



Promise

Winter 2016
Western Kansas Community Foundation

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 **Western Kansas**
Community Foundation

Western Kansas Community Foundation Unveils "I Promise" Brand Identity

New Marketing Efforts Aim to Engage Donors and Nonprofits Across 15-County Region

Western Kansas Community Foundation is unveiling a new brand identity called "I Promise" this month, giving the Foundation new tools to engage potential donors and nonprofit agencies across the region.

Last spring, the Foundation board realized being a "best kept secret" was inhibiting its potential. As a result, the Foundation took a hard look at its brand, audiences and message, resulting in a fresh visual identity and strategic marketing plan.

"There's a tremendous lack of understanding—and even awareness—of the Foundation," said former WKCF board chairman, Bob Kreutzer. "There are so many people planning for the dissemination of their wealth and just have no idea how the Foundation can help them give back to the community. We have the unique power to leverage those funds many times over."

The Foundation worked with consultant Lori Bower of BowerComm Marketing Communications to pinpoint target audiences, understand their mindsets and craft an inspiring message. "Ultimately the Foundation helps people make promises for the future of Western Kansas," she said. "People are intensely loyal to this place they call home, and they want to see it thrive. WKCF gives them a way to give back."

The infinity symbol logo and tagline "Promises Live Here" demonstrate the everlasting impact of funds donated to and through the Foundation. Materials will feature donors and nonprofit leaders, explaining the promises the Foundation helps them make.

"Our door is always open, but we've been waiting for people to come to us," said Tim Hanigan, member of the WKCF marketing committee. "Now we have a meaningful message and concrete plan to help people use the Foundation to make their own promises to the communities and causes they care about most."

I promise



To see challenges as opportunities

To set minds on fire with ideas

To be a fearless change maker

To help create the quality of life
our future generations deserve

To give back what my
community has given to me

Grants and Programs

Merriam-Webster's Dictionary defines Philanthropy as, "the practice of giving money and time to help make life better for other people." Philanthropy is the heart and soul of the Western Kansas Community Foundation. Because of our generous Founders and donors, we are able to carry out this mission to impact Southwest Kansas communities for the better.



Melissa Gallegos
Assistant Director

In 2015, The Western Kansas Community Foundation was able to assist more than 250 non-profit organizations by awarding more than \$1.7 million in grant funds within our 15 county service area and across the nation.

One organization that was a recipient of these grant funds was Real Men Real Leaders, a mentoring program for young men. Focused on the development of young men in our community, Real Men Real Leaders is a group of successful, dedicated men who take the time

to invest in the lives of young men ranging from fifth to eighth grades. Their recent grant was to assist with a program entitled "Step it Up Health & Fitness." With their awarded \$1,012, they were able to purchase equipment to promote the importance of staying fit and healthy. Not only does Real Men Real Leaders care and support the physical attributes of their participants, they speak positively into the lives of these young men by building up their confidence and bringing up strong male leaders for the community. One mother emailed Real Men Real Leaders saying, "My son is in your program."

First of all, I just would like to thank you and all of your partners for all you do for these boys. My son really enjoys and looks forward to his time and experiences with you. It has been a wonderful opportunity for him and I am deeply appreciative of the mentorship that you all provide. Thank you for the hard work that you do, the time and effort that you expend on these boys. It is invaluable by measure."

In addition to the Grant Program at the Western Kansas Community Foundation is the Women of Purpose Program. The Women of Purpose was created in 2009 by a group of ladies who had the passion to empower other women in the community with the investment of funds as well as a vision to promote success. According to a Denver Post article *Six trends that will set the pace for philanthropy in 2016*, "More than ever before, women are flexing their individual and collective philanthropic muscles – and achieving greater outcomes... as women now control more than half of the private wealth



**Real Men
Real Leaders**



Chairman's Perspective

Neil Hawley
Chairman of the Board



Women of Purpose Executive Committee

in the United States." Women's philanthropy is on the rise and ever evident in Southwest Kansas. Going on their 7th year, the Women of Purpose is a powerful force. With a membership of nearly 100 women and an endowment of nearly \$120,000, they have granted over \$25,000 to local programs focused on women's issues; issues such as developing successful interview skills, recognizing and combating the leading health risks for women, and achieving financial success individually as well as for the family.

Together, with supportive donors and passionate key leaders, the Western Kansas Community Foundation along with the Women of Purpose are committed to making life better for those we serve; committed to building strong, community leaders to make a positive impact for future generations. Philanthropy, a big word with immeasurable impact, is vibrantly blooming in Southwest Kansas.



United Methodist Godmother's Group:
Recipient of the Women of Purpose Pay-it-Forward Grant

We start 2016 with great hopes for another successful year at the Western Kansas Community Foundation. After a year of changes and transitions, we are now fully staffed and reorganized to do the business of helping philanthropic people improve the lives of Western Kansas residents.

