



Dear Cottagewood Members and Friends,

We have closed the books on another memorable year in our lakeside community. We are thankful for our members, donors, volunteers, as well as, corporate sponsors and once again take time to reflect on what makes the CTWD Foundation and the Cottagewood Store so special and unique season after season.

The mission of the Cottagewood Store is to bring neighbors, friends, families and new residents together as a community. Simple in concept is never as simple in practice, but I think most of us can agree, it is whole-heartedly worth the effort. And it truly takes the effort of every person to make that concept a reality. Relying solely on the efforts of some, makes it difficult to bring our mission to life, so we want to take this opportunity to give you an inside look into our operations as we also ask -very directly- for your help

Did you know...

...we have to keep the store building operating 12 months a year, even as it only brings in revenue 6 months a year

...we have to manage increasing costs of insurance, utilities and cost of goods each year

...we have employed over 75 local youth over the past 5/10 years, helping to give our kids their first jobs

...we host on average over 15 community gathering events a season, which are attended by several thousand-people

...combined, last year our activities required hundreds of volunteer hours to pull off

...last year, of 303 CCF members, 90 families and 4 Corporate Sponsors of your community made donations to the Foundation, allowing us to do things ranging from hosting 5 great Grill Nights, to our first Back to School Pancake Breakfast, to Horse Drawn Sleigh Rides, to getting ready to open the doors again this year (thanks to all of you who have made your annual contributions already)

...KARE-11 featured the Cottagewood Store as a crown jewel of Lake Minnetonka [View Clip Here](#)

...there are over 275 families living in Cottagewood...and having the Store in our neighborhood significantly increases the appeal of the neighborhood and is a key 'go-to' amenity in the listing of homes by local realtors

...most importantly, we have operated in Deephaven community for over 122 years providing families a place to call home

We cannot overstate how important it is that this community pulls together year after year to keep the store open and serving everyone who walks through our doors. Unfortunately, there is no *'money tree'* privately funding the things about the Store that we all love and enjoy. As a 501(c)(3) non-profit, we continually face the stark reality that It isn't getting any easier or affordable to operate the institution of the store and keep it a viable community resource.

Here is where you- members of the community- come in. We are hard at work planning a terrific season ahead to welcome neighbors old and new, making sure we are keeping pace with what you love most about what the store has to offer, and differentiating the store from growing area competition.

We have two big, yet simple asks for you to help keep this store operating as part of our community:

1. Donate.

Our 2018 season will require \$40,000 in fundraised dollars to keep our operations going.

We need your resources to keep the Store in great shape so that we can open the doors this Spring and host Grill Nights, Fourth of July, and Christmas in Cottagewood.

- One donation of \$500 gives us the resources to put on one Grill Night during the season
- One corporate sponsorship of \$1,000 enables us to pay for 2 ½ months of Excel Energy and Centerpoint Gas Bills

2. Volunteer.

We need your time, your energy and your help to put on our great events.

We know the demands on your time and resources aren't slowing down, and we appreciate the priority you place on the amazing community we are all so fortunate to call home. We are excited to share our plans for the season in the coming months, and already counting down to Opening Day on April 28th.

Thank you,
CTWD Board Members