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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 Foundation Services Coordinator.



### **Connect Conference Series Session 5: Gift Planning Assets & Vehicles**

*Part II of a three-part series presented in partnership with the Heaton Smith Group*

Tuesday, July 20 | 9 – 11 am

In this session, presenters will highlight the steps donors need to take to plan a gift. You will learn which assets make good gifts during a donor's life and how one can use a simple beneficiary form to create a meaningful philanthropic legacy. Presenters will also discuss how charitable remainder trusts, charitable lead trusts and gift annuities can meet specific needs of donors. Case studies and stories will illustrate a suite of giving vehicles, which will enable you to discuss the benefits of specific gift vehicles with current donors and prospects in your respective communities.

This session has been designed for host and standalone community foundation staff who support fund development and planned giving conversations with donors.

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## Connect Spring Idea Implementation Grants Announced

This year ICoF is offering two rounds for the Idea Implementation Grants that are a part of the Connect Virtual Series. This first round of grants were awarded to applicants who attended at least one Connect session in the first part of the year that sparked an idea for something they want to implement in their own county. Six grants were awarded ranging from \$1,100 - \$2,500 supporting:

- Boone County Community Foundation, an affiliate of the Community Foundation of Greater Des Moines: marketing to professional advisors;
- Community Foundation of Greater Des Moines: affiliate training video on donor development;
- Community Foundation of Johnson County: endowment building training sessions;
- Foundation for the Future of Delaware County, an affiliate of the Community Foundation of Greater Dubuque: marketing materials for endowment building campaign;
- Greene County Community Foundation, an affiliate of the Community Foundation of Greater Des Moines: marketing to support an endowment building campaign; and
- Wayne County Community Foundation, an affiliate of the Community Foundation of Greater Des Moines: marketing materials for endowment building campaign.

[Another Idea Implementation Grant Cycle](#) will open October 15.

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## New Training Series Video + Tool Available

The fourth training video in the ICoF training series is now available! This latest video features Jana Jensen, Affiliated Fund Development Coordinator, Nebraska Community Foundation, who shares thoughts on what to consider when embarking on an *Endowment Building Campaign utilizing an Endowment Challenge model*. The accompanying worksheet will help advisory boards facilitate a conversation around their readiness for this type of a campaign. Access the [video here](#) and the [tool here](#).

Before you begin, please review the about video that complements this tool at [www.livestrong.org/fundations](http://www.livestrong.org/fundations). This worksheet can be used to help you and your board or advisory committee determine your readiness for launching an endorsement building campaign in your area. The questions below are meant to bring about discussion amongst your board and committee regarding the steps needed to create a successful endorsement building campaign.

- CAMPAIGN STRATEGY:** Which are you using a challenge match to assist with your endorsement campaign, as was suggested in the video? YES / NO
- GEOGRAPHIC:** Where will the campaign take place? Is it for a community or a whole county?
- BONUS INCENTIVE:** Where your community could provide a challenge match? Incentives some potential individual donors, families, businesses, etc. that might be able to offer a challenge match.
- GOALS:** What will the challenge match amount be? How much would you like to see to build your annualized endorsement for your community? \$
- TIMELINE:** When will you begin and what is the timeline for the campaign? It may be important to the video that a minimum of three years should be considered.
- CAMPAIGN PITCH:** Who are you planning to implement an endorsement building campaign? Develop your story here of the need, and the "why" that you can share throughout the campaign. Consider writing a compelling elevator pitch that you could share with anyone who asks "Why should I give to this campaign?"

## Colleague Inquiry

A community foundation is seeking information from colleagues regarding using mobile platforms for making/receiving donations. They are interested in learning:

1. Who is utilizing QR codes that link to online giving? Specifically, we have nonprofit agencies looking to install signage in parks/trails so patrons could make a donation.
2. Is anyone using services such as Venmo for individuals to make a donation/payment to the CF?

To provide response to either question, please [email Michele](#) on or before Monday, July 12. Thank you, in advance, for sharing your insights with your colleagues!

## Learning Opportunities

### Transforming Funder and Evaluator Relationships for a More Equitable and Effective Field

*Presented by Grantmakers for Effective Organizations*

July 15 | Members: Free and Non-members: \$50 | Virtual

Join GEO and The Funder and Evaluator Affinity Network for a discussion series on actionable solutions to the urgent issues in the field of philanthropic evaluation. This session will focus on actionable strategies to make evaluations more useful to philanthropy and to help evaluators of color thrive.

