



BETTER **TOGETHER**

2020 REPORT TO THE COMMUNITY



COMMUNITY
FOUNDATION
GREATER DES MOINES



Dear Community Foundation Friends,

At the Community Foundation, we have a front-row seat to cheer on our community as it steps up to tackle challenges and opportunities, leans in to lead change and proves time and again we are better together. Never has this been more apparent than in the last several weeks as we have collectively responded to the COVID-19 pandemic and its tremendous impact.

As we created the 2020 annual report, this is not the president's letter I had initially written. In a short amount of time, life in our state and world has changed. And so have we. We like to say, "strong communities begin with a strong foundation." The Community Foundation of Greater Des Moines was created for times like this. Thanks to your ongoing partnership and support, we stood ready to answer the call and are committed to inspiring resilience and rebuilding in the communities we serve.

On behalf of the Greater Des Moines community, we quickly activated the Disaster Recovery Fund as an opportunity for our community to come together to support our most vulnerable populations during this time of crisis. As we began leading conversations in early 2019 to develop a Disaster Recovery Coordination Plan for our community, we could not have imagined how quickly this collaborative work would serve our neighbors in need. We are thankful the community has embraced the Disaster Recovery Fund and for the generous support it has received. Our nonprofit sector steps up time and again to serve our community's most vulnerable, and thanks to the Disaster Recovery Fund, they have the resources to do so.

As the nonprofit sector works diligently to serve, they are faced with unique challenges. Our team has quickly adapted to provide important online convening and training opportunities in response to changing needs. The relationships and trust we have built with our nonprofit colleagues has positioned us well to hear the needs of the sector and provide the resources needed to learn and connect during these challenging times.

+ BETTER **FOREVER**



Although we may be physically apart, we have found ways to come together and connect with our fund holders to provide experiences that are uniquely yours. It has been our pleasure to engage with so many of you by phone or with a note. We are grateful for the time you have shared with us as we check-in with one another.

Amid adversity and change, the spirit of generosity we know and love in our state has not wavered. You have come around our most vulnerable, supported those working on the frontline, shown kindness to neighbors and continued to support the causes you care about in big ways. Your generosity is the ultimate reflection of being better together. The stories on the pages that follow are even more inspiring during this time. As we look for the good in the world, these stories bring to life the many ways generosity and leadership, through your Community Foundation, is improving the quality of life across our state.

Whatever lies ahead for our communities, your Community Foundation will continue to lead. Thanks to your unwavering support, you can be assured that we were indeed made for this. We continue to rise to the occasion with the steadfast assurance that we are better together and better forever.

Kristi Knous

Kristi Knous, *President*



GRANTED



\$1,046,850

FROM BETTER
TOGETHER FUND

TRAINED



MORE THAN **530** INDIVIDUALS
THROUGH

COMMUNITY
FOUNDATION TRAININGS

MANAGED



2,038

CHARITABLE
GIVING FUNDS

2019 AT A GLANCE



\$51.4 MILLION

in **GRANTS** made from Community
Foundation charitable giving funds

2,160 CHARITABLE
CAUSES

supported from Community Foundation
charitable giving **FUNDS**.

\$657 MILLION

in **ASSETS** under
administration

\$78.7 MILLION

in **GIFTS** contributed to Community
Foundation charitable giving funds



convened
groups
around
pressing
community
issues



served
39 affiliate
county and
community
foundations
statewide



worked
with **62**
Charitable
Investment
Partners

educated donors at
DonorConnect events

made Capacity Building Grants
to **22** organizations

provided administrative support
through Nonprofit Accounting
Services to **30** organizations



“By working with the Community Foundation and the Des Moines Community Playhouse, we can ensure Jeanne’s ability to bring out the best in people through theater will continue for years to come.”

— BOB HOPSON

SETTING THE STAGE

photo: Jeanne Hopson’s family chose to honor her commitment to community theater by establishing an endowment at the Community Foundation to support the Des Moines Community Playhouse.

Jeanne Hopson didn’t just believe theater could transform lives; she saw it happen every day through her work in community theater. “Theater was her calling,” shares her husband, Bob Hopson. “It was almost as if she could see inside people and knew exactly how to bring out their potential.” Adds daughter, Carol McCall, “My brothers and I joke we spent half our childhood running around the Des Moines Community Playhouse. After Mom passed, it became clear those hours had a tremendous impact on the lives of many. We knew we had to find a way to capture the essence of this amazing woman.”

