

# Strategic Framework

2021 - 2025 • Part Two



**WICHITA**  
FOUNDATION







Raices De Mi Tierra Folklorico at Open Streets ICT in Nomar

# Building Community

At the Wichita Foundation, we work to build a place where all Wichitans thrive and belong. And collectively, we have the power to spark this change.

A year ago, we unveiled a five-year Strategic Framework that continues to shape our efforts to:



Reenergize Giving



Reengage Generosity



Reimagine Philanthropy



Remake Systems

As we transform our work to reflect these priorities, our organization entered a similar evolution – from recalibrating our name, mission, vision and values to our physical location and the role we play in the ecosystem of philanthropy.

Turn the pages and you'll get a sense of how we've evolved in our leadership, grantmaking and community support as we partner with people to activate solutions.

Join us to make Wichita a better place for everyone at [wichitafoundation.org](http://wichitafoundation.org).

New name, greater impact. Explore the Wichita Foundation. Scan with your camera.



WE ARE YOUR  
Wichita Foundation

## OUR MISSION

We invest in people and ideas to spark change

## OUR VISION

We envision a place where all Wichitans thrive and belong

LEAD  
with courage

IGNITE  
philanthropy

OUR VALUES  
POWER US TO...

GROW  
equitable  
relationships

BELIEVE  
in Wichita



# Reenergize Giving

Across the region many people share a vision for a vibrant Wichita. What can we do to ignite these Wichitans to join our community of givers?

We invite people to participate in our mission, turn up the mic for fund holders to advocate local causes and amplify their stories of generosity.

For the next five years, our Foundation will keep unlocking engagement opportunities to open the doors for anyone – yes, we mean everyone – to start their charitable journey.

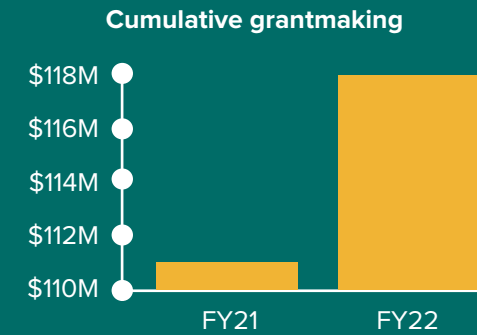
We partner with Wichitans to support placemaking initiatives like Gallery Alley (Courtesy of Downtown Wichita)



## Three ways we're reenergizing community

Highlights of a fiscal year's work in attracting individuals who believe in our vision.

### 1 Grow our giving network of individuals, families and organizations



Awarded **\$6,095,000** in grants in FY22, a **5.3%** increase from FY21

### 2 Encourage existing fund holders to share their WF experience with their circle of friends



“Whether it is people interested in philanthropy, accountants or financial planners, I think it is our responsibility to keep WF in front of them”  
– Steve Cox, WF Fund Holder



Set a goal to boost referrals by **20%** every three years, starting in 2021

### 3 Deliver clear and frequent stories that share our fund holder's journey of giving



Seven donor stories gained **915** digital engagements

We responded: 2020 Donor Perception Survey

“Continue to get the message out regarding the impact of WF's community of donors and how simple it is to give donations through WF.”  
– WF Fund Holder



WF engages fund holders in exclusive community events like the Drone Show



# Reengage Generosity



**Our donors and fund holders believe in Wichita.** This community of generosity – individuals, families and organizations who care about transforming our city – power the Foundation’s work. After identifying our donor personas last year, we leveled up our tools in education, engagement

and research to support the people who make up WF’s charitable portfolio. With our Strategic Framework as a guide, we equip our donors and fund holders with local knowledge and customized services to support causes they care about.

## Three ways we’re reengaging community

Highlights of a fiscal year’s work in elevating our donor and fund holder experience.

### 1 Amplify education and insight on local issues that donors seek to support



Hosted three events where **28% of fund holders** learned about local news, celebrated our military and witnessed Wichita’s first drone show

What type of events would you like to see in the future?