## Iowa Rural Development Summit

*Presented by the Iowa Rural Development Council*

August 18-20 | Registration: \$70 | Hotel Kirkwood, Cedar Rapids

Registration is open for the fifth annual Iowa Rural Summit. Past gatherings of leaders from Iowa rural communities have drawn crowds of almost 400 and organizers are hoping a larger venue, in a post-pandemic setting, will lure a record crowd. The Summit is sponsored by the Iowa Rural Development Council (IRDC), a public-private state non-profit that works to support small towns addressing issues such as housing, broadband access, business development and leadership.

[Learn more and register here!](#)

## Annual National Conference for Growing Community Foundations

*Hosted by: Kansas Association of Community Foundations*

October 13-15 | Cost: \$399 Virtual or \$699 In-Person

Join community foundation colleagues in person or online for the 2021 HYBRID Annual National Conference for Growing Community Foundations. This conference will explore the “heart” of effective community philanthropy. How can we better serve our communities by finding the common ground beyond divisions, heal past inequities, apply good leadership to grow and expand a healthy place to live, and take care of ourselves, staff, and community in the process? Throughout the conference there will be exploration of tried and true methods for this work, using measurable actions and stories from the field.

[Learn more 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](#).*

communities across the state. The Rural Innovation Grant program supports creative ideas to overcome rural community development challenges, such as workforce development and housing shortages. Two Iowa CFs received grants:

- The **Community Foundation of Greater Dubuque** received funding to establish a “reverse scholarship” program with local universities that serves as an incentive to attract newly minted teachers to rural eastern Iowa. The funds will be used to market the opportunity, develop curriculum and mentoring programs to prepare college students to be teacher-leaders in rural communities, and raise private dollars for scholarship awards.
- The **Greater Poweshiek Community Foundation** received funding to renovate their local Veteran's Memorial into an artist residency, community space, and memorial for the benefit of their whole community.

These initiatives are indicative of the type of innovative programming that community foundations can be a part of to advance their communities. If you'd like to learn more about how your community foundation can get involved in community and economic development efforts, please watch [this video](#) from our Connect Virtual Series session on this topic and check out [these resources](#) from our Connect presenters.

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## Community Foundations in the News

[The Community Foundation of Johnson County recently appeared on a local TV program to highlight their Inclusive Johnson County Fund.](#)

[The Community Foundation of Northeast Iowa awards more than \\$300K in grants to nonprofits in Black Hawk County.](#)

[The Pottawattamie County Community Foundation awards over \\$60K in Impact Grants throughout their county.](#)

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## Articles & Items of Interest

### Workforce Development Through Post-Graduation Scholarship Act

In late June the Workforce Development Through Post-Graduation Scholarships Act (S.2191/ H.R4095) was reintroduced in Congress. The bill would allow charitable foundations to provide post-graduation scholarships to help address the growing

reintroduced after months of working closely with a coalition of philanthropic leaders and members on both sides of the aisle. You can learn more [here](#).

### **New Michigan DAF Payout Rate Data Report**

As a leadership organization that supports the community of philanthropy in putting equity at the center, the Council of Michigan Foundations (CMF) is committed to providing access to quality data insights as a tool for the sector — grounded in the context of local and regional philanthropy — and committed to creating space for reflective conversation on the data. They recently released this report: [Donor Advised Funds from a Community Foundation Perspective](#).

### **USDA Announces Placemaking Grants for Rural America**

The USDA is accepting applications under the Rural Placemaking Innovation Challenge. The \$3M in grants is targeted to public or private groups, organizations, or institutions that can help rural communities create plans to enhance broadband access; preserve cultural and historical structures; and support transportation, housing, and recreational development. [Applications are due by July 26](#).

### **Save the Date Iowa Nonprofit Summit: Building a Stronger Iowa Together**

The annual Iowa Nonprofit Summit will take place virtually [October 5-7](#). The Iowa Council of Foundations is partnering with the Summit to offer sessions of interest to ICoF members and community foundations. [Save the date now](#) and watch for additional information in upcoming CF Snapshots!

### **Career Center Postings**

#### ***Executive Director***

*Cedar Falls Community Foundation*

*Part-time | Cedar Falls, IA*

#### **Vice President of Finance and Operations**

*Community Foundation of Johnson County*

*Full-time | Coralville, IA*

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

### **Washington Snapshot**

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