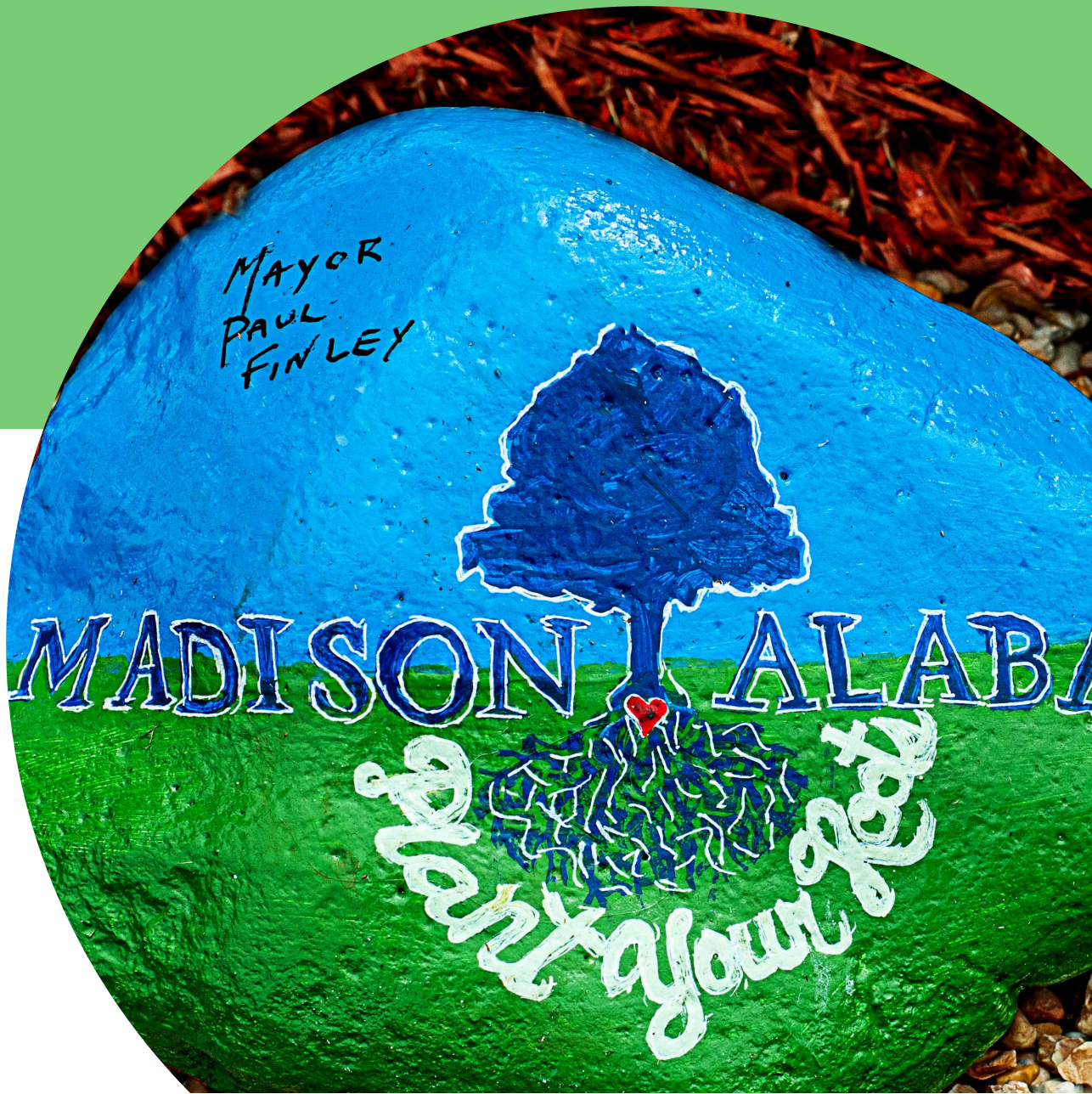
MADISON VISIONARY PARTNERS



MVP

MADISON VISIONARY PARTNERS

STAKEHOLDER REPORT FOR 2021



DIRECTOR'S STATEMENT

Madison Visionary Partners (MVP) is incredibly grateful to our stakeholders for seeing the value a community nonprofit would bring to the City of Madison. Your support of MVP has enabled us to continue building a community nonprofit whose mission is to ***inspire giving and bring together people, local government, and resources to increase the quality of life for people in Madison.***

While still surrounded with the uncertainty of how COVID would impact many of our fundraising activities MVP and its Board of Directors decided unanimously to move forward with all the strategic activities previously put on hold because of the unprecedented lock down of our community due to the pandemic. I am happy to report that we have been able to successfully rollout our planned programming.

MVP was founded on the very idea of community. By bringing people together MVP acts as a catalyst for encouraging philanthropy and ensuring that projects both large and small will be successfully built "by and for the community". In the past three years MVP has fostered partnerships with city government, nonprofit organizations, and community business and civic leaders to collaborate on large projects such as rebuilding and making inclusive our beloved playground Kids Kingdom or creating a development plan to put in place both short and long-term giving for the new outdoor amphitheater in Home Place Park. Since 2019, MVP has garnered more than \$430,000 in donations and commitments to our projects and programs.

While rolling out the two capital campaigns MVP has continued building partnerships in the community with our Community Volunteer Projects. We have successfully partnered with the Rotary Club of Madison, the Madison Station Historic Preservation Commission, Madison Arts Council, Girl Scouts, E.WE foundation, Madison City Schools, Master Gardeners of Northern Alabama, Madison Chamber of Commerce, Madison Hospital and local citizens to decorate the downtown Gazebo for the holiday season, maintain the Madison River of Hope, create certified butterfly habitats across Madison, create and hold community music concerts to benefit arts and culture in Madison, and create a historic walking tour app of Madison. These community projects not only enhance the quality of life in Madison but serve as opportunities for the people living and working in Madison to have a place to give back to their community.

I would like to take this opportunity to point out one simple fundamental fact: none of this would have been possible without your support. Your donations, partnerships, and care have enabled us all to have a working community nonprofit whose mission in to enhance the quality of life in the City of Madison.
Thank you.



ELIZABETH BRINTON
Executive Director

FINANCIAL OVERVIEW

We're only just getting started! In the past three years MVP has continued to build the internal administrative processes of a community 501 C3 non-profit, recruited an active volunteer Board of Directors, created meaningful community partnerships, and gotten to work on the ground in Madison.

Our hard work has paid off as we have seen a significant increase since inception in donations to MVP to support our programs. A unified community network will be essential in Madison in the months and years to come and MVP has, with your investment, started the work that can bring all of those elements together to create successful projects that benefit the community of Madison.

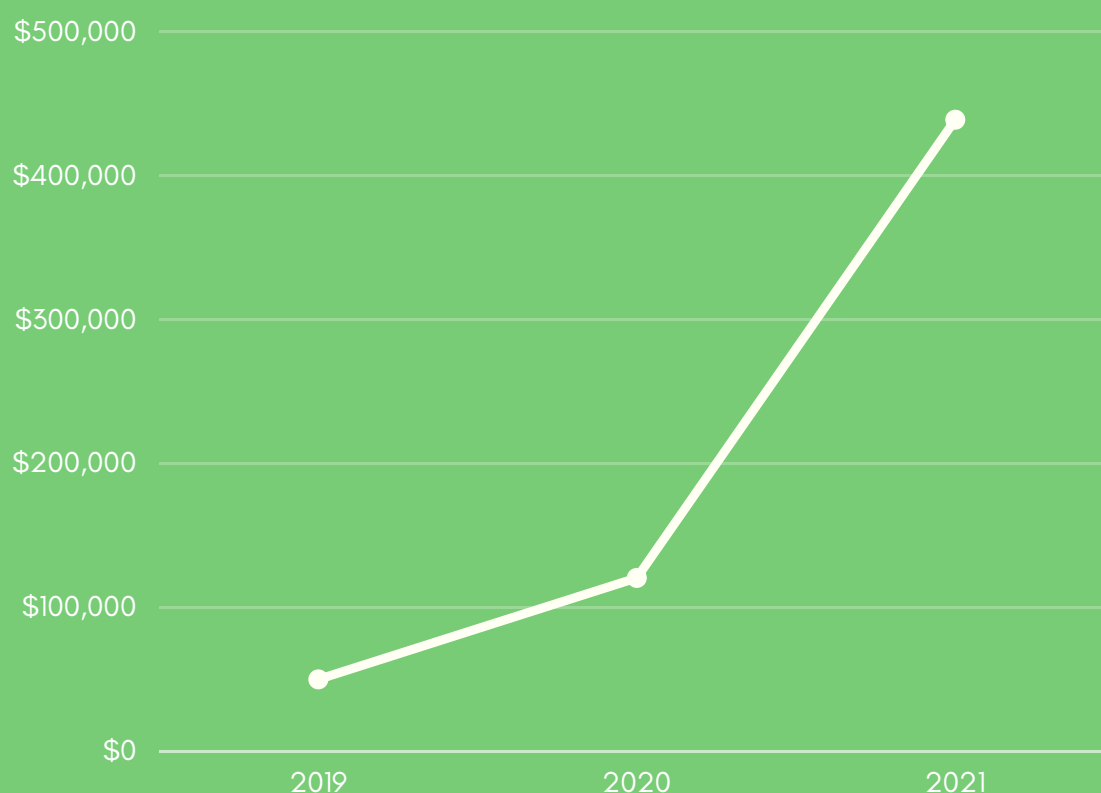


FIGURE 1.

MVP donations and commitments to projects and services in the City of Madison
778% in first three years



YOUR INVESTMENT

Your investment supporting MVP's work in our community of Madison is paying off. MVP has been able to work on projects both large and small to support our city.

COVID Crisis

MVP was able to nimbly change its short-term priorities as soon as the COVID pandemic hit our nation.

We immediately convened an emergency session between nonprofits serving Madison and outlined a list of community needs. Partnering with organizations such as Rotary Club of Madison and Madison City Schools we were able to facilitate the donation of cleaning supplies, graduation cap and gowns, PPE and even Mother's Day cards for local assisted living homes.

We created the Madison River of Hope project and recruited Madison stakeholders to participate. The project raised over \$10,000 and broad-based community support. MVP will expand its communications plan to ensure that a cohesive message of unity and trust in each other reaches all our stakeholders as we continue to work to meet the ever-changing needs the COVID pandemic makes in our community.





Large Projects

Kids Kingdom

Kids Kingdom, not only Madison's but greater Huntsville's most popular children's destination, turned twenty-four this year and has exceeded the end of its lifespan. We are proud to be leading the charge to bring our community of Madison together not only to rebuild Kids Kingdom but make it available to ALL children.

Partnering with Madison City Disability Advocacy Board (MCDAB) we have created a coalition of community leaders, nonprofits, Madison City schools, local businesses, and individuals to create an ambitious campaign to raise the funds necessary to not only rebuild Kids Kingdom but make it a state-of-the-art inclusive playground, allowing children of ALL abilities to Play, Learn, and Grow Together.

The Campaign has to date raised close to \$300,000 toward funding the playground rebuild. We will continue to raise funds through 2022 and look forward to the day we break ground in Spring of 2022.





Home Place Park

The City of Madison has created a new Home Place Park outdoor amphitheater. MVP has successfully raised over \$80,000 in additional funding from our community to support the addition of an outdoor Performance Pavilion, created arts programming starting with the LET THERE BE MUSIC MADISON! outdoor concert series, and leveraged partnerships with Madison nonprofits and businesses to continue a long-term coalition dedicated to fundraising for arts and culture in the city.