“Anything that will drive our community forward. We have to start thinking and being exposed to non-Wichita thought.”  
– WF Fund Holder

### 2 Engage donors and fund holders in the process of our strategic initiatives



Partnered with the Kansas Health Foundation, a WF fund holder and partner, to choose **1 of 4 BIPOC led & serving organizations** to address systemic policies affecting Black, Hispanic/Latino, Indigenous, immigrant and refugee populations in Kansas

### 3 Research proactive services offered by other foundations and pilot new programs annually

We’re introducing two flexible giving options to our fund holders in 2023:



**Concierge services** to provide new levels of service for everyone to give



**Giving circles** for individuals to pool their charitable dollars to a common cause for greater collective impact



# Reimagine Philanthropy

## WF board and staff are embedded in our community.

We keep a constant finger on Wichita's pulse to understand trends, opportunities and critical needs.

As challenges evolve, so does our engagement with the issues that face households and neighborhoods. The Foundation amplifies local leadership through

flexible gifts from our Fund for Wichita and initiatives focused on news and information, economic mobility, and nonprofit elevation.

We strive to be the respected navigator for community progress and partnerships to mobilize investments where they are needed most.

*¡Vamos Nomar! engages Wichita's North End to activate their neighborhood*



## Three ways we're reimagining community

Highlights of a fiscal year's work in leading community progress and partnerships.

### 1 Navigate community needs and partnerships in our strategic initiatives while building the capacities of others to lead

Take a closer look at our recent partnership with NonprofitGO:



### 2 Diversify our grantmaking to reflect and serve the breadth and diversity of the communities we serve



Set a goal to grant **27% of our funds** to minority-serving organizations in 2023

We accomplish this goal by

- ✓ **Tracking**
- ✓ **Evaluating**
- ✓ **Auditing** our grantmaking

### 3 Examine our leadership portfolio to prioritize existing projects and pinpoint future community involvement

We realigned our focus areas with our Strategic Framework to address Wichita's pressing needs.



**NEWS & INFO**  
Raise the bar on local news

↓  
A grant to the Wichita Journalism Collaborative supports a more informed city [wichitajournalism.org](http://wichitajournalism.org)



**ECONOMIC MOBILITY**  
Grow economic possibilities

↓  
Engage all Wichitans in opportunities like ¡Vamos Nomar! [vamosnomar.com](http://vamosnomar.com)

