Strategic Framework
2021 - 2025 • Part Two
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.

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

We invest in people and ideas to spark change

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
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

Cumulative grantmaking

<table>
<thead>
<tr>
<th>FY21</th>
<th>FY22</th>
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<tr>
<td>$110M</td>
<td>$112M</td>
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<tr>
<td>$112M</td>
<td>$114M</td>
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<td>$114M</td>
<td>$116M</td>
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<td>$116M</td>
<td>$118M</td>
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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
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.

Reengage Generosity

Three ways we’re reengaging community

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

“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

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

Reimagine Philanