

50TH
BIRTHDAY



**BETTER
TOGETHER**

**BETTER
FOREVER**

2019 REPORT TO THE COMMUNITY



BETTER TOGETHER FOR 50 YEARS

Dear Community Foundation Friends,

Better together, better forever. Four words with transformational impact thanks to your partnership with the Community Foundation of Greater Des Moines. For the past 50 years we have grown together, given together and made our state better together.

Fifty years ago, community leaders came together with the tremendous foresight and vision to create a foundation to serve the pressing needs and promising opportunities of our community. They recognized that in order to have a world-class community, we needed a foundation that would stand as a pillar to provide: sustainable support for organizations and community projects, challenge us to invest in collaborative, systemic change and serve our generous neighbors who wanted to give back to the causes they care about. Fifty years ago these leaders recognized what we still know to be true: We are simply better together.

This year, as we celebrate our 50th birthday, we thank all those who have worked alongside us. Our board members, past and present, who have guided and shaped us into an innovative and trusted Community Foundation that is committed to improving the quality of life throughout our state. Our nonprofit partners that work tirelessly each day to make a difference and who we are proud to serve and support. Our community partners who have joined us at the table time and time again to ensure we are leading the way. Our charitable fund holders who have provided us the opportunity to help shape their legacy of giving today and for generations to come. For 50 years you have trusted us to be a pillar in the community, for the community. Thank you.

Through the pages of this annual report you will note we have a history we are proud to celebrate, knowing our momentum moves us forward. Each day we are faced with new needs, new opportunities and new ways to serve you. Together we have improved the quality of life, but the most exciting part is yet to come. Over the next 50 years and beyond, your Community Foundation will be here to lead, to serve and to create change. I look forward to all that will be accomplished. After all, we are not only better together, we are better forever.

HAPPY BIRTHDAY!

Kristi Knous

Kristi Knous, President





50TH BIRTHDAY



COMMUNITY
FOUNDATION
GREATER DES MOINES

STRONG COMMUNITIES

start with a **STRONG FOUNDATION**

Birthdays are a time to celebrate! A time to reflect with gratitude on all that has been accomplished and look ahead with anticipation for what is yet to come. As the Community Foundation of Greater Des Moines marks its 50th birthday, we are humbled by all we have to celebrate and proud of the many ways we have grown alongside the communities we love.

SHARING A DREAM

When visionary leaders came together to start the Community Foundation of Greater Des Moines in 1969, they did so with a shared dream. They recognized if Greater Des Moines was to grow and develop in a way that has a high quality of life, vibrant cultural sector, quality education for all, innovative businesses, desirable recreational opportunities and a strong workforce, charitable giving must play a critical role.

Establishing a community foundation provided a unique opportunity to be a resource and leader for the future of Greater Des Moines.

PARTNERING FOR THE FUTURE

It is our privilege, 50 years later, to ensure this vision continues to be realized. As a convener we have set the table for critical community conversations, resulting in real impact. As a funder we have made the dreams for our city a reality by investing in the projects and organizations that are making Greater Des Moines greater. As a partner we have worked alongside thousands of generous individuals, families, advisors and businesses to ensure their charitable wishes and dreams are fulfilled today and for generations to come.

Together we are fulfilling a world-class vision for what our community can become. And together, we can and will do so much more.

THANK YOU!

It takes a strong community to build a strong foundation and we thank you for 50 years of support. Together we've created real and lasting impact, and we are only getting started.

We look forward to bringing the next 50 years of dreams to life.
We are simply better together.

FOUNDED
1969



THERE *from the* BEGINNING



1969

The Community Foundation is founded by a small group of citizens as an enduring method of preserving our area's quality of life and extending its benefits to the entire community.

1982

William & Eleanor Friedman establish the first donor advised fund and Equitable Life of Iowa establishes the first corporate advised fund.

1992

Monroe Colston is hired as the Community Foundation's first president.

1969 - 1992

The Community Foundation is administered by the Greater Des Moines Chamber of Commerce.



1994

United Way of Central Iowa moves its endowment to the Community Foundation creating the first agency fund.

John and Zelda Grubb make a generous gift to the Community Foundation's Better Together Fund to activate the organization's grantmaking.

1999

Johnny Danos joins the Community Foundation as president.