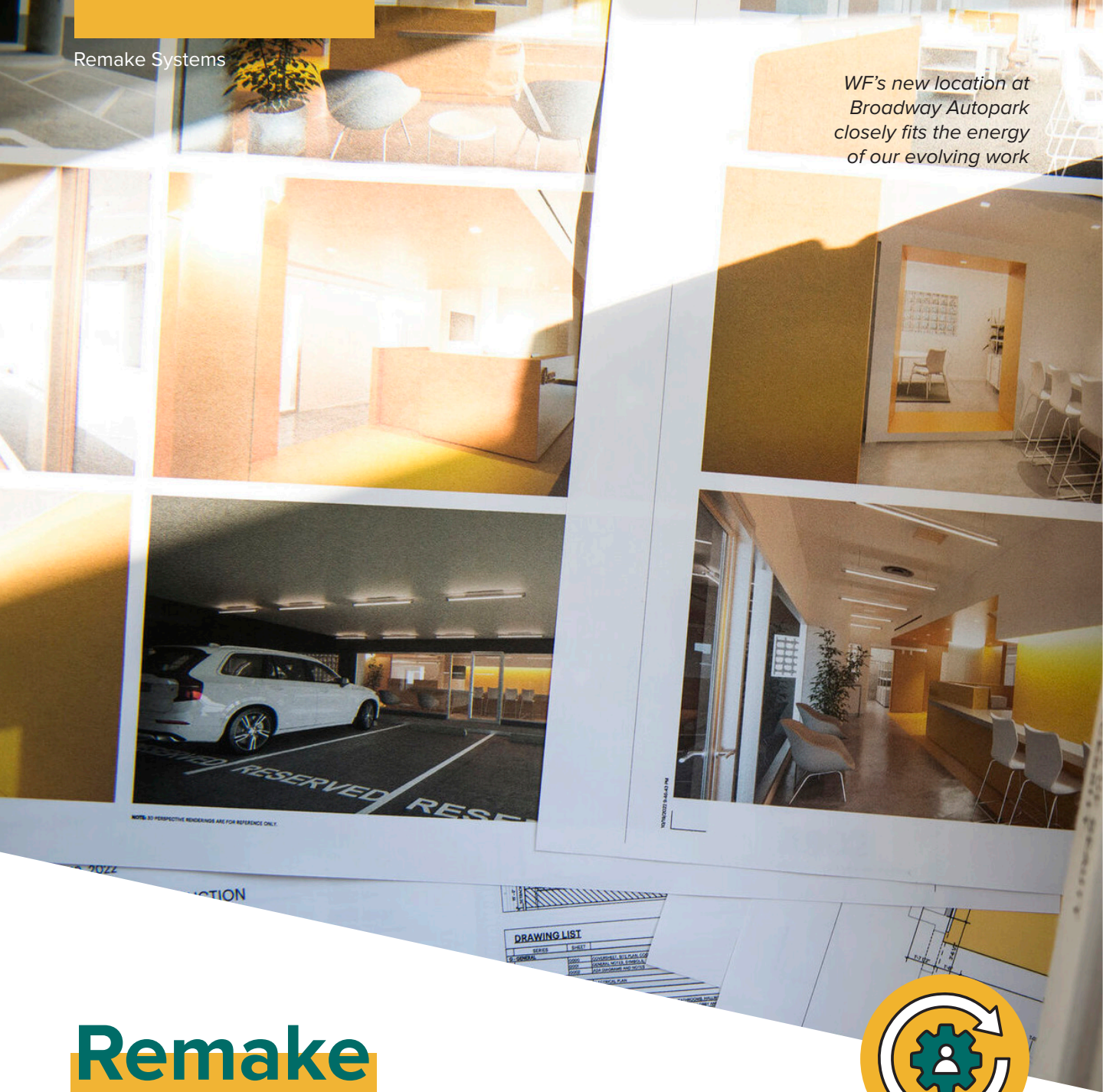


**NONPROFIT ELEVATION**  
Bolster nonprofit impact

↓  
Programs, such as Magnify, create thriving nonprofits and a vibrant city [np-go.org](http://np-go.org)



WF's new location at Broadway Autopark closely fits the energy of our evolving work



# Remake Systems



**Our Foundation evolves internally to generate meaningful external impact.** WF staff has already taken big leaps to improve operational efficiency, from major software upgrades in November to opening new doors at Broadway Autopark in early 2023.

WF's strategic framework is a blueprint for every operational move we make, including how we structure our Board, develop staff and enhance our physical and digital services. With confidence in our systems, we take the intelligent risks necessary to achieve our vision.

## Three ways we're remaking community

Highlights of a fiscal year's work in internal changes to create external impact.

### 1 Improve board and staff recruitment to engage and reflect the communities we serve

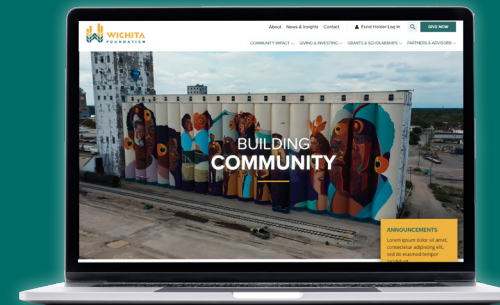


We aim to increase the number of Wichitans on WF committees by **40%** in the next three years



We set a goal to grow our team by **2+ staff members** in the next three years

### 2 Redesign our website to improve our digital media presence



Get ready to explore our website in a whole new way

Join our text message and email lists to get notified of our website launch. Scan with your phone camera.



### 3 Upgrade our software to enhance the process of managing funds, grants and electronic payments



"The new Donor Portal makes charitable giving even more effortless."  
— Jessi Stang, WF Fund Holder



# Funds of WF

This list contains funds opened prior to Nov. 30, 2022.  
Funds created in fiscal year 2022 are **bolded**.

