Reenergize Giving
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.

Learn more about our four priorities at wichitacf.org/strategic-framework
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

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<tr>
<th>Year</th>
<th>$20M</th>
<th>$40M</th>
<th>$60M</th>
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Growth in assets over time
Founded in 1986 with $735,000 in assets, WCF now manages $106M in total assets

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<tr>
<th>Year</th>
<th>$24.8M</th>
<th>$42.5M</th>
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Our portfolio of fund types
WCF has various giving vehicles to suit our donors’ charitable goals

- Donor Advised Funds: 36.6%
- Agency: 19.7%
- Designated: 17.8%
- Field of Interest: 11.7%
- Scholarship: 8.4%
- Fund for Wichita: 5.8%

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
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.

Discovering donor personas

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

Key influences
- Goals and motivations
- Perceptions of generosity
- Philanthropic challenges

Demographics
- Demographics
- Perceptions of generosity
- Philanthropic challenges

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

Shifting donor engagement

WCF’s vision for deeper philanthropic services

Transformative
- Multi-generation philanthropy
- Concierge services

Collaborative
- Support philanthropic journeys
- Donors as co-funders

Proactive
- Educational briefs, programs
- Youth grantmaking

Transactional
- Stewardship activities
- Communications about impact

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
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.

**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**

**Fund for Wichita priorities**

Addressing Wichita’s most pressing needs

- **NEWS & INFO**
  - Camp Destination Innovation
  - The Wichita Beacon
  - NXTUS

- **TALENT ECOSYSTEM**
  - TALENT ECOSYSTEM
  - Association of Fundraising Professionals
  - WCF Emergency Fund
  - Center for Cooperative Media

- **EQUITY**
  - Data-driven storytelling – making civic data accessible with audio

**Flexible support**

Fund for Wichita allows us to act quickly on local opportunities:

- Association of Fundraising Professionals
- WCF Emergency Fund
- Center for Cooperative Media

- National Philanthropy Day supporter
- $95,000 grants in 2021
- Wichita Journalism Collaborative case study
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.

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

- 1,659 total grants
- $9,900,604 dollars granted
- 35.1% of WCF grants

Investing in capacity
Board members ranked the areas on which WCF should focus its organizational efforts:

1. Leadership, catalyst role
2. Professional advising, planning, asset development
3. Transformative collaborative philanthropic services
4. Communications, storytelling

Diversity of our Board members
An audit of our current Board’s race, ethnicity and gender:

- White: 75.5%
- Black: 10.7%
- Asian: 4.6%
- Latinx or Hispanic: 4.6%
- Middle Eastern or North African: 4.6%

- Male
- Female

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.
This list contains funds opened prior to Dec. 10, 2021. Funds created in fiscal year 2021 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
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 Cohimia 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 & Kitcch 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
LaKamp Donor Advised Fund
Eric & Debbie Larson Fund
Thomas J. Lasater Family Fund
Jan & Steve Randle Charitable Gifting Fund
Robert & Sharral 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
Weatherston Family Fund
J.P. Weigand & Sons 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. Pauleseon Donor Advised Fund
George H. & Marilyn B. Pearson Fund
Jan & Steve Randle Charitable Gifting Fund
Robert & Sharral Rasberry Fund

Chainlink Gallery Place is supported by the Knight Foundation Fund at WCF.
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 & Jacqueline 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
Kelly Rundell Designated Fund
Colby Sandlian - Old Cowtown Museum Fund
Colby Sandlian - WAM Art Access Fund
Stella B. Shawyer Fund
Margot B. Skinner Designated Fund
Sternard 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

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 Onslager 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

Supported by the WCF Talent Ecosystem Fund.
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-Wellhouser 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 - 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
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. Ptetti 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

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
Eevery Scholarship Fund
**V
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 Wagon Oliver Challenge Fund
- Windfall Fund
- E. Lawrence & H. Lucile Wulfmeyer Fund
- Anonymous Funds (9)

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**FY22 Board of Directors**

**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

- **Meghan Doyle**
  *Director of Philanthropy*
  Your go-to for opening a fund or info on charitable giving

- **Joselyne Hernandez**
  *Communications Manager*
  Your resource for WCF publications, website and communications strategy

- **Nancy Umholtz**
  *Executive Assistant and Scholarship Coordinator*
  Your point-of-contact for scholarship applications and office operations

- **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
We’re energized by our community of givers who partner with us to further the growth of Wichita. So, how can you help?

Ready to be a catalyst?
Visit wichitacf.org or contact us at info@wichitacf.org.