After discussing their goals with the Playhouse, the family came to the Community Foundation to establish an endowment in Jeanne’s honor. “Through the scholarships it provides, the Jeanne Hopson Angel Endowment funds our dream to serve the whole community,” shares David Kilpatrick, Playhouse executive director. “There is no better testament to Jeanne’s legacy than to ensure we are eliminating barriers to participation.”

“We had the passion for honoring Mom, but without the Community Foundation, we wouldn’t have known how to get it done,” adds Carol. “By working alongside the Community Foundation and the Playhouse, we have the peace of mind that her legacy carries on the way we intend and will continue to impact lives and foster creativity for years to come.”



“As we seek to serve children with mental health needs, it is easy to focus on the day-to-day challenges. When we collaborate with the Community Foundation, they challenge us to think about what comes next and how we will get there together. It is inspiring.”

— ANNE STARR, CEO, ORCHARD PLACE

HOPE FOR TOMORROW

photo: Orchard Place is providing a brighter future for youth struggling with mental health thanks to Community Foundation Leadership Grant support.

One in five children will have a serious mental disturbance during childhood or adolescence. But unlike children experiencing other medical crises, the necessary compassion, professional care and connection to resources are not readily available to children and their families experiencing mental health challenges to give them hope for the future.

As an organization serving children for over 100 years, Orchard Place recognized this gap in service was unacceptable. They also knew the hard work of creating transformational change could not happen alone, a belief shared by the Community Foundation. “In 2016, the Community Foundation provided a grant to support our initial research around the gaps in service and how we can best serve children and families,” shares Anne Starr, Orchard Place CEO. “We learned our community needs a mental health crisis hotline to use in times of crisis as well as a mobile crisis response system that is ready to respond when a hotline isn’t enough.”

To build upon the momentum of the initial report, the Community Foundation provided a \$250,000 Leadership Grant in 2019 to support the Reach Out Youth program to make the recommendations realities. “Orchard Place was proud to provide the table, but addressing this critical issue is a broad-based, collective effort,” says Anne. “The Community Foundation’s support is critical and validates this is an important community need, and we must all actively participate to be successful for our kids.”



“The Community Foundation team has helped us formalize our giving as a family while also making our giving more personally meaningful. Iowa is home and we are thankful we can continue to support the future of our state.”

— MICHELE DRUKER & WADE HAUSER III

FAMILY OF GIVING

photo: Michele Druker and Wade Hauser III came to the Community Foundation to engage their family in charitable conversations.

Wade Hauser III and Michele Druker’s roots are planted firmly in our state’s rich soil. With Iowa ties going back generations, the couple came to the Community Foundation as they engaged their children in the family’s legacy of giving.

“Several years ago, we opened a charitable giving fund with the Community Foundation because it provided us the opportunity to use appreciated stock, benefit from unique tax advantages and give over time to a variety of causes,” shares Wade. “The Community Foundation makes it easy to facilitate permanent, recurring gifts in our community.”

As the couple sought to engage their children in their giving, they took advantage of the Community Foundation’s family giving services. “One of the attractive things about working with the Community Foundation is our kids can carry on our family tradition of giving through the fund,” says Michele. To begin these conversations, each member of the family completed the Community Foundation’s Giving Guide from which staff identified their diverse and shared interests. Then the Community Foundation team shared information on organizations that were new to the family, but matched their giving goals. Adds Wade, “These family meetings have been a great activity for all of us. The Community Foundation has opened doors as we learn about new organizations and where we can make the most impact with the charitable dollars we have. However, we’ve learned more from our children, and each other, as we discuss what matters most to us.”



“Genesis is about more than serving African immigrants. We are creating a space where all can learn and embrace African culture. The Community Foundation has worked alongside us as we seek to build understanding and appreciation of our culture in our new home.”

— SAM GABRIEL, EXECUTIVE DIRECTOR, GENESIS YOUTH FOUNDATION

BUILDING BRIDGES

photo: As a growing organization, the Genesis Youth Foundation has worked with the Community Foundation to ensure they are well positioned to serve youth in our community.

When Sam Gabriel came to Des Moines as a teenager, he knew life would be different from the world he had left behind in a refugee camp on the Ivory Coast. What he couldn't prepare for were the unique challenges he faced as a young man in his new home. “Soccer provided an immediate way for me to connect,” shares Sam, “but my family and I didn't understand the cultural barriers that made participating in the sport I loved so difficult.”

After graduating from high school, Sam recognized the same hurdles facing young African refugees across Greater Des Moines. “Creating Genesis Youth Foundation crept up on me,” shares Sam. “I could see kids in our community struggling like I had and recognized I could bring them together through soccer.” His wife, Tricia, challenged him to think bigger, and together they added arts and cultural programming.

“Tricia and I believe that starting Genesis has been our calling,” shares Sam, “but sometimes that calling isn't easy.” As the organization grew, Sam found himself meeting with the Community Foundation. “As a new organization, the Community Foundation has been there to support us. They provided a Capacity Building Grant to make sure we had the right policies in place. Our board attended their nonprofit training sessions and they have served as a hub for giving by connecting us with donors who want to learn more about our work. Genesis started to serve kids, but thanks to support like this, we are now building bigger bridges between our refugee community and our Greater Des Moines community.”



“In our giving, we have received so much more. As we transition into retirement, we feel fortunate we could work with the Community Foundation and use an agricultural asset to do what is most important to us, giving back and helping others.”

— LINDA & JOE SCALLON

GOOD EGGS

photo: Linda and Joe Scallon worked with the Community Foundation to utilize farm equipment to support their charitable giving in retirement.

For over 40 years, Joe and Linda Scallon grew a successful farming operation that included egg-laying facilities and crop farming. But the couple’s proudest accomplishments don’t lie in their many business successes. They are reflected in the family they raised and how they have given back to the community they call home.

This generous spirit is what brought the couple to the Community Foundation as they transitioned their farming operation. “Farming has been a wonderful life, but we were ready for the next phase. After selling our egg-laying facilities, the Community Foundation became a great partner by allowing us to use the farm equipment we intended to place on auction to fund the giving we want to do over our lifetimes,” shares Joe. By gifting the depreciated farm equipment to the Community Foundation, the Scallons were able to use the sale proceeds to open a charitable giving fund. Adds Joe, “Working with the Community Foundation allowed us to maximize our charitable dollars and spread our giving over our retirement years to support what is most needed.”

“We believe our purpose is to help others and use our blessings for the greater good,” shares Linda. “Through our families and countless community mentors, we were taught the importance of giving back. Whether giving to our church, our local school, or community needs, we feel fortunate that our charitable giving fund provides us the opportunity to invest in the future of our community.”



“From addressing community needs like insufficient childcare to building recreational facilities for all residents to enjoy, Dick Jacobson’s legacy of love and support for his hometown continues through the Fund for Belmond.”

— TATE GOEMAN, COMMITTEE MEMBER, FUND FOR BELMOND

STRONG ROOTS

photo: Thanks to Dick Jacobson’s generosity, the Fund for Belmond will continue to invest in his hometown for years to come.

Richard (Dick) Jacobson was a legendary businessman. But for all he accomplished, Dick never forgot where he came from – Belmond, Iowa. Dick believed in the power of people and their ability to achieve great things. He also believed with great success came the responsibility to give back.

In preparation for how to continue making meaningful investments after his lifetime, Dick turned his attention to his hometown. “Dick was proud of where he grew up. Before he passed in 2016, he made it clear the Richard O. Jacobson Foundation should make Belmond a priority,” shares Darrel Steven Carlyle, Belmond city manager.

The Richard O. Jacobson Foundation began working with the Community Foundation of Greater Des Moines and Belmond’s local Wright County Charitable Foundation to determine the best way to make catalytic changes in the community. Working with local leaders, they established the Fund for Belmond, an endowment at the Community Foundation, to provide sustainable support for community needs and opportunities. “Dick understood big projects required big investments, and he knew ongoing support is required to create meaningful change,” says Tate Goeman, Fund for Belmond committee member. “The Fund for Belmond allows us to bring community members together to evaluate community needs, dream big and make things happen. Dick may no longer be with us, but thanks to the Fund for Belmond, he is making the town he loved a better place to live every day.”



“Des Moines has provided us with a great life, and it is important to us as members of the community to help those who are less fortunate. The Community Foundation offers a convenient and smart way to meet our planning strategies while giving back.”

— LAURA SANDS & DAVE BUSIEK

NEXT CHAPTERS

photo: Working with the Community Foundation provided a personalized approach to giving for Laura Sands and Dave Busiek.

Laura Sands and Dave Busiek moved to Des Moines with a shared agreement that Des Moines would be home for two years. Over 40 years later, the couple is proud of the city where they built successful careers in public health and journalism, raised a family and served as community leaders.

“Through our careers, we saw first-hand the needs of our community, and we feel called to give back,” says Laura. Adds Dave, “Des Moines is a great place to live, but we can make it an even better place by getting involved.”

As the couple prepared for retirement, they met with their financial planner to discuss how they could continue to support the causes they care about. “Given the recent changes in tax code and a strong stock market, working with the Community Foundation to create a charitable giving fund and bunch our giving made sense,” says Dave. “Thanks to the Community Foundation, we could use appreciated stock to open a charitable giving fund, benefit from the tax advantages today and support causes for years to come.”

“The Community Foundation supports innovative, important projects that would not otherwise happen. They are the engine that gets things done,” says Laura. “We are pleased we can support an organization having such a tremendous impact in our community while making it convenient for us to give back.”



CAPITAL CROSSROADS
A VISION FORWARD

“Capital Crossroads has been a game changer for our region now and into the future. It is clear when we all come around the table with a shared vision, the sky is the limit for DSM USA.”

— JAY BYERS, TRI-CHAIR, CAPITAL CROSSROADS & CEO, GREATER DES MOINES PARTNERSHIP

VISION FORWARD

photo: Capital Crossroads is a collaborative approach to community visioning that proves we are simply better together.

Strong communities need a bold vision. In 2011 the Community Foundation brought community leaders together to create a dynamic and comprehensive vision to leverage our region’s key advantages while addressing challenges. From this Capital Crossroads began. Through partnerships and collaborative commitment, ten Capitals were developed to create a framework for our community’s future. Credited with hundreds of successes, Capital Crossroads has set the stage for what our region can achieve through coordinated efforts.

While the successes are to be celebrated, the work is not done. 2019 marked the half-way point in Capital Crossroads 2.0, the next phase in Central Iowa’s commitment to thinking big. “Capital Crossroads 2.0 maximizes the momentum of our region. We must continue the collective effort to address the priority areas of attainable housing, strong neighborhoods, mental health, transit, water and workforce to improve quality of life and build a world-class community,” shares Scott Sanders, Des Moines city manager and Capital Core co-chair.

Says Angela Connolly, Capital Crossroads tri-chair, “Capital Crossroads is unique because it is the region’s plan and developed from the voices of those who live and work in Central Iowa. We routinely receive calls from other cities when they begin to create vision plans. As they seek to learn from those identified as following best practices, they are always referred to Capital Crossroads.”

BETTER TOGETHER

BETTER TOGETHER FUND

Thanks to the collective support of those who love Greater Des Moines, the Better Together Fund at the Community Foundation makes our grant programs possible. We can be the catalyst that sets the next great community project into motion, that serves those in need and provides the resources for opportunities we cannot even imagine to be on the horizon. Join us in being part of something bigger. We are better together.



CATHY & STEVE LACY

"We believe in the work of the Community Foundation and are confident the organization will continue to stand as a pillar in the community by making critical investments where they are most needed."

As members of the Better Together Legacy Society, we have made a lasting commitment to the community by ensuring support of the Community Foundation's strategic grantmaking for generations to come."



JOSEPH JONES

"Through its grantmaking, the Community Foundation is making investments in projects and initiatives that improve quality of life for all in Greater Des Moines."

By leaving a portion of my charitable giving fund to the Better Together Fund after my lifetime, I am assured I will continue to play a part in investing in the success of our region."



ANDREA & GREG ABEL

"Giving to the Better Together Fund allows us to play a part in being part of something bigger."

Because our contribution is combined with the generosity of others, the Community Foundation can make investments where they are most needed in our community and maximize our impact."

To learn more about how you can invest in our community's most important issues and initiatives for generations to come, visit www.desmoinesfoundation.org/bettertogether.

+ BETTER FOREVER

LEADERSHIP GRANTS

Through strategic Leadership Grants, funded by the Better Together Fund, the Community Foundation of Greater Des Moines plays a key role in providing significant funding to projects that strengthen Greater Des Moines by responding to our community's most pressing needs and promising opportunities. In 2019 the Community Foundation granted \$1,046,850 from the Better Together Fund, including six Leadership Grants.



Blank Park Zoo Foundation

The Blank Park Zoo serves as a leader in conservation and education by seeking to inspire a deeper appreciation of the natural world. The Community Foundation's support of a new indoor facility activates year-round opportunities to explore countless new worlds in our community.



By Degrees Foundation

Community Foundation funding provided an opportunity for the By Degrees Foundation to expand its successful model of support to include services for students throughout high school. By taking a collaborative and immersive approach to creating a culture highlighting postsecondary education and careers, the By Degrees Foundation seeks a positive and long-term impact on a young person's future.



Community Youth Concepts

Community Youth Concepts (CYC) is committed to developing leadership and self-confidence in young people. Thanks to Community Foundation support, CYC responded to the community's requests for a wheelchair accessible high and low ropes course to encourage youth to develop teamwork and trust in the course and beyond.



Easterseals Iowa

Easterseals Iowa will be doubling the enrollment capacity of its Child Development Center to provide childcare to those with and without disabilities. The Community Foundation's investment in Easterseals Iowa helps to address our community's childcare gap and provide quality education in an environment that celebrates inclusion amongst our youngest learners.



Great Outdoors Foundation

Activating more than 150 miles of waterways over the next decade through the Central Iowa Water Trails is a once-in-a-generation opportunity the Community Foundation is proud to support. From water quality to workforce attraction and retention, this collaborative initiative will improve the quality of life throughout the region.



Orchard Place

The Community Foundation's support of Orchard Place is funding a broad-based, collective effort to provide critical resources to children and their families faced with a mental health crisis. By funding a coordinated hotline and mobile crisis response system, our community is beginning to fulfill the needs identified in the Children's Mental Health Crisis Plan.

TOTAL CHARITABLE GIVING FUNDS = 2,038

OVER \$51.4 MILLION	OVER \$78.7 MILLION	OVER \$657 MILLION
GRANTED from Community Foundation charitable giving funds.	CONTRIBUTED to Community Foundation charitable giving funds.	ASSETS under administration at the Community Foundation.*

GRANTS

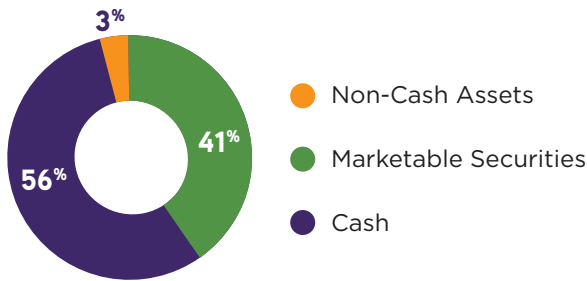


We sent **7,245** grant checks to charities from Community Foundation charitable giving funds.

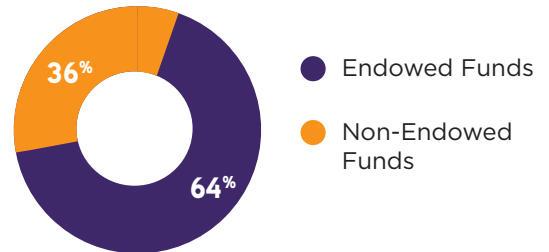


2,160 charities received support from Community Foundation charitable giving funds.