The Foundation will celebrate our 20th anniversary this year! Starting with a beautiful idea, a small group of supportive and forward-thinking people—and a little money, the Foundation has grown into an organization that does wonders. Even though the economic climate has been rocky through 2014 and 2015, we were able to grant \$3.4 million to various recipients in Western Kansas. We recognize that pace may be hard to maintain, but sincerely hope our 20th Anniversary year will be another year that makes you proud!



New Member of the Board

We welcome Rosa Rivera to the WKCF Board of Directors. Rosa is Vice President at First National Bank of Syracuse in Garden City where she also oversees the Consumer Lending Department and Teller Department. Since her arrival in Garden City in 1988 Rosa has dedicated much of her time to improve the quality of life in our region. Rosa was involved in The League of United Latin American Citizens (LULAC) which is a national scholarship organization and in 2010 she was named "Woman of the Year" for the Garden City Council. She has been a member of the Garden City Chamber Hispanic Professionals and was involved in a weekly Spanish television show called "Tres Comunidades" or "Three Communities" and a radio show called "Temas y Debates" or "Issues and Debates". She also conducted a banking educational program in Spanish on public radio. We are grateful to have Rosa on board and we are looking forward to working with her.

From the Desk of the Executive Director



Conny Bogaard
Executive Director

Think for
a moment
**what
matters
most
to you...**

It is an honor and a privilege to introduce myself as the new executive director of the Western Kansas Community Foundation. Being new to Western Kansas as well as the Community Foundation world it is no small task to lead a strong organization that serves a geographic area that is about the size of my home country, the Netherlands. I'm very excited to be in this new role and to get to know the many donors and agencies that work with us for the betterment of our society. I look forward to this year as we celebrate our 20th Anniversary together.

For the Western Kansas Community Foundation, the word community has always been more important than the word Foundation, and this message is at the heart of our new logo and marketing campaign. It is the act of individual citizens contributing money and goods or volunteering their time and skills to promote the well-being of others and the betterment of the community in which they live. The spirit of generosity is not bound by race, ethnicity, political conviction or religious belief, but is practiced by people of all backgrounds and by those of all economic means. Community philanthropy practices contribute to social cohesion within communities and illustrate how working together on a collective basis can accomplish more than acting alone and build trust between divided communities. Our "I Promise" campaign communicates a promising future to our region based on exactly these values.

In the past two decades Western Kansas Community Foundation has been fortunate to work with many community-minded people to build a civil society that draws its strength from people working together. I wish to thank the founding members who had the good foresight to start the Foundation in 1996 with the sole intention to improve the quality of life in Southwest Kansas. I thank the extremely knowledgeable board of directors that followed in their footsteps and responded with prudent decisions to local needs. I thank my very capable staff, Melissa Gallegos and Stacie Hahn, for their passion and enthusiasm to translate the board's vision into plans and make them reality. Most of all, I wish to thank our donors who seek to better their community, now and in the future. It is from the earnings on their funds that we are able to pull grants and scholarships every year. With their support and based on their philanthropic aims we help develop local leadership—individuals with vision, confidence and courage and the communication skills to work cooperatively with others towards common goals. By matching donors with charities, Western Kansas Community Foundation can play an active role as partner and investor in community philanthropy. Think for a moment what matters most to you. Is it your local church, hospital, or providing higher education for your grandchildren? We can help you set up an endowment or leave a family legacy. These are no small tasks, indeed!

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Dillons Community Rewards

WKCF was recently accepted to participate in Dillons Community Rewards Program. The Community Rewards Program is an excellent way to fundraise for your local community. To sign up visit Dillon's website and create an account at: www.dillons.com/communityrewards. Then select the Western Kansas Community Foundation or enter number 72701. It's that easy! Every time you use your Dillons card, a portion of the savings from using your card is donated to WKCF and goes directly to local nonprofit organizations. It's a win-win! You save money on your groceries AND help our community grow and prosper.



Free Estate Planning Design

Western Kansas Community Foundation partners with John Griffin of Stewardship Counseling, LLC to provide estate planning design services free of charge. The draft plan can then be given to an attorney to formalize. Mr. Griffin will also review existing plans which can be beneficial especially when significant life changes have occurred. No products are sold or endorsed through this counseling process, only the opportunity to gain ideas.

The Stewardship Counseling program has been made possible thanks to generous support from Garden City Community College Endowment Association and Commerce Trust Company of Garden City. Stewardship Counseling is offered once a month except for July and December. Appointments are made on first-come first-served basis. Contact the Foundation now to set an appointment!

Exercise Like an Animal: Lessons for Kids K-5th Grade

Western Kansas Community Foundation partnered with the Kansas Health Foundation, Lee Richardson Zoo and the City of Garden City to develop a toolkit for 3rd to 5th graders of videos and coordinating lessons featuring zoo animals that motivate kids to engage in healthy eating and active play. Kids love learning and moving with their animal friends who have similar needs for care and feeding to stay healthy. The creative toolkit with videos and lessons featuring Lee Richardson Zoo animals is now available on the Foundation's website at wkcf.org.



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