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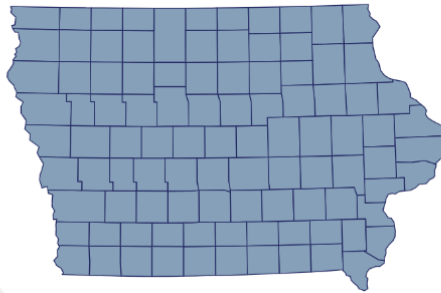


The *CF Snapshot* is a monthly e-newsletter for Iowa Community Foundations and Affiliates. If you have information you would like included, please [email Michele Walstrom](#), ICoF Community Foundations Services Coordinator.

## ***New!* Iowa Community Foundations Website**

The ICoF recently launched a refreshed [www.iowacommunityfoundations.org](http://www.iowacommunityfoundations.org) website that is streamlined to provide information and resources to the most likely visitors to the site — potential donors and professional advisors. For professional advisors, the ICoF has developed several tools, in the form of downloadable fact sheets, that explain the benefits of working with community foundations for any professional advisor's client needs. This includes estate planning, establishing a donor-advised fund, tax benefits and many more. The site also provides detailed information about both the Endow Iowa and County Endowment Fund programs. We encourage you to use any of these new resources that may be helpful to you in your work with donors and PAs.

Each of Iowa's 99 counties has at least one community foundation. You can locate your local community foundation using this map.



#### Endow Iowa Tax Credit

Learn how you can access this tax benefit by making an endowment gift to your local community foundation.

[Learn More](#)

#### County Endowment Fund Program

Learn how charitable dollars are being distributed annually in each of Iowa's 99 counties.

[Learn More](#)

## Spring Capacity Building Grants Timeline

Capacity Building grants are available each year in a Spring and Fall cycle. These grants support opportunities for qualified community foundations and their affiliates to engage in activities which increase their ability for sustainable endowment growth/building. As was offered in the Fall 2020 cycle, we will again consider staffing capacity requests for budget shortfalls due to the pandemic. The timeline for the spring cycle is:

- Pre-application will be available on the ICoF website February 1
- Pre-applications reviewed on a rolling basis through March 1
- Final applications are due April 2
- Grant applicants will be notified of grant decisions by May 31

## New for 2021! Connect Conference Series

ICoF is excited to announce a new series of educational offerings for 2021 - the virtual Connect Conference Series. This series of sessions will replace - for this year - the traditional one-day, in-person annual conference. With the uncertainty for in-person gatherings continuing, the ICoF staff wanted to still provide timely content, peer-sharing opportunities and networking, but in a format that will take place throughout the year. Connect sessions throughout the year will feature relevant content, experts in the field and peer-sharing. The full schedule for the year is still being set, but we anticipate offering a Connect session (or two!) each quarter, with each session lasting 60-90 minutes.

As in past years, Idea Implementation Grants will be available. There will be two cycles this year to assist you in implementing ideas sparked by virtual sessions. Our first session of this series *Rural Community and Economic Development* will be **February 24 from 10 - 11:30 am**.

[Learn more and register here!](#)

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## New Training Video Series

We are launching a new training video series for Iowa community foundations this year! These short videos are for community foundation and affiliate boards and advisory committees to assist in ongoing training and professional development. Videos will be released periodically throughout this year and are designed to be viewed during a board meeting. Each video has a complementary tool that board and committee members can complete at the meeting to accompany their learning and move the board members - both individually and collectively - to action on that specific topic.

The first video features 2020 Connect Conference speaker Susan Howlett, Nonprofit Consultant and Author. Access the video [Smart Strategies for Advisory Committee and Board Member Recruitment here](#) and the [tool here](#).

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## Upcoming Trainings & Events

### Legal Training with the Council on Foundations

*Training:* February 9 | Noon – 3 pm & February 10 | Noon - 3 pm

*Optional Q&A + Review of Content:* February 11 | 1 - 2:30 pm

\$50 per participant for Iowa Community Foundations

More details and information on how to register available [here](#).

Refunds/Cancellations: *all registration cancellations must be submitted in writing to [educate@cof.org](mailto:educate@cof.org). All cancellation refunds prior to January 9, 2021 will*

[Learn more and register here!](#)

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## CF Stories Blog

This month, Emily Sadewasser, Coordinator, Clayton County Foundation for the Future, an affiliate of the Community Foundation of Greater Dubuque, shares about the planning process their board completes annually.