CONTRIBUTIONS BY TYPE

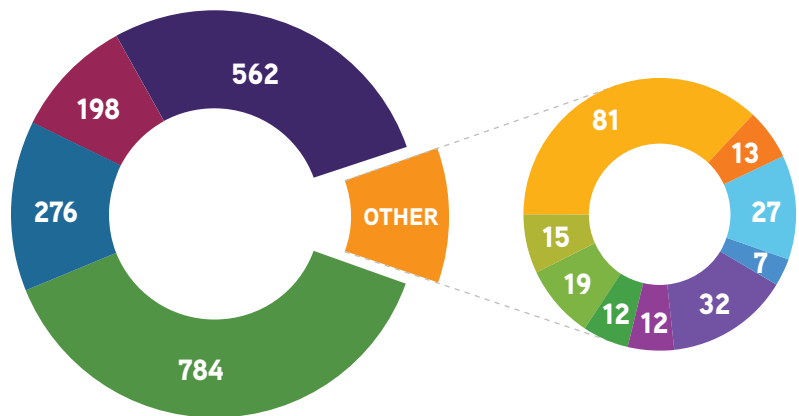


ENDOWED VS. NON-ENDOWED



CHARITABLE GIVING FUNDS BY TYPE

- Agency - 562
- Committee Advised - 198
- Designated - 276
- Donor Advised - 784
- **OTHER:**
 - Administrative - 7
 - Better Together - 32
 - Catalyst Circle - 12
 - Charitable Gift Annuity - 12
 - Community Betterment - 19
 - Field of Interest - 15
 - Legacy - 81
 - Scholarship - 13
 - Seed - 27

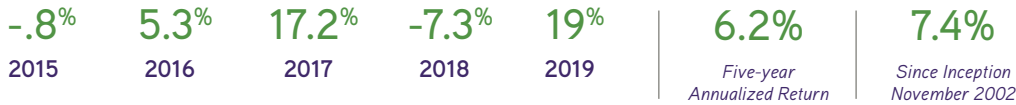


Audited financial statements are available at www.desmoinesfoundation.org/finance.
 *Includes assets administered but not owned by the Community Foundation.

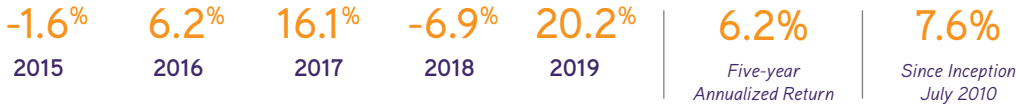
COMMUNITY FOUNDATION INVESTMENT PORTFOLIOS

The Community Foundation offers a variety of investment options to meet a range of charitable goals and time horizons. Each of our investment portfolios is carefully constructed and diversified across global investment opportunities to maximize return and minimize volatility. All returns are net of all investment fees. Returns for periods greater than a year are annualized.

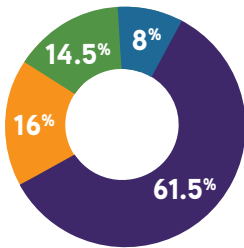
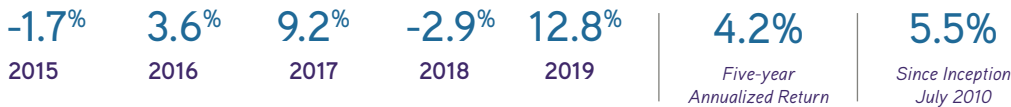
The Long-Term Growth Portfolio seeks maximum growth and controlled risk through a diversified portfolio of global stocks, bonds and alternative investment strategies.



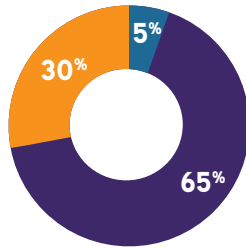
The Indexed Growth Portfolio seeks maximum growth primarily through indexed funds resulting in lower active management risk.



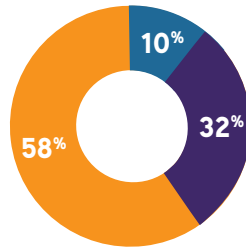
The Defensive Growth Portfolio is designed for growth at a more moderate level of risk.



LONG-TERM
Growth Portfolio

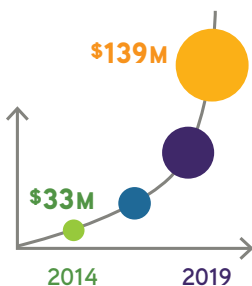


INDEXED
Growth Portfolio



DEFENSIVE
Growth Portfolio

- Alternatives
- Fixed Income
- Equities
- Liquid Alternatives



OVER THE PAST 5 YEARS,
THE CHARITABLE INVESTMENT PARTNER PROGRAM
**HAS GROWN FROM \$33 MILLION TO
NEARLY \$139 MILLION**

Through this program, investment advisors can establish portfolios for Community Foundation charitable giving funds providing their clients with unique charitable giving resources and personalized investment management.

2020 COMMUNITY FOUNDATION BOARD OF DIRECTORS

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* Indicates deceased members.

 **BETTER FOREVER**



Confirmed in Compliance
with National Standards
for U.S. Community
Foundations

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