The Better Together Fund reaches \$1.2 million in assets to support transformational community investments through Community Foundation Leadership Grants.

2000

2000

The Community Foundation facilitates the charitable giving for the transformation of Gray's Lake.

2002

The Community Foundation administers the charitable giving to ignite the Principal Riverwalk project.

2003

The Endow Iowa Tax Credit is created to encourage Iowans to leave a legacy in the state they love.

The Finkbine Mansion is purchased and becomes the home of the Community Foundation.

WineFest begins thanks to support from a Community Foundation Leadership Grant.

For the past 50 years the Community Foundation of Greater Des Moines has shaped the story of our community by working alongside countless partners to invest in critical needs and exciting opportunities to make Greater Des Moines greater. Our leadership, grantmaking and collaborations welcomed new ideas and approaches to solve problems, inspire action, and build a vibrant community.

As we celebrate our 50th birthday, we are proud of the great ideas we have been here to nurture, fund and make a reality. We are proud to have been there *from the beginning*.





At the **COMMUNITY FOUNDATION** we have seen time and time again that we are simply **BETTER TOGETHER.**

We are better when we **WORK** together.

We are better when we **LEAD** together.

We are better when we **COME TOGETHER** to address the needs and opportunities of our community.

And we are better when we **GIVE TOGETHER.**

As we celebrate our 50th birthday, we celebrate **YOU.**

Your **PARTNERSHIP** with the Community Foundation has resulted in real and lasting **CHANGE.**

What will the **NEXT 50 YEARS** look like for our community?

While we cannot predict the future, know your Community Foundation will be here to **LEAD THE WAY.**

**WE STAND READY TO MEET THE BIG CHALLENGES
AND DREAM THE BIG DREAMS.**

WE ARE BETTER TOGETHER. WE ARE BETTER FOREVER.

SUPPORTED



more than **1,980**

charitable
causes

TRAINED OVER



660 individuals
through

BoardLaunch &
OnTrack Trainings

MANAGED



1,949

charitable
giving funds

2018 AT A GLANCE



over **\$38.5 MILLION**

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

\$680,000

granted from the **BETTER TOGETHER FUND**,
including four Leadership Grants

over **\$533 MILLION**

in **ASSETS** under
administration

\$63.7 MILLION

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



created
GIVEdsm
to connect
donors
and local
nonprofits



served
39 affiliate
county and
community
foundations
statewide



worked
with **61**
Charitable
Investment
Partners

educated donors at **3**
DonorConnect events

made Capacity Building Grants
to **22** organizations

provided administrative support
through Nonprofit Accounting
Services to **26** organizations



LET'S CELEBRATE!

In celebration of our 50th birthday, we are privileged to give a gift to honor the community that has made us better together.

This spring, local artist Ben Schuh will create a mural on the west side of the Renaissance Des Moines Savery Hotel in celebration of Greater Des Moines and the role the Community Foundation has played in painting the canvas of the place we love.

Your partnership has been the backdrop bringing these vibrant projects to life over the past 50 years. We are proud to dedicate this iconic piece of art to our community.

created by:
BEN SCHUH

#GIVEdsm



**BETTER TOGETHER
BETTER FOREVER**



SCHUH 19

Each image illustrated inside the letters of DES MOINES represents a project we have been proud to support through our grantmaking and community leadership efforts.

D

World Food Prize Hall of Laureates

E

Lauridsen Skatepark and the signature skateable art piece "WOW"

S

Principal Riverwalk

M

Robert D. Ray Asian Gardens

O

80/35 Music Festival

I

B-cycle Program & Jackson Street Bridge

N

Greater Des Moines Public Art Foundation

E

Gray's Lake Park

S

Central Iowa Water Trails



CONNECTIONS THAT COUNT

“Thanks to the Community Foundation and GIVEdsm, we have built relationships with new supporters and expanded programs that will create exciting opportunities for the kids of our community.”

— **DYLAN DECLERCK**, Executive Director
Opportunity on Deck

As a local nonprofit that provides free athletic opportunities to children who wouldn't otherwise have the ability to participate, Opportunity on Deck knows the power of teamwork. That is why when they sought to expand their flag football program, they reached out to the Community Foundation and our new online connection tool, GIVEdsm.

GIVEdsm is a resource connecting those with a heart for giving with nonprofits seeking support. Visitors to GIVEdsm.org can sort by area of interest and then give directly to the organization of their choice. For those with charitable giving funds at the Community Foundation, GIVEdsm further simplifies the process. Fund holders can make grants directly from their charitable giving fund to the charitable project or need they select on GIVEdsm.

“As demand for our flag football program has grown, we posted the need for support on GIVEdsm. Soon a Community Foundation fund holder connected with us because he had seen the posting. He made a generous grant from his charitable giving fund doubling the amount of support we had requested through GIVEdsm and providing us the opportunity to offer the program to twice as many kids,” shares Dylan DeClerck of Opportunity on Deck. “Opportunity on Deck exists because we believe sports are a way to develop the life-long values of teamwork, dedication, healthy living habits and good character. GIVEdsm epitomizes and furthers our community's standing as a generous place to live, work, play and give.”

above: Dylan DeClerck and Opportunity on Deck can provide additional athletic opportunities to the young people it serves, thanks to GIVEdsm.



BUILDING LEGACY

"My parents taught us that the fun is in the giving. Our family is blessed to be able to give and pleased to work with the Community Foundation to support Greater Des Moines. There is truly no place like home."

— BOB MADDOX III

Bob Maddox Jr. and his late wife, Hap, moved to Des Moines in 1950 to start Allied Construction. While developing a successful construction company, they also grew a family committed to supporting Greater Des Moines. "I am very proud to have three generations involved in the business and giving back to the community that has given us so much," shares Bob Jr.

In honor of Allied Construction's 50th anniversary, the company made a \$1 million gift to the Community Foundation's Better Together Fund. "My hope for Allied is it will continue to build the city through not only its work, but through the donations we are able to make," says Bob Jr.

Fulfilling this wish is Bob Maddox III, his wife, La Rue and their sons, Evan and Cullen Powers. The couple also chose to partner with the Community Foundation to support the causes they care about.

"Through our charitable giving fund we are able to simplify our giving and involve our sons in conversations about why we give and how to maximize our giving," says Bob III.

Watching their grandparents and parents give back to the community they love inspired Evan and Cullen to each open their own charitable giving fund at the Community Foundation. "A charitable giving fund provides a way to meet our giving goals and utilize the Community Foundation's expertise to invest in the causes we are most passionate about," shares Evan. "We want to do our part in continuing to build on the progress and success of this community, for generations to come."

above: Three generations of the Maddox family work with us to create a family legacy of giving.



TEAM APPROACH

“Life Care Services and the Community Foundation share the belief that we can achieve more when we work together. This team approach was the best way for us to prepare for retirement and create a legacy of giving.”

— CYNTHIA THORLAND

Life Care Services (LCS) believes that by working together the whole can be greater than the sum of its parts. This is a philosophy Cynthia Thorland embodied in her 32 years of service to the company, and one she carried into her retirement planning.

As Cynthia decided it was time for life’s next chapter, she and her husband, Fritz Weitz, assembled a team of professionals to ensure everything was in place to prepare for retirement and to support the legacy they wanted to leave. “By bringing together our CPA, attorney, financial advisor and the Community Foundation, we knew we were creating the best comprehensive plan to meet our financial and giving goals,” says Cynthia.

“Having the Community Foundation on the team was the simplest and most straightforward

way to give back to the causes we care about,” shares Cynthia. Throughout her career Cynthia had acquired shares of LCS stock that had appreciated and provided an easy, tax-wise way to support a charitable giving fund at the Community Foundation. Additionally, the couple incorporated the fund into their will offering Cynthia and Fritz the opportunity to seamlessly facilitate charitable giving after their lifetimes, while maintaining the flexibility to change the organizations they plan to support without revising their will. “I had a great career with LCS. Now I am excited to begin this next chapter and think about how and where I want to make an impact,” shares Cynthia.

above: Cynthia Thorland and Fritz Weitz worked with us to ensure their charitable giving would continue through their retirement years and beyond.



SETTING THE TABLE

“By committing to the creation of the 4 Equity Tool, the Community Foundation is challenging every area of our community to bring a variety of voices to the table. From organizations serving our seniors to government agencies and for-profit partners, the 4 Equity Tool is being used to make our community more diverse, equitable and inclusive.”

— **NIKKI SYVERSON**, *Director*
Capital Crossroads

In Greater Des Moines we are proud of our growth, achievements and the accolades that have been deservedly earned. But for some of our neighbors, the story of success and progress does not ring true.

“We are facing a very real gap between our white and minority communities in education, employment, finances, housing, health, criminal justice and other areas. We can and must do better,” shares Dionna Langford, with OneEconomy, an organization focused on building equity for our neighbors of color.

As a leader in Capital Crossroads, our region’s vision plan, the Community Foundation helped to create the 4 Equity Tool. This series of four questions encourages new voices and perspectives to be actively engaged in moments of decision-making. And thanks to its use, exciting things are happening.

The 4 Equity Tool was used to ensure neighbors from diverse populations were included in a meeting on community recreational opportunities. The feedback was eye-opening. “We learned our neighbors in the urban core lost a beloved, community-building activity when the fishing derby was discontinued. After hearing this, a local retailer is pursuing bringing this iconic event back. We also learned that immigrants from Southern Asia must travel outside of the metro to play cricket. A connection was made with a local organization to pursue an opportunity for a field in the urban core,” shares Hannah Inman, executive director of the Great Outdoors Foundation. “These examples are a great first step in our commitment to creating a region we are all proud to call home.”

from left: Dionna Langford, Rob Barron and Nikki Syverson are leveraging the 4 Equity Tool as we build our region.



SCARLET PRIDE

“Working with the Community Foundation provides us with a sustainable way of supporting East High School students who will, in turn, benefit Greater Des Moines.”

— **BRAD BROWN**, Board Member
East High School Alumni Foundation

With one of the largest alumni networks in the country, the East High School Alumni Foundation is committed to supporting the needs of East High School and its students. “The kids at East are very talented,” shares Leslie Morris, East High School principal. “The Alumni Foundation recognizes all the great things our students are doing and has mobilized to provide them with mentors who want to support their dreams.”

In support of these dreams, the Alumni Foundation also provides scholarships to graduating seniors to assist in the next phase of their education. As the organization sought to maximize the support offered, they opened a charitable giving fund at the Community Foundation. “Working with the Community Foundation broadens giving opportunities for

our alumni and supporters. Whether taking advantage of the Endow Iowa Tax Credit or giving a gift of stock, our alumni know the Community Foundation will be good stewards of their gift and ensure it will directly support students,” shares Brad Brown, an Alumni Foundation board member.

“It is amazing to have the support of the Alumni Foundation,” says Leslie. “They are going beyond giving scholarships; they are building connections. By surrounding and supporting our kids, they are helping them to be successful.”

above: The East High School Alumni Foundation works with us to provide scholarships to graduates of their alma mater.



MARSHALLTOWN STRONG

“Thanks to our affiliation with the Community Foundation, we have been able to focus our efforts on growing support for Marshall County and those that call it home. When one of our communities faced tragedy, we were immediately ready to lead thanks to our partnership.”

— **JULIE HITCHINS**, *Executive Director*
Community Foundation of Marshall County

When the Community Foundation of Marshall County (CFMC) joined the Community Foundation of Greater Des Moines as one of our 39 statewide affiliates in 2014, the organization’s advisory board knew it was time to become a leader in the county it serves.

“We recognized the generous spirit of our county and knew building a strong community foundation would provide an opportunity for people to support the causes they care about today and well into the future,” said Karn Gregoire, past advisory board member. “Affiliating with the Community Foundation of Greater Des Moines provided us with the necessary infrastructure, resources and administrative support so we could focus our efforts on making a difference in Marshall County.”

When a tornado devastated Marshalltown in July of 2018, the CFMC stepped up to serve the rebuilding efforts. “We have wonderful nonprofit partners that were able to meet the immediate needs of our affected neighbors. However, while the tornado took only minutes to cause immense destruction, we recognized it would take years for our community to recover,” shares Julie Hitchins, CFMC executive director. “With the support of community leaders, we established the Rebuild Marshalltown Fund as a trusted resource to facilitate gifts for sustainable support. Support for the fund allows us to make ongoing investments where they are most needed in our community.”

above: The Community Foundation of Marshall County invests in and leads the ongoing recovery efforts of Marshalltown, through its affiliation with us.

The Community Foundation works with professional advisors to enhance their relationships with clients by offering local, personalized charitable giving services. Whether serving as a local charitable giving resource or maximizing tax savings, our team works closely with professional advisors to offer giving opportunities to meet clients financial and charitable goals.

By connecting with the Community Foundation, professional advisors are providing clients with the resources to make meaningful impact in tax-wise ways.



EFFICIENT STRATEGIES

“The Community Foundation has been a tremendous resource for our firm to carry-out our clients’ philanthropic efforts. Being a Charitable Investment Partner has helped deepen client relationships by understanding what is most important to them and implementing strategies efficiently. The Community Foundation has been a huge value add for our clients.”

TRENT BURLEY, CFP®, RICP®, *Director of Planning*, McGill Junge Wealth Management

STRONGER COMMUNITY

“Collaborating with the Community Foundation allows Iowa State Bank to manage and grow our customer’s charitable assets, while the Community Foundation provides valuable resources customized to implement their charitable goals. Working together we create a stronger community and serve the needs of our customer.”



REENIE SHANABERGER, J.D., *Vice President and Trust Officer*, Iowa State Bank



PERSONAL & LOCAL CONNECTION

“The Community Foundation is a great resource when helping clients carry out planned giving and philanthropic objectives. The personal and local connection, professional support, and investment and administrative expertise promote the seamless implementation of the client’s charitable goals.”

JIM LANGENESS, J.D., *Attorney*, Duncan Green, P.C.

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 2018 the Community Foundation granted \$680,000 from the Better Together Fund, including four Leadership Grants.

SETTING THE STAGE



For more than 100 years, Hoyt Sherman Place has served as a cornerstone of our community. From serving as the city's first public park to an ever-evolving staple for art, culture and entertainment in Des Moines, this organization has contributed to the quality of life in the region we love. The Community Foundation's support to expand this historic facility will ensure it is accessible to all for the next century.

LEARNING BEYOND THE CLASSROOM



To meet students where they are and give them the tools for success, Des Moines Public Schools has created a Virtual Campus with the Community Foundation's support. This innovative online high school expands learning beyond the walls of a traditional classroom to provide every student a clear path to graduation.

BUILDING FOR SUCCESS



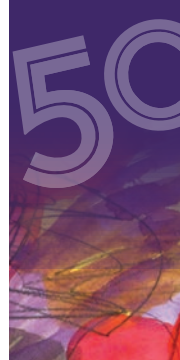
Ten years ago the Community Foundation supported the creation of the Evelyn K. Davis Center and is proud to again invest in the organization's critical mission as it moves to a larger facility to meet the growing demand for services. This expansion is about more than a building. It provides additional opportunities to support our neighbors on their journey to employment, self-sufficiency and success.

TRANSFORMING ACCESS TO CARE



House of Mercy

Mental health care is a critical need in our community. The new House of Mercy Mental Health Center is projected to provide 9,000 hours of mental health appointments to an anticipated 900 new clients annually through the addition of seven new mental health care professionals. The Community Foundation's grant recognizes how transforming a space can transform the ability to access mental health care in our community.



TOTAL FUNDS = 1,949

OVER **\$38.5** MILLION**GRANTED**

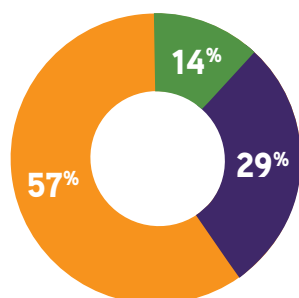
from Community Foundation charitable giving funds.

OVER **\$63.7** MILLION**CONTRIBUTED**

to Community Foundation charitable giving funds.

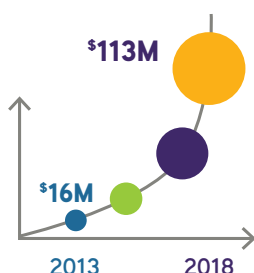
OVER **\$533** MILLION**ASSETS**

under administration at the Community Foundation.*

**2018 CONTRIBUTIONS BY TYPE**

BASED UPON CHARITABLE DOLLARS

- **Marketable Securities**
- **Non-Cash Assets**
- **Cash**

OVER THE PAST 5 YEARS,
THE CHARITABLE INVESTMENT PARTNER PROGRAM**HAS GROWN TO OVER \$113 MILLION**

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

OVER \$2.9M

in Endow Iowa Tax Credits were used by Community Foundation donors to leverage...

...OVER \$11.6M

in giving for Iowa nonprofits.

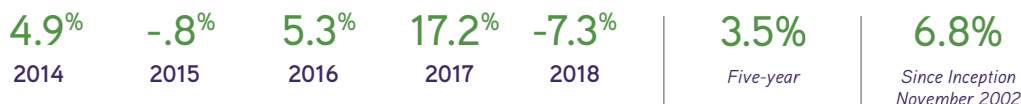
We sent **5,826** grant checks to charities from Community Foundation charitable giving funds.**1,986** charities received support from Community Foundation charitable giving funds.Audited financial statements are available at www.desmoinesfoundation.org/finance.

*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. Our size provides access to world-class investment managers and alternative investment strategies available only to large investors. All returns are net of all investment fees. Returns for periods greater than a year are annualized.

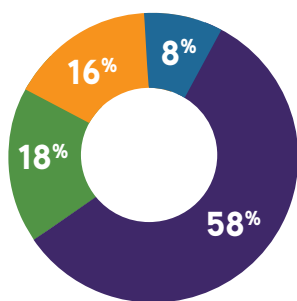
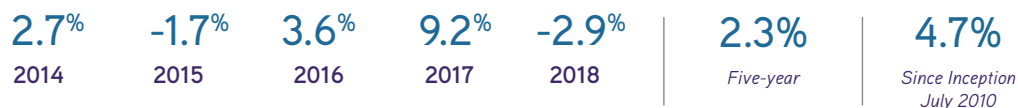
The Long-Term Growth Portfolio seeks maximum growth and controlled risk through a diversified portfolio of global stocks, bonds and alternative investment strategies.



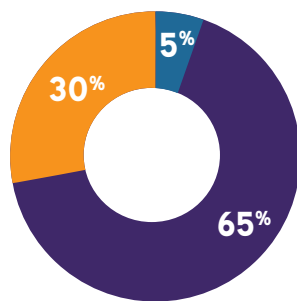
The Indexed Growth Portfolio seeks maximum growth primarily through indexed funds resulting in lower active management risk.



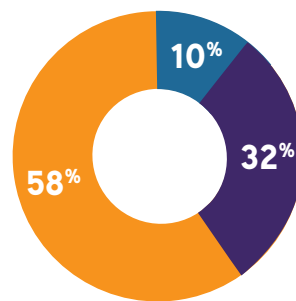
The Defensive Growth Portfolio is designed for growth at a more moderate level of risk.



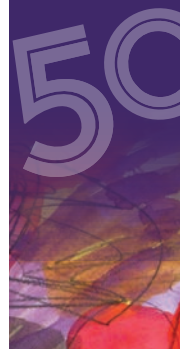
LONG-TERM
Growth Portfolio



INDEXED
Growth Portfolio



DEFENSIVE
Growth Portfolio





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Kristi Knous, *President*

Richard L. Deming, M.D., *Vice Chair*

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Joyce Chapman, *West Bank, retired*

Jessica Clark, *GuideOne Insurance*

Franklin Codel, *Community Volunteer*

Mary Coffin, *Wells Fargo Bank, N.A.*

Nora Everett, *Principal Financial Group, retired*

Kathy Fehrman, *Community Philanthropist*

Allison Fleming, *Community & Child Advocate*

Michael G. Gartner, *The Iowa Cubs*

George Hiller, *Hiller & Associates*

Dan Houston, *Principal Financial Group*

Debbie Hubbell, *Community Volunteer*

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Gerry Neugent, *Knapp Properties*

Sheldon Ohringer, *Caleris, retired*

Jill Oman, *Community Volunteer*

Rosemary Parson, *Equitrust Life Insurance Company*

Sunnie Richer, *Doextra*

John Ruan IV, *Bankers Trust Company*

Connie Wimer, *Business Publications*

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Accountant
Tiffany Wheeldon
Accountant

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Christine DeWall, MPA
Accounting Associate

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