## V

### 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

Stephen M. Baker Donor Advised Fund

Douglas A. Baker Fund

Don & Lora Barry Fund

Clark & Sharon Bastian Donor Advised Fund

Clay & Kate Bastian Donor Advised Fund

Bastian Family Donor Advised Fund

Michelle & Aaron Bastian Fund

Christine C. Bastian 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

**Joe & Donna Bunk Donor Advised Fund**

**Paul & Pamela Bush Family Fund**

The Carey Fund

Carney Family Charities Foundation Fund

Charlie & Marla Chandler Charitable Fund

Pat & Sylvia Do Charitable Fund

Coen Charitable Fund

Coen Family Foundation Fund

James & Ann Coen Fund

Stewart B. Coffin Memorial Fund

Bill & Dorothy Cohen Charitable Fund

Jerry & Catherine Cohlma Fund

Compton/Brewer Agape Fund

Linda K. Constable Fund

Dorth & Virginia Coombs Philanthropic Trust Fund

Hector & Shawna Cortez Family Fund

**Cowan Family Fund**

Steve & Janis Cox Charitable Fund

Cox Communications of Kansas Charitable Fund

Cox Communications of Kansas Reserve Fund

Gary & Terry Dean Fund

Delta Dental Foundation Charitable Fund

Delta Dental Foundation Fund

DeVore Family Fund

DeVore Heritage Fund

Docking Family Fund

**Earth Wise Fund**

Roger & Nancy Elliott Charitable Giving Fund

Fleeson, Gooing, 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. & Jaclyn Gossard Fund

Brock & Sarah Hampton Fund

Janice & Bill Hanna Family Fund

Justin & Cammy Healy Family Fund

Dave & Sharon Hewitt Fund

Hope and Grace Fund

Nicholas H. Hunt Fund

J.P. Weigand & Sons Charitable 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

Brennen & Courtney Lucas Fund

Eddy & April Lucas Fund

Bill & Debby Lucas Fund

Errol A. & Suzanne Davis Luginbill Family Fund

Barbara A. Lyle Memorial Fund

Anthony V. Madrigal Fund

The James A. Manry Family Fund

John & Barbara McCune Charitable Fund

McCune Family Charitable Fund

The Louise DiPrampero McKay Charitable Fund

**McVay Family 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

The PALS 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

Ritchie Corporation Charitable Trust Fund

Edward C. Ritchie Donor Advised Fund

Janie & Hale Ritchie Fund

**David & Barbara Rolph Family Fund**

Dennis L. & Ann M. Ross Charitable DA Fund

Junior ROTC Fund

Joe & Devon Rothwell Fund

Russell & Breer Family Fund

Dan & Kate Scheer Charitable Fund

Barry & Cindy Schwan Family Fund

McClure & Mary Smith Endowed Legacy Fund

Janet Ritchie Smith Fund

Stang Family Fund

**Sunflower Ventures 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

Victor Murdock Fund

Weatherson Family Fund

Dale & Alice Wiggins Charitable Fund





## 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 Fdtn of KS, Inc. 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

### J. Eric Engstrom 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

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

Johnson - Williamson Fund

Nancy & Doug Johnson Designated Fund

Kansas Children’s Service League Fund

Barbara J. Keating Memorial Fund

Patricia Gorham & Jeff Kennedy Designated 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 & Pets

Mary & Delmar D. Klocke Charitable Fund

Leadership Atchison County Fund

Leadership Independence Fund

Leadership Junction City Fund

Leadership Wichita Fund

Bob & Connie Lehman 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 Fund

Norstad Memorial Stock Fund

Orpheum R & R Fund

Cameron & Shelly Prichard Designated Fund

Cindy Pursell Memorial Fund

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

Kelly Rundell Designated Fund

Colby Sandlian - Old Cowtown Museum Fund

Colby Sandlian - WAM Art Access Fund

Sedgwick County Zoo Endowment Fund

Stella B. Shawver Fund

Margot B. Skinner Designated Fund

St. Stephen’s Episcopal Church Fund

Stannard Fund - BSA

Lynn E. Stephan Designated Fund

### Craig and Laura Thompson Endowed Fund

Wichita Children’s Home Designated Endowment Fund

Wichita Grand Opera Endowment Fund

Wichita Symphony Orchestra Endowment Fund

### Art Wood Fund

YMCA Endowment Fund

Young Life - Storms Legacy Fund



## 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 School Passthrough Fund

Authors In Schools Fund

Buddy Bear Fund

Edward C. & Elizabeth M. Burns Fund

Harold W. & Mary Ellen Deets Endowed Fund

Economic Prosperity Fund

The Gold Coin Society Fund

Doris V. Happy Fund

Brian David Higby Fund

Kansas Health Foundation Nutrition and 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 F. & Pamela S. Masterson Field of Interest Fund

Chad McCune 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

Strong Communities and Neighborhood Fund

Talent Fund

Gracie Varney Charitable Fund

WF Emergency Fund

Alice Virginia White Endowment Fund for Dog & Cat Welfare

Wichita Committee of 100 Fund

Wichita Public Schools Athletics Endowment Fund

Wichita Public Schools Athletics Gift Fund

Gallery Alley is a destination for intersensory art experiences



## Funds of WF

Wichita Public Schools Fine Arts Endowment Fund  
Wichita Public Schools Fine Arts Gift Fund  
Wichita Public Schools Mini-Grant Gift Fund  
Wichita Public Schools Mini-Grants Endowment Fund  
Wichita Wagonmasters Good Life Grant Non-Endowed Field of Interest 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  
Heartspring Foundation Fund  
Heartspring Fund  
Higher Ground Legacy for Recovery Fund  
Historical Museum Fund  
Hospice, Inc. Fund  
Jabara Family Foundation, Inc. Junior Achievement of Wichita Fund  
Junior Achievement of Wichita Fund  
Kansas Children's Foundation Endowment Fund  
**Kansas Children's Foundation 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.

Chainlink Gallery Place is supported by the Knight Foundation Fund at WF

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 Lois K. Walls Education Endowment Fund  
Wichita Art Museum, Inc. Endowment Fund  
Wichita Chamber Chorale Fund  
Wichita Children's Home Challenge Endowment Fund  
Wichita Children's Home Endowment Fund  
Wichita Community Theatre Fund  
Wichita Eye Foundation Fund  
Wichita Festivals Inc. Fund  
Wichita Public Library Foundation, Inc. Endowment Fund

## V

### 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, Med. Education and Research  
E. Eugene Carter Scholarship Fund  
J.D. & Dorothy Edmiston Scholarship Fund for Track and Field Athletes

Evergy Scholarship Fund  
Gregory Fleming Memorial Scholarship Fund  
Forget Me Not Scholarship Fund  
Matthew Aaron Gamm Memorial Scholarship Fund  
Doug Hays Memorial Criminal Justice Scholarship Fund  
Rich & Hannah Kerschen "Law Company Family" Scholarship Fund  
Larison Family Scholarship Fund  
Trevor McCoy Foundation Fund  
Russ & Helen Meyer Scholarship Fund  
James D. Moore Endowed Scholarship Fund  
Optimist Memorial Scholarship Fund  
The Orthopedics Fund  
James K. Pitetti Memorial Scholarship Fund  
Timothy Seguire Wichita NW High School Scholarship Fund  
Lorraine & Otis Smith Caddie Scholarship Fund  
Patricia G. Smith MICU Nursing Scholarship Fund  
Victor Murdock Scholarship Fund  
Wichita High School East Scholarship Fund



mama.film presented a screening of Storm Lake, followed by a conversation on local news

V

Fund for Wichita

These gifts support WF's strategic initiatives.

LEGACY DONORS

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

- Clay & Kate Bastian
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
Richard & Harriett Price
Dale V. Reed
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
Taben Azad
BOKEH Development
Kevin & Valerie Cowan
Craig HomeCare
Jack D. Flesher
Cameron & Shelly Prichard
Rebecca Reynolds
David & Barbara Rolph
Margot B. Skinner
Anonymous Funds (7)

WF Staff



- Shelly Prichard, President & CEO
Courtney Bengtson, Chief Strategy Officer
Meghan Doyle, Director of Philanthropy
James Woods, Director of Nonprofit & Donor Connections
Taben Azad, Director of Finance & Administration
Joselyne Hernandez, Communications Manager
Nancy Umholtz, Executive Assistant & Scholarship Coordinator
Tammy Honeywell, Accounts Manager
Raisin Woods, Pawsitivity Coordinator



WF Board Chair Debbie Gann (L) and Board member Gloria Farha Flentje (R)

FY23 Board of Directors

- Debbie Gann | Board Chair
James Nastars | Chair Elect
Paul Lavender | Treasurer
Tammy Allen | Secretary
Steve Cox | Past Chair
Margaret Dechant
Gloria Farha Flentje
Ronn McMahon
Cindy McSwain
Dan Peare
Bill Pickert
Michael Ramsey
Todd Ramsey
Don Sherman
Amy Williams

We're opening new doors in 2023

We'll soon be located at Broadway Autopark





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



# Build community with us

How can you partner with us to move Wichita forward?

## Invest

Contribute to the Fund for  
Wichita or start your own fund

## Cultivate

Learn how our collective  
efforts promote change

## Advocate

Tell your friends to  
engage with our work

**Ready to shape the future?**

Visit [wichitafoundation.org](http://wichitafoundation.org) or contact us at [info@wichitafoundation.org](mailto:info@wichitafoundation.org).

