

Strategic Framework

2021 - 2025 • Part One



WICHITA
COMMUNITY
FOUNDATION



Our Roadmap for Community Impact

Individually, we drive our community forward. Collectively, we have the power to change it forever. We've come a long way since 1986 – the founding year of the Wichita Community Foundation – to fuel transformational change. And we're ready to kick it into overdrive.

In 2021, we embraced a new strategic framework to guide our work into the future – a five-year roadmap that requires us to be bold, inclusive and responsive to the needs in our community. Our framework is a process pioneered by WCF Board of Directors and staff with guidance from our facilitating partners, Ekstrom Alley Clontz & Associates.

With recharged priorities, we have our sights set to holistically grow our charitable muscle by 2025 with enduring philanthropy for all who call Wichita home. In the following pages, you'll learn about the four strategic areas of focus to make our vision a reality.

These are audacious goals, and there's lots of work to be done. We're confident our new strategy will improve our operations, accelerate actions, inform solutions and enhance our region's opportunity to thrive. We invite you to join us on this journey of personal and community transformation. Let's all do our part and make it happen, together.

Our Five-Year Vision

Ignite Wichitans to cultivate community transformation infused with thoughtful philanthropy

Strategic Priorities

These four areas will chart a path for our leadership, grantmaking and community support for the next five years:



Reenergize Giving



Reengage Generosity



Reimagine Philanthropy



Remake Systems

Reenergize Giving

Generosity is the most powerful source of impact to achieve our shared mission. With the combination of existing and new charitable funds, we're able to expand our philanthropic goals and values to unlock new pockets of community impact.

How can we continue to inspire a culture of giving? This question is what fuels our staff to deliver personalized philanthropic services. It's what drives us to develop deeper relationships with our donors and fund holders.

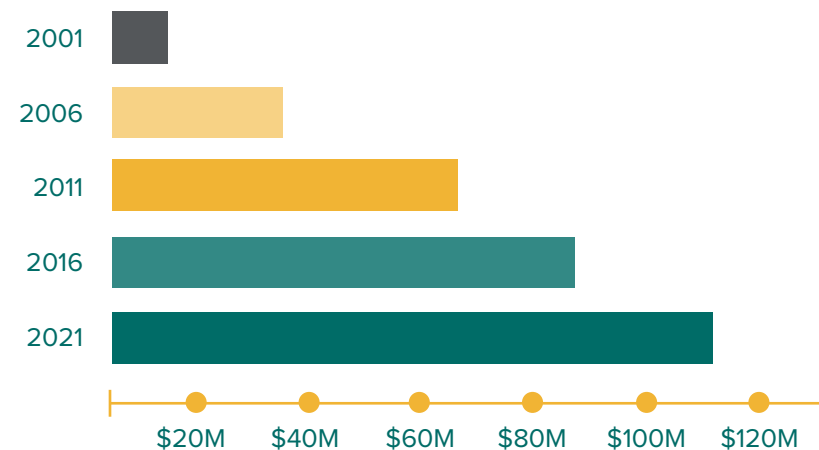
But most of all, it's what ignites us to deploy gifts to causes our philanthropists are passionate about.

Working in harmony with our donors and fund holders, we mobilize charitable resources to help build and sustain community vitality, fueling citywide impact for years to come.



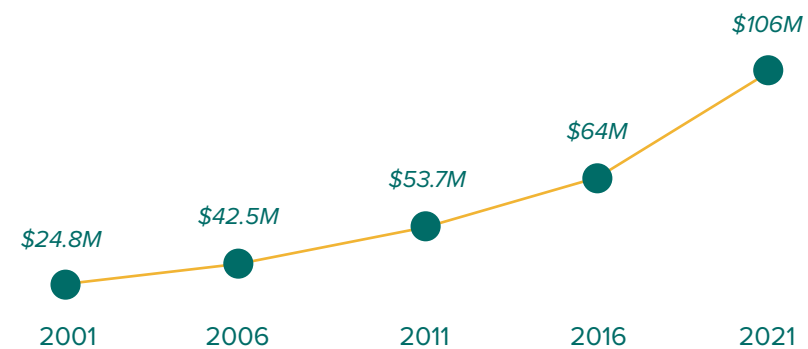
Cumulative grantmaking

Annual support of causes through endowed and non-endowed funds



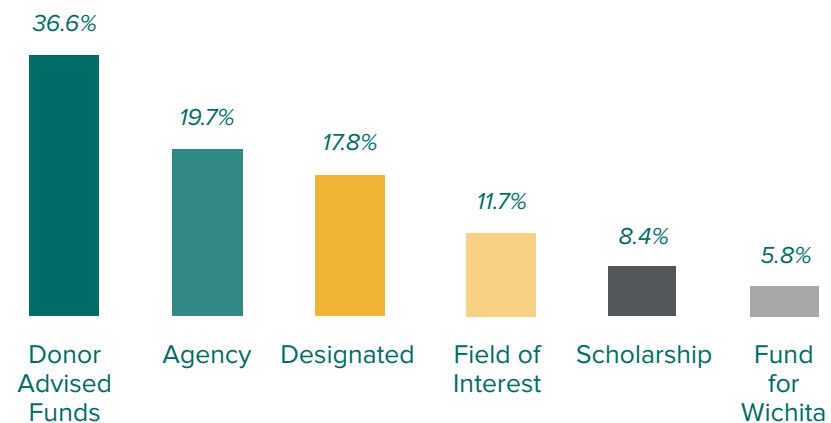
Growth in assets over time

Founded in 1986 with \$735,000 in assets, WCF now manages \$106M in total assets



Our portfolio of fund types

WCF has various giving vehicles to suit our donors' charitable goals



Mindfest – a Wichita Journalism Collaborative event

What's next?

- Increase our network** of charitably-inclined individuals, families and organizations
- Encourage existing fund holders** to share their WCF journey with their network of friends
- Deliver clear and frequent stories** that share our fund holder's journey of charitable giving



Gallery Alley – an interactive space that is inclusive and accessible to all



Reengage Generosity

Our donors and fund holders are community catalysts seeking a social return on their giving. By truly understanding their motivations and aspirations, we're able to maximize the impact of their charitable endeavors in Wichita. Yet, how can we build a deeper level of engagement and personalized service to our growing number of fund holders?

It starts by defining our donors. With colored pencils in hand, a facilitated exercise helped our Board and

staff develop ideal donor personas – generalized representations of the real people who make up WCF's charitable portfolio. By identifying these unique personas, we now have a sharper idea of how to interact with each type of donor.

With our strategic framework as our guide, we strive to amplify our fund holders' charitable impact and proactively lead them through their philanthropic journey.

Shifting donor engagement

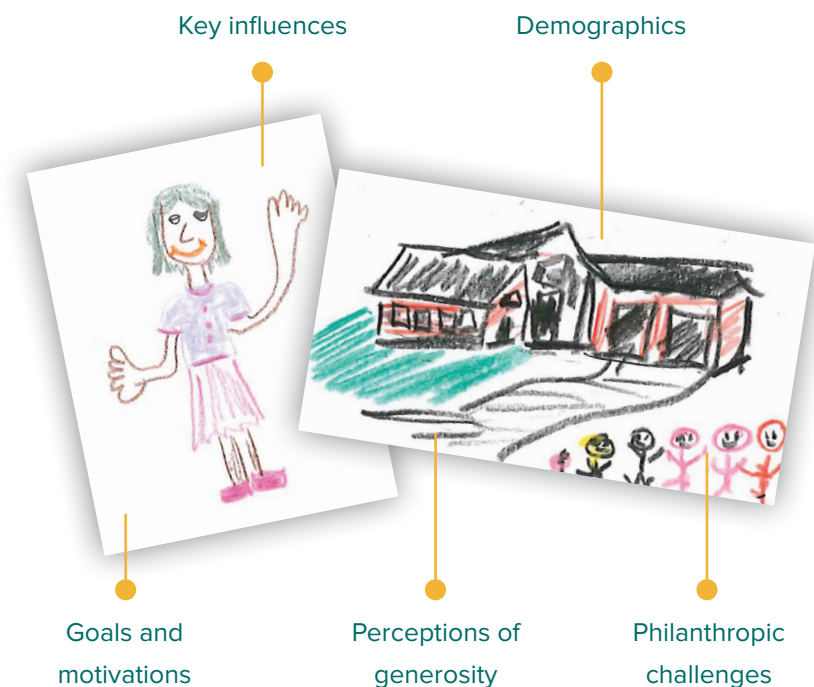
WCF's vision for deeper philanthropic services



► In the next five years, WCF Board will increase the number of fund holders in categories 3 & 4

Discovering donor personas

Staff and Board members identified the attributes of our ideal donors:



CEOs and Tacos – sharing a meal with North End neighbors

What's next?

- ▼ **Amplify education and insight on local issues** that donors seek to support
- ▼ **Engage donors and fund holders** in the research, creation and implementation of our strategic initiatives
- ▼ **Research proactive philanthropic services** offered by other foundations and pilot new programs annually

Reimagine Philanthropy

As the needs of our community grow, so does our leadership footprint. WCF Board of Directors and staff recognize our role as navigators, keeping a constant finger on Wichita's pulse to identify opportunities and address critical issues.

To achieve a vibrant and sustainable community, our framework recommends a sharp focus on our strategic initiatives, and on building the capacities of others to lead through grantmaking. WCF's Fund

for Wichita is a hallmark in our forward-thinking grantmaking strategies. These flexible gifts enable us to activate long-term initiatives in response to pressing and often changing charitable needs in Wichita.

As we look ahead, we see an opportunity to increase our collective community capacity to lead and drive positive, transformational systems change.



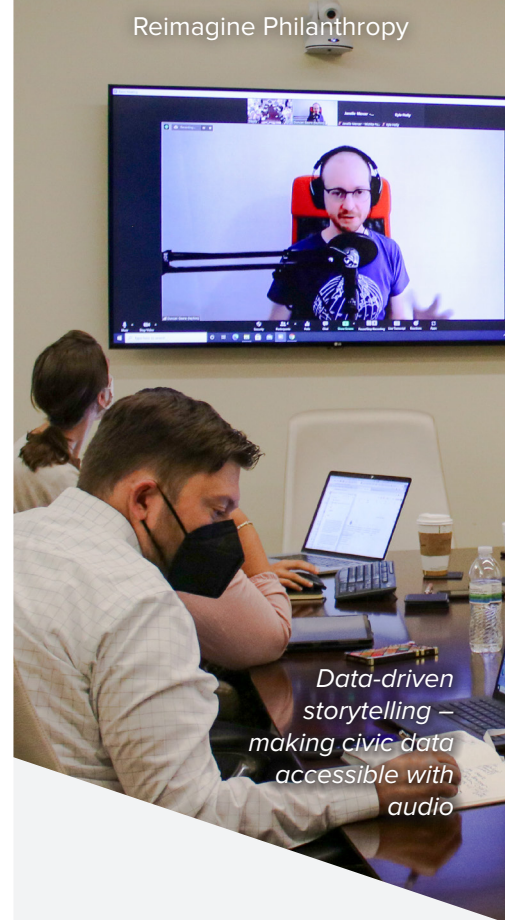
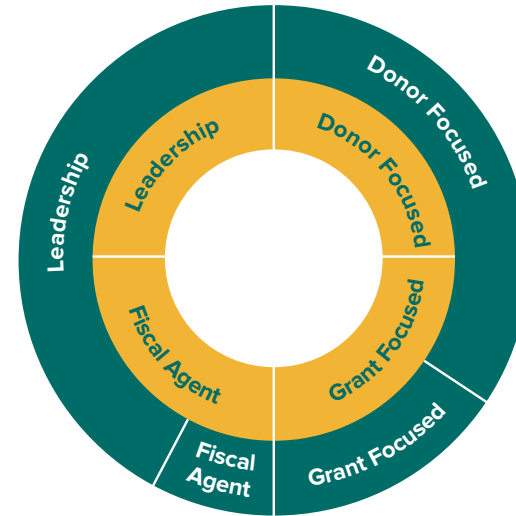
The Wichita Beacon – WCF News and Info Fund committed \$1.1M to launch the nonprofit news organization in Wichita



What is WCF's primary role in five years?

A survey with our Board members revealed their view of WCF's evolving role

● WCF today ● WCF in 5 years



Data-driven storytelling – making civic data accessible with audio

Fund for Wichita priorities

Addressing Wichita's most pressing needs



Flexible support

Fund for Wichita allows us to act quickly on local opportunities

Association of Fundraising Professionals National Philanthropy Day supporter	WCF Emergency Fund \$95,000 grants in 2021	Center for Cooperative Media Wichita Journalism Collaborative case study
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What's next?

- ▼ **Navigate community needs and partnerships** in our strategic initiatives while building the capacities of others to lead
- ▼ **Diversify our grantmaking** to reflect and serve the breadth and diversity of the communities we serve
- ▼ **Examine our leadership portfolio** to prioritize existing projects and pinpoint future community involvement



Community Foundation Week grant recipient (Photo credit: Cerebral Palsy Research Foundation)

Remake Systems



With an increased amount of charitable opportunity, WCF is facing one of the biggest challenges every community foundation encounters – how to have enough capacity to mobilize initiatives, while also having a business model to support the efforts. As our foundation evolves, so does our internal focus to generate external impact.

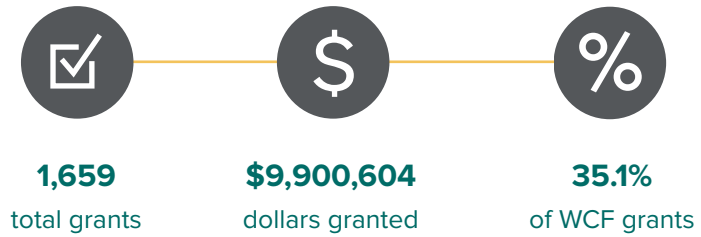
Our new strategic framework will influence every operational move we make, including how we structure our Board, develop staff, upgrade software and enhance our systems.

We've already taken strides in progressing our internal capacity goals. In November 2021, we introduced our new Director of Philanthropy and transitioned two staff members into roles with greater responsibilities. We also created Strike Teams (small, temporary task groups) to guide a Board committee restructure and set the stage for next steps in our work.

With confidence in our operations, we can take the intelligent risks necessary to achieve our vision.

Equitable grantmaking

WCF grants awarded to BIPOC led/serving, LGBTQIA+ serving and disability serving organizations from FY16 through FY21:



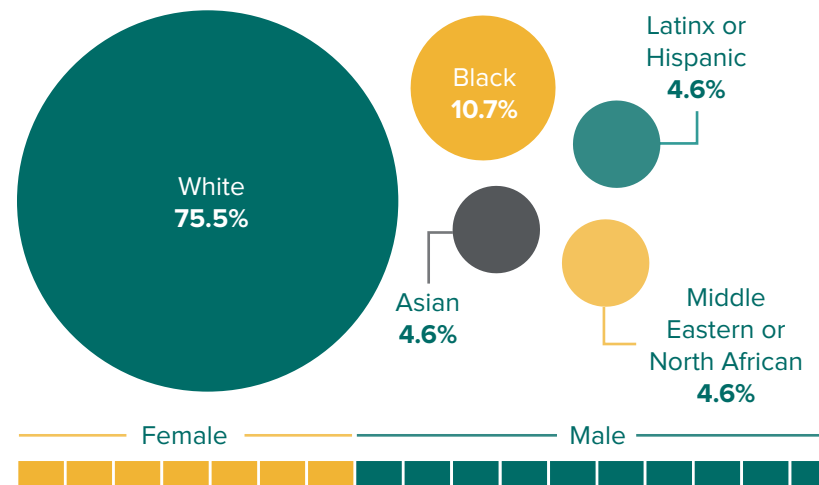
Investing in capacity

Board members ranked the areas on which WCF should focus its organizational efforts



Diversity of our Board members

An audit of our current Board's race, ethnicity and gender



WCF strike teams – Board members focus on committee restructure



What's next?

- ▼ **Improve board and staff recruitment** to ensure that WCF is engaging a diverse group of individuals that are reflective of the communities we serve
- ▼ **Redesign our website** to improve our communication and services to fund holders
- ▼ **Upgrade our fund and grantmaking software** to enhance the process of managing funds, grants and electronic payments

Funds of WCF

This list contains funds opened prior to Dec. 10, 2021. Funds created in fiscal year 2021 are **bolded**.

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Donor Advised Funds

These funds enable donors to recommend the charitable organizations or programs they wish to receive grants.

Jan & Jerry Aaron Charitable Fund

Aero Club Fund

Dr. Richard & Suzanne Ahlstrand Fund

Buck & Gladys Alley Family Charitable Fund

Thornton E. & Kathleen Anderson Fund

Armstrong Charitable Fund

Edward W. & Mildred F. Armstrong Donor Advised Fund

Douglas A. Baker Fund

Stephen M. Baker Donor Advised Fund

Don & Lora Barry Fund

Christine C. Bastian Fund

Clark & Sharon Bastian Donor Advised Fund

Clay & Kate Bastian Donor Advised Fund

Michelle & Aaron Bastian Fund

Bastian Family Donor Advised Fund

Boesen Family Fund

Bogue Family Fund

Braun Family Donor Advised Fund

Bravely Onward Fund

Bridget Fund

Mert & Connie Buckley Fund

Meribeth A. & Bruce R. Buhr Charitable Fund

The Carey Fund

Carney Family Charities Foundation Fund

Charlie & Marla Chandler Charitable Fund

James & Ann Coen Fund

Coen Charitable Fund

Coen Family Foundation Fund

Stewart B. Coffin Memorial Fund

Jerry & Catherine Cohlmaia Fund

Bill & Dorothy Cohen Charitable Fund

Compton/Brewer Agape Fund

Linda K. Constable Fund

Dorth & Virginia Coombs Philanthropic Trust Fund

Don & Bettie Cordes Fund

Hector & Shawna Cortez Family Fund

COVID-19 Connection Fund

Cox Communications of Kansas Charitable Fund

Cox Communications of Kansas Reserve Fund

Steve & Janis Cox Charitable Fund

Gary & Terry Dean Fund

Delta Dental Foundation Fund

Delta Dental Foundation Charitable Fund

DeVore Family Fund

DeVore Heritage Fund

Pat & Sylvia Do Charitable Fund

Docking Family Fund

Roger & Nancy Elliott Charitable Giving Fund

Fleeson, Goong, Coulson & Kitch Fund

The Foulston Donor Advised Fund

Lawrence C. Freund St. Leo Church Cemetery Fund

Gamm Family Donor Advised Fund

Christopher J. & Mary C. Goebel Fund

Robert L. & Rosalie Goebel Fund

O.S. and Jaclyn Gossard Fund

Brock & Sarah Hampton Fund

Janice & Bill Hanna Family Fund

Justin & Cammy Healy Family Fund

Dave & Sharon Hewitt Fund

Hope & Grace Fund

Nicholas H. Hunt Fund

Vernell & Celestine Jackson Fund

William M. & Rhonda C. Johnson Charitable Fund

Richard M. & Hannah R. Kerschen Fund

John S. & James L. Knight Foundation Fund

The Knorr Family Advisory Fund

Lackamp Donor Advised Fund

Eric & Debbie Larson Fund

Thomas J. Lasater Family Fund

Bill & Debby Lucas Fund

Brennen & Courtney Lucas Fund

Eddy & April Lucas Fund

Errol A. & Suzanne Davis Luginbill Family Fund

Barbara A. Lyle Memorial Fund

Anthony V. Madrigal Fund

The James A. Manry Family Fund

Tom & Nancy Martin Fund

John & Barbara McCune Charitable Fund

The Louise DiPrampiero McKay Charitable Fund

McCune Family Charitable Fund

Victor Murdock Fund

Phil & Sharon Neff Charitable Fund

Joe & Sarah Nold Fund

Oatman Family Charitable Fund

Mary Lynn & William L. Oliver Jr. Fund

Tom & Mindy Page Fund

Ronald V. & Virginia A. Paulseen Donor Advised Fund

George H. & Marilyn B. Pearson Fund

Jan & Steve Randle Charitable Gifting Fund

Robert & Sharol Rasberry Fund

Scott & Betsy Redler Fund

Dennis L. & Ann M. Ross Charitable DA Fund

Joe & Devon Rothwell Fund

A. Scott & Carol Ritchie Fund

Edward C. Ritchie Donor Advised Fund

Janie & Hale Ritchie Fund

Ritchie Corporation Charitable Trust Fund

Russell & Breer Family Fund

Galen & Brenda Schawe Fund

Dan & Kate Scheer Charitable Fund

Barry & Cindy Schwan Family Fund

Janet Ritchie Smith Fund

McClure & Mary Smith Endowed Legacy Fund

Stang Family Fund

Eric L. Swedlund Memorial Fund

Tappan Family Fund

Textron Aviation Fund

George R. Tiller Memorial Fund for the Advancement of Women's Health

Byrne & Becky Vickers Fund

Weatherson Family Fund

J.P. Weigand & Sons Charitable Fund

Dale & Alice Wiggins Charitable Fund

V

Designated Funds

These funds are established to benefit specific charities named by the donor.

Connie Claire Arnold Endowed Fund

Vernon & Kathleen Bateson Fund

Braun Family Fund

Bruce & Jacquelin Buehler Memorial Fund

Joe & Donna Bunk Fund

Cerebral Palsy Research Foundation Endowment Fund

Class of Wichita, Inc. Fund

Doug & Suzanne Coin Designated Fund

Harold W. & Mary Ellen Deets Designated Fund

DeVore Family Wickenburg Fund

East High Class of 1964 Fund

Pauline K. Eby Fund

ELF Project Fund

William & Deanna “Dee” Foshee Fund

Friends of the Wichita Art Museum Endowment Fund

Friends of the Wichita Art Museum Library Endowment Fund

Friends University Fund

FWAM Howard E. Wooden Lecture Series Fund

Patricia Gorham & Jeff Kennedy Designated Fund

James “Jack” C. & V. Madeline Graham Fund

Karen & Jim Graves Fund

Marlene F. & William Hayes Charitable Fund

Heather’s Camp Fund

Ronald W. & Karen K. Holt Endowment Fund

Horizontes Fund

Johnson - Williamson Fund

Nancy & Doug Johnson Designated Fund

Kansas Children’s Service League Fund

Barbara J. Keating Memorial Fund

Kincaid Family CAVOK Fund

Gary Kipp Insurance Fund

The John Kenneth Kleinheksel Endowed Fund for the Advancement of Scouting

Sue Margaret Kleinheksel Endowed Fund for the Improvement to the Lives of People and Pets

Mary & Delmar D. Klocke Charitable Fund

Leadership Atchison County Fund

Leadership Independence Fund

Leadership Junction City Fund

Leadership Wichita Fund

Lions Vision Care Fund - Hank Rasmussen Endowed

Lions Vision Care Fund - Hank Rasmussen Passthrough

Kent A. Mauk Endowed Fund for the Friends of the Augusta KS Public Library

W. Tom Meredith KDA Fund

Carina P. Michel Memorial Education Fund

Jayne & Glenn Milburn Fund - Botanica

Jayne & Glenn Milburn Fund - Wichita Art Museum

Jayne & Glenn Milburn Fund - Wichita Children’s Home

Jayne & Glenn Milburn Fund - Wichita Symphony Society

Rose Mary Mohr Endowment Fund

Music Theatre of Wichita Endowment Fund

Norstad Memorial Stock Fund

Norstad Memorial Fund

Orpheum R & R Fund

Cameron & Shelly Prichard Designated Fund

Cindy Pursell Memorial Fund

Dr. J. Stanley and Mildred J. Reifsneider Memorial Fund

Kelly Rundell Designated Fund

Colby Sandlian - Old Cowtown Museum Fund

Colby Sandlian - WAM Art Access Fund

Stella B. Shawver Fund

Margot B. Skinner Designated Fund

Stannard Fund - BSA

Lynn E. Stephan Designated Fund

St. Stephen’s Episcopal Church Fund

Sedgwick County Zoo Endowment Fund

Wichita Children’s Home Designated Endowment Fund

Wichita Grand Opera Endowment Fund

Wichita Symphony Orchestra Endowment Fund

YMCA Endowment Fund

Young Life - Storms Legacy Fund

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Field of Interest Funds

These funds enable donors to identify a specific interest area (e.g. children’s needs, the environment, the arts) to support.

Authors In Schools Fund

Buddy Bear Fund

Edward C. & Elizabeth M. Burns Fund

Harold W. & Mary Ellen Deets Endowed Fund

Economic Prosperity Fund

Emergency Fund

Fund for the Advancement of Wichita in honor of Carol Nazar

The Gold Coin Society Fund

Doris V. Happy Fund Health Fund

Brian David Higby Fund

Kansas Health Foundation Nutrition & Physical Activity Expansion Fund

John Lewis Kleinheksel, M.D. & Geraldine Sauer Kleinheksel Endowed Fund for Medically & Educationally Underserved Children in Wichita, KS

Lifelong Learning Fund

Becky & Dick Loosen Endowed Fund

Paul & Pamela Masterson Field of Interest Fund

Cora Ellis Middlekauff Endowed Fund for Indigent Care

Floyd & Linda Oneslager Family Fund

Quality of Place Fund

Major Kenneth Fredrick Sauer Endowed Fund

Share the Season Fund

Stand With Wichita Fund

Strong Communities & Neighborhood Fund

Talent Fund

Gracie Varney Charitable Fund

Alice Virginia White Endowment Fund for Dog & Cat Welfare

Wichita Wagonmasters Good Life Grants Fund

Wichita Committee of 100 Fund

*NXTSTAGE
FinTech Pilot
Competition is
supported by the WCF
Talent Ecosystem Fund.
(Photo credit:
NXTSTAGE)*

Wichita Public Schools Athletics Gift Fund

Wichita Public Schools Athletics Endowment Fund

Wichita Public Schools Fine Arts Gift Fund

Wichita Public Schools Fine Arts Endowment Fund

Wichita Public Schools Mini-Grant Gift Fund

Wichita Public Schools Mini-Grants Endowment Fund

Gary & Marjorie Wood Fund

V

Agency Funds

Nonprofit organizations establish agency funds to provide a source of regular income to carry out their charitable work.

Andale District Library Endowment Fund

The Foundation for Andover Schools - Board Designated Fund

The Foundation for Andover Schools - Founding Members Fund

The Foundation for Andover Schools - Kimberly Jo Harmon-Wielhouwer Endowment Fund

The Foundation for Andover Schools - Pat Terry Endowed Fund

Association of Fundraising Professionals Greater Wichita Chapter Professional Development Fund

Association of Fundraising Professionals Sharon G. Miles Fund

Botanica Endowment Fund

Boy Scouts of America Quivira Council Fund

Breakthrough Clubhouse Endowment Fund

Caldwell Area Hospital & Health Foundation Fund

Children First CEO Kansas Fund

Discovery Place Endowment Fund

Embrace of Wichita Endowment Fund

Episcopal Social Services Endowment Fund

Extension Education Foundation Fund - 4-H

Extension Education Foundation Fund - General

Extension Education Foundation Fund - Horticulture

Extension Master Gardener Endowment Fund

Friends of the Wichita Public Library Fund

Friends of the Wichita Public Library Marketing Fund

Great Plains Diabetes Research, Inc. Fund

Guadalupe Health Foundation Fund

Higher Ground Legacy for Recovery Fund

Historical Museum Fund

Hospice, Inc. Fund

Heartspring Fund

Heartspring Foundation Fund

Jabara Family Foundation, Inc. Junior Achievement of Wichita Fund

Junior Achievement of Wichita Fund

Kansas Children's Foundation Endowment Fund

Kansas Health Ethics, Inc. Fund

Kansas Humane Society Fund

KETCH Endowment Fund

League 42 Fund

Legacy of Hope Endowment Fund/ARC

Maude Carpenter Children's Center Endowment Fund

Maude Carpenter Children's Home Endowment Fund

Mid-Kansas Jewish Federation Fund

The Nature Conservancy Fund

Old Cowtown Museum Endowment Fund

Jean Kindel Garvey Orpheum Endowment Fund

Rainbows United Charitable Foundation Fund

Roots & Wings, Inc. Endowment Fund

Senior Services, Inc. Endowment Fund

Shoaf, Odis Memorial Endowment Fund - Hospice, Inc.

Starkey, Inc. Fund

TKAAM Building Fund

TKAAM Endowment Fund

Trees For Life Fund

Wichita Area Girl Scout Council Fund

Wichita Art Museum Board Designated Fund

Wichita Art Museum Endowment Fund

Wichita Art Museum Lois K. Walls Education Endowment Fund

Wichita Chamber Chorale Fund

Wichita Children's Home Endowment Fund

Wichita Children's Home Challenge Endowment Fund

Wichita Community Theatre Fund

Wichita Eye Foundation Fund

Wichita Festivals, Inc. Fund

Wichita Public Library Foundation, Inc. Endowment Fund

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Scholarship Funds

These funds assist and encourage promising students, including those challenged by educational costs.

Beth Alexander Memorial Fund

The Autobiography Scholarship Fund

Randy Banks Memorial Scholarship Fund

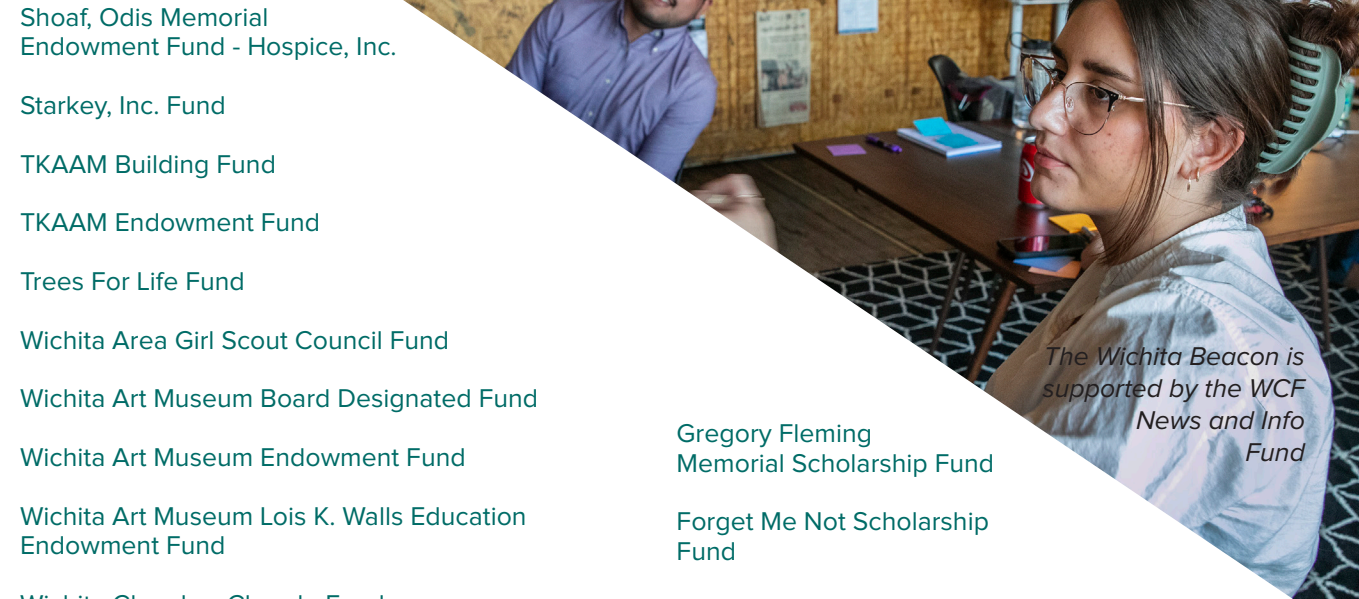
Olive Ann Beech Fund for Improved Health Care, Medical Education and Research

Lorraine & Otis Smith Caddie Scholarship Fund

E. Eugene Carter Scholarship Fund

J.D. & Dorothy Edmiston Scholarship Fund for Track and Field Athletes

Evergry Scholarship Fund



The Wichita Beacon is supported by the WCF News and Info Fund

Gregory Fleming Memorial Scholarship Fund

Forget Me Not Scholarship Fund

Matthew Aaron Gamm Memorial Scholarship Fund

Doug Hays Memorial Criminal Justice Scholarship Fund

Brian David Higby Fund

Rich & Hannah Kerschen "Law Company Family" Scholarship Fund

Larison Family Scholarship Fund

Trevor McCoy Foundation Fund

Chad McCune Scholarship Fund

Russ & Helen Meyer Scholarship Fund

James D. Moore Endowed Scholarship Fund

Victor Murdock Scholarship Fund

Optimist Memorial Scholarship Fund

The Orthopedics Fund

James K. Pitetti Memorial Scholarship Fund

Junior ROTC Scholarship Fund

Galen & Brenda Schawe Scholarship Fund

Timothy Seguine Wichita NW High School Scholarship Fund

Patricia G. Smith MICU Nursing Scholarship Fund

Soroptimist/Olive Ann Beech Memorial Scholarship Fund

Wichita High School East Scholarship Fund



Fund for Wichita

These gifts support WCF's strategic initiatives.

Bank IV Unrestricted Fund

Walter H. & Olive Ann Beech Memorial Fund

S.M. & Laura H. Brown Charitable Trust Fund

Elizabeth Hamilton & Edward Alexander Caredis Fund

The Fidelity Bank Endowed Fund

Funds For The Future of Wichita

Magnify Fund

News and Information Fund

Philanthropic Leadership Fund

Richard & Harriett Price Fund

Dale V. Reed Fund

A. Scott & Carol Ritchie Oliver Challenge Fund

Carl & Mildred Rohwer Fund

Robert J. & Alice R. Sauer Fund

Donna J. Schmid Fund

Gerry O. Sibley Memorial Fund

Talent Ecosystem Fund

Kenneth Wagnon Oliver Challenge Fund

Windfall Fund

E. Lawrence & H. Lucile Wulfmeyer Fund

Anonymous Funds (9)



Downtown Wichita (Photo credit: City of Wichita)

WCF Staff



Shelly Prichard

President and CEO

Your contact for WCF's leadership, goals and mission



Hector Cortez

Chief Financial Officer

Your resource for WCF investments and finance policies



Courtney Bengtson

Chief Strategy Officer

Your partner in strategic initiatives and projects



James Woods

Director of Nonprofit and Donor Connections

Your connection to grantmaking and programming support



Meghan Doyle

Director of Philanthropy

Your go-to for opening a fund or info on charitable giving



Nancy Umholtz

Executive Assistant and Scholarship Coordinator

Your point-of-contact for scholarship applications and office operations



Joselyne Hernandez

Communications Manager

Your resource for WCF publications, website and communications strategy



Tammy Honeywell

Accounts Manager

Your support for fund statements and accounting functions



Raisin Woods

Pawsitivity Coordinator

Our office dog who monitors morale and security at WCF

FY22 Board of Directors

Steve Cox | *Board Chair*

Deborah Gann | *Vice Chair*

James Nastars | *Treasurer*

Todd Ramsey | *Secretary*

Wayne Chambers | *Past Chair*

Suzie Ahlstrand

Tammy Allen

Margaret Dechant

Gloria Farha Flentje

Paul Lavender

Ronn McMahon

Cindy McSwain

Dan Peare

William Pickert

Michael Ramsey

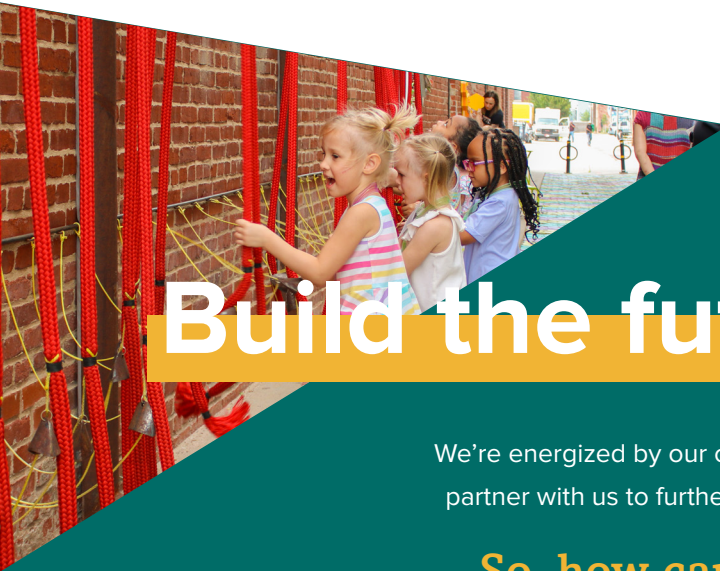
Don Sherman

Amy Williams

WCF strike teams – Board members discuss goals for our work



301 N. Main Street, Suite 100
Wichita, KS 67202
316.264.4880



Build the future with us

We're energized by our community of givers who partner with us to further the growth of Wichita.

So, how can you help?

1

Open a fund or grow your existing fund

2

Contribute to the Fund for Wichita to solve the most pressing community issues

3

Tell your friends to engage with our work

Ready to be a catalyst?

Visit wichitacf.org or contact us at info@wichitacf.org.