[Read the blog here!](#)

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## Learning Opportunities

### **2021 and Beyond: Can funders maintain their new grantmaking practices to scale impact**

January 12 | 12 pm | GEO Webinar

2020 proved to be a unique year, bringing to the forefront long-standing systemic issues, such as racial inequity, inadequate healthcare infrastructure, economic inequality, and climate risks. Many funders have changed funding practices this year to enable grantees to weather volatile times and pivot their strategies. Are funders positioned to learn from, and continue to embed, better grantmaking approaches beyond the current period?

[Learn more and register here!](#)

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## Peer Pointers

*This section of the CF Snapshot features short descriptions of positive work happening at community foundations and affiliates across Iowa. If you'd like more information about these topics, please [contact Michele](#).*

their affiliates. They shared some of their take-aways from this project:

- CFNEIA started with the goal of increasing awareness through digital advertising, specifically Facebook ads.
- They found that paid advertising did not significantly increase page “likes” or followers, and concluded that it is difficult to increase followers and engagement on the Facebook page if it isn’t being posted to on a regular basis. Paid ads for an active Facebook page may yield greater results.
- Affiliate ads shown through the host Facebook page did not perform better versus the Facebook page of the affiliate.

CFNEIA’s report noted that they encountered the additional challenge of trying to advertise during the election, when Facebook and other social media platforms were cracking down and enforcing a lot of new guidelines. They noted that paying close attention to ad guidelines (i.e. does your ad content match your landing page content) was a challenge but essential for a smooth, effective ad campaign. They concluded: *"Our biggest lesson reiterated through this idea implementation is how powerful Facebook and other digital advertising can be in terms of reaching specific audiences when part of a larger strategic marketing and communications plan."*

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## Community Foundations in the News

[The Community Foundation of Greater Muscatine joins other community funders in creating a funder network to streamline the granting process and create efficiencies for local nonprofits](#)

[Hardin County Community Endowment Foundation, an affiliate of the Community Foundation of Greater Des Moines, receives \\$4.25M gift](#)

[Quad Cities Community Foundation receives \\$3M gift](#)

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## Articles & Items of Interest

### Update on Endow Iowa Program

As of December 15, 2020 all Endow Iowa Tax Credits for 2021 were expended.

to include the 2022 Endow Iowa allocation has not yet been approved, so please adjust your communications accordingly.

### **The Wellmark Foundation's 2021 MATCH Grants**

- Large MATCH Grants (up to \$100K with 100% match) [due February 17](#)
- Small MATCH Grants (up to \$25K with 50% match) [due May 26](#)

The Wellmark Foundation is offering two competitive Matching Assets to Community Health (MATCH) grant opportunities in 2021. The MATCH grants are designed to support projects that provide access to healthy foods or create or enhance a safe environment to be physically active in. Guidelines and important information are outlined in their [2021 Request for Applications](#).

### **Grant Application Available**

The UI College of Public Health's Business Leadership Network (BLN) Community Grant Program supports programs and activities that build collaborations and support community well-being. Grants are awarded on a competitive basis to Iowa nonprofits and local government entities. The grant program funds, in conjunction with an equal cash or in-kind match from another organization, will be used for public health-related initiatives and projects in the recipient communities. [Proposals are due January 13](#). [Learn more here](#).

### **Telligen Community Initiative's Health-Related RFP**

Telligen Community Initiative announced a one-step application process in its 2021 RFP for projects that align with the strategic funding priorities of: social determinants of health and health equity; health innovation; and healthcare workforce development. [Iowa proposals are due March 1](#). [Learn more here](#).

### **COVID-19 Planned Giving Resources**

The Heaton Smith Group is a consulting firm offering a variety of planned giving and development services to the sector. They have recently created a page on their website dedicated to information and resources regarding planned giving during COVID-19. [Access the resources here](#).

### **Career Center Postings**

The following community foundation positions have been posted:

- **Community Foundation of Johnson County - Marketing & Content Specialist, Coralville, IA, Part-Time**
- **Waterloo Community Foundation - Executive Director, Waterloo, IA, Full-Time**

To view all career postings for positions in philanthropy throughout the state, please visit the [Career Center](#).

### **Washington Snapshot**

Access the most recent edition of Washington Snapshot from the Council on Foundations [here](#).

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