

Investing in Wichita's Talent

2018 - 2022




WICHITA
COMMUNITY
FOUNDATION

Cover photo: Raices De Mi Tierra Folklorico performance at Open Streets ICT in Nomar

Inside cover photo: Wichitans strolled Open Streets ICT - Nomar to celebrate the beauty of the North End.





“The primary reason for increasing our unrestricted and field of interest funds is flexibility. I want WCF to be involved in developing and funding significant innovation programs that will help our community be all it can be.”

*– Mary Lynn Oliver,
WCF Founding Board member
and fund holder*

Why talent matters

People power strong organizations and cities. Yet, Focus Forward, presented by Wichita native James Chung, revealed an alarming trend – our city is leaking talent at a pace unmatched to any of our counterparts.

From 2010 to 2017

Des Moines increased their population by 32,000
Oklahoma City welcomed 52,000
Wichita lost 18,000

How could we move the needle on Wichita's economic opportunities? The Wichita Community Foundation flexed our charitable muscles to cultivate our local talent pool. In 2018, we revealed the largest Fund for Wichita investment in the Foundation's history →

Flip through the next pages to review our Talent Ecosystem Fund efforts and discover the organizations who ignite the talent pipeline for Wichita's future.

Talent Ecosystem Fund at WCF

A look at our impact from 2018 to 2022

\$1,000,000

invested in Wichita

To fuel three areas

- 1 DISCOVER** national talent
- 2 SPUR** global startups
- 3 EMPOWER** economic mobility

By partnering with three organizations

WSU TECH • NXTUS • EMPOWER

To unlock opportunities for

415

STUDENTS & ENTREPRENEURS

... and counting



And activate ImpactICT,

a **NEW** tool for greater social transformation

“While (the) challenges are complex, other communities have successfully addressed them and changed their economic future. Wichita can, too.”

*– James Chung,
President of Reach Advisors
& Co-Founder of StratoDem Analytics*



Courtney Bengtson from WCF
announces the Talent Ecosystem Fund

Discovering national talent

What if we recruit people from outside our region, train them in our high-demand industries and encourage them to make Wichita their new home?

An idea drawn on a napkin by WCF and WSU Tech leaders is now a solution to our city's compounding human capital challenge. With an initial gift from the Talent Ecosystem Fund at WCF, Wichita Promise MOVE came to life.

\$500,000 investment
launched
Wichita Promise MOVE

Nationwide, individuals relocated to Wichita to train in aviation sheet metal assembly and process mechanic painting. The initiative removed financial barriers, allowing people to enter the labor force to improve their skills, complete the program, receive a guaranteed interview and fill Wichita's workforce gaps.

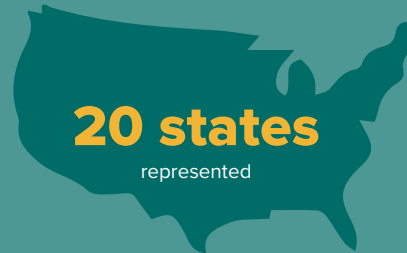


Dr. Sheree Utash welcomes students to the job-training program, photo courtesy of WSU Tech

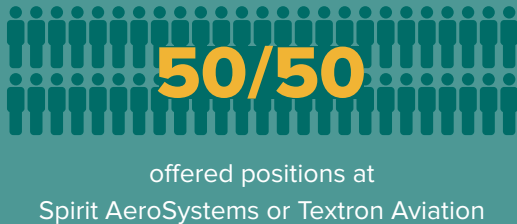
Wichita Promise MOVE

Highlights from the first cohort in 2018¹

Enrollment



After training completion (as of February 2019)



¹ Source: WSU Tech



Watch an
overview
of Wichita
Promise
MOVE.

Scan with your
phone camera.

*“I started my
career here.
I started my
new life here.”*

*– Arron Verrett,
Wichita Promise
MOVE graduate*

WHAT WE LEARNED

Trusted leadership matters.