AMT INTEGRATED SOLUTIONS
PRESENTS

LET THERE BE MUSIC MADISON!

BENEFITTING MADISON'S NEW OUTDOOR
AMPHITHEATER IN
HOME PLACE PARK UNDER CONSTRUCTION
NOW

JULY- SEPTEMBER 2021 6:00 PM
OUTDOOR PATIO AT
OLD BLACK BEAR











Community Volunteer Projects

MVP has created a “net” of Madison organizations working together to successfully implement community volunteer projects and workdays to support projects that benefit our City. We secured a grant to renovate and paint the Downtown Gazebo and will continue our annual volunteer day to decorate it for Christmas, partnering with key community partners we helped create a smartphone app that will guide students, tourists, and locals on a self-guided historic walking tour of Madison, we have maintained the inspiring Madison River of Hope in Dublin Park and we have helped to create monarch butterfly habitats all around our beautiful city.



Walk Historic Madison

WALKING TOUR APP

This walking tour highlights the City of Madison's outstanding architecture and early formative history. Most of the buildings on this tour date to the late 19th and early 20th centuries, when Madison was founded as a shipping station on the Memphis and Charleston railroads. From tobacco warehouses to a rare historic railway roundhouse to a cozy Main Street, historic gems can be discovered throughout the Walking Tour area.

www.facebook.com/WalkingTourOfHistoricMadison



Printed by: Rotary Club of Madison



MVP BOARD OF DIRECTORS 2019 - PRESENT

2022

Jeff Showalter

Chair

2022-2025

Kevin A. Carroll

Treasurer

2021-2024

Marc Jacobson

Secretary

2021 -2024

Roslyn Thompson-Blackwell

2022-2025

Chuck Brand

2021 -2024

Johna Brazeal

2022-2025

Stephanie Deemer

2019-2022

Brenda L S Matthews

2021 -2024

Beth Sippel

Former Board Chair

2019-2025

Stephenie Walker

2022-2025



Beth Richardson

Board Emeritus

2020

Alice Lessmann

Secretary

2019-2021

Donna Berger

2020-2021

Gregg Cunningham

2019-2022

Bailey Erickson

2021-2024

John Fellows

2019-2022

Lia C. Lombardo

2021

Hilary Rooney-Fernandes

2019-2020



Thank You!

A heartfelt thank you to all of our donors and partners who helped make MVP's work in Madison possible.

Absolute Nutrition
 ABT, INC
 Ace Hardware
 American Legion
 ATM Integrated Solutions
 AYSO
 Bank Independent
 Boeing
 Brandon & Amanda Kruse
 Charlie and Sasha Sealy
 City of Madison
 CrossFlow Technologies
 CSSA
 David E. Raby
 Dynetics
 Engenix
 French Mill Stones
 Haunted Kingdom
 Hexagon
 HKSC Fund
 Huntsville International Society
 II XCL Stength Scott Miller
 Kendra Scott
 Loctite
 Lowes
 Madison Family of the Year
 Mazda Toyota

MVP Board of Directors
 Phoenix Grant
 Posh Mommy
 PPG
 Progress Bank
 Redstone Federal Credit Union
 Rep. Mike Ball
 Sen. Tom Butler
 Rotary Club of Madison
 Sen. Orr
 Signalink
 Space and Rocket Center
 State of Alabama
 Summit 7
 Synovus
 Two Men and a Truck
 Yellowhammer Brewing
 E. WE Foundation
 Madison City Schools
 Madison Chamber of Commerce
 Madison Girl Scouts
 Madison Arts Council
 Madison Station Historical
 Preservation Society
 Old Black Bear
 JustServ
 Dana Chambers



Madison Visionary Partners
103 Spenryn Dr.
Madison, AL 35758
www.mvpmadison.org
www.facebook.com/MVPMadison