Having a reliable team helped adjust the program as it evolved and achieved goals in a timely manner.

Embrace factors out of our control.

The 2019 aircraft production freeze impacted graduates, but WSU Tech extended training options to reposition and upskill students for the future.

Deliver on a promise.

WSU Tech found the program valuable for students, leading them to continue the initiative, despite limited financial partners.

Spurring global startups

Wichita was once powered by pioneers, but data indicates that this entrepreneurial fire no longer drives our city like it used to. To reignite human capital in our entrepreneurial landscape, the Talent Ecosystem Fund at WCF supported an initiative that rolled out the red carpet for startups across the globe.

\$250,000 investment
supported the creation of
NXTSTAGE

This pilot competition brings entrepreneurs from around the world to Wichita and connects their technology innovations with key employers. Led by NXTUS, a catalyst for Wichita's startup ecosystem, NXTSTAGE unlocks the opportunity for entrepreneurs to rub shoulders with regional industry leaders and potentially earn a pilot project. It also spotlights Wichita as a destination where fresh talent and their startups can thrive.

NXTSTAGE

Highlights from the 2020 and 2021 pilot competitions¹



10 KANSAS ORGANIZATIONS
exploring projects with startups



22 startups
brought to Wichita



8 pilot projects
awarded



77%
(of finalists)
had ethnic minority
or female founders

¹Source: NXTUS

“We believe the Air Capital of the World can become the Pilot Capital of the World, and we’re planting a flag to let smart, young companies everywhere know that they have the chance to grow their business in Kansas.”

*- Mary Beth Jarvis,
NXTSTAGE
Executive Director*



Emprise Bank's Jason Beckmann (L) and Matt Michaelis (R) with 2021 FINTECH Competition winner, Adam Finke from Tuo Credit Builder, photo courtesy of NXTUS

WHAT WE LEARNED

Flexibility is our friend.

The pandemic prevented NXTSTAGE from bringing startups to Wichita, so the program went virtual, cutting down on costs and extending our investment another year.

Networks open opportunities.

WCF's investment served as a launchpad for NXTUS to attract more than \$3 million from funders, including Blue Cross Blue Shield of Kansas and the Ewing Marion Kauffman Foundation.

Think globally, act locally.

With a clear understanding of the larger goal, our curated partnerships reached entrepreneurs nationally to place Wichita on the map.

Empowering economic mobility

All Wichitans deserve to prosper. Equitable access to education, job opportunities and a live-work-play culture are magnets for talent and a healthy community. Collectively, with local organizations and Wichita's mixed population, we are catapulting our city's economic vitality – that's why we're piloting a powerful instrument as a philanthropic vehicle.

\$250,000 ImpactICT Fund loan
maximizes
Wichita's North End

This investment will produce a social benefit along with a financial return for WCF, allowing philanthropic capital to support ongoing community needs and promote positive change. WCF's impact investment with Empower is a first for our organization, leading to the creation of the ImpactICT Fund. We'll use the capital to harness the ever-changing demographics through news and information, economic mobility and nonprofit elevation.



“Our future Nomar District looks like a place where our community can gather, grow and prosper.”

- Nomar District resident

¡Vamos Nomar! is an initiative led by Empower, a WCF grantee, to activate the North End

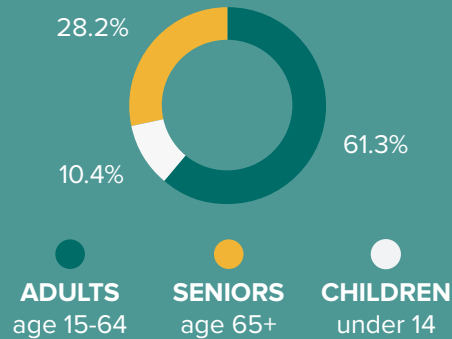


Nomar District

Supporting and investing in Wichita's Hispanic/Latino neighborhood¹

14,134

residents live in the district



250 & **1,900**
businesses employees

Average
\$36,000
household income

(compared to **\$53,000** for the City of Wichita)

By 2066, the Hispanic population will grow **287%** in Kansas²

¹Source: Kounkuey Design Initiative

²Source: Kansas Health Foundation

WHAT WE'RE LEARNING

Experiment and evolve.

Piloting tools to support organizations beyond grantmaking means keeping a learning mindset to create guidelines for future investments.

Quality of life is key.

Resources and amenities are a top priority for residents; by engaging the community, we're able to create a sense of belonging they value.

Focus on the collective vision.

Growing the vision of any initiative takes consistency. A strong partnership can seize big ideas and turn them into reality.

Partners accelerating talent efforts

Since the launch of WCF's Talent Ecosystem Fund, many organizations continue to mold Wichita's talent pipeline to evolve and grow our economy.¹

1 Million Cups

Create Campaign*

Empower*

Empowered

FlagshipKansas.Tech

GoCreate

Greater Wichita Partnership*

Groover Labs

Make48*

MakeICT*

Matchstick Alliance

NetWork Kansas

NXTUS*

Startup Grind

Wichita Startup Week*

Wichita Urban Professionals

Workforce Alliance of
South Central Kansas*

WSU Tech*

WSU Center for
Entrepreneurship

“We want to be the city of capital opportunity and the Talent Ecosystem Fund at WCF is a launch pad toward this vision. A gift from the Fund allowed us to invite students in the Wichita Promise MOVE program to relocate to Wichita, receive an education, and contribute to the workforce and the talent pipeline that is critical for our city’s success.”

*- Dr. Sheree Utash,
WSU Tech President*

¹Source: Greater Wichita Partnership *Notes past or current WCF grantees

Robert Tallie, Dee Howard
and Romar Tallie moved from
Mississippi to Wichita for
the Wichita Promise MOVE,
photo courtesy of WSU Tech



Fund for Wichita

The Fund for Wichita is a hallmark in our forward-thinking grantmaking strategy. These flexible gifts enable us to activate long-term initiatives, such as the Talent Ecosystem Fund, to improve the quality of life in Wichita.

WCF's investments continue to be influenced by lessons learned from Focus Forward – a multi-year, deep-dive predictive analytics project about the future's economic growth. This list contains gifts made to the Fund for Wichita as of July 1, 2022.

LEGACY DONORS

*Wichitans who have listed the
Fund for Wichita in their estate plans.*

Doug & Suzanne Coin
Jim & Sharon Kinkaid
Cameron & Shelly Prichard
Carl Rohwer
Kelly Rundell
Craig & Laura Thompson

FOUNDERS

Bank IV
Beech Memorial Foundation
S.M. & Laura H. Brown Charitable Trust
Elizabeth Hamilton & Edward Alexander Caredis
DeVore Foundation
Fidelity Bank
William L. & Mary Lynn Oliver
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A. Scott & Carol Ritchie
Carl & Mildred Rohwer
Robert J. & Alice R. Sauer
Donna J. Schmid
Kenneth Wagnon
E. Lawrence & H. Lucile Wulfmeyer

FUNDERS

Vernon & Kathleen Bateson
Don & Bettie Cordes
Victor Murdock
Gerry O. Sibley

SUPPORTERS

LaTasha Arnault
BOKEH Development
Kevin & Valerie Cowan
Jack D. Flesher
Craig HomeCare
Cameron & Shelly Prichard
David & Barbara Rolph
Margot B. Skinner

ANONYMOUS FUNDS (9)

People of all ages enjoying a Silent Ecstatic Dance Pop-Up at the Vamos Nomar Alley



Let's move Wichita forward

We're energized to work with our
community of givers.

**Learn how our collective
efforts accelerate change.**

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Wichita River Festival, photo courtesy
of Darrin Hackney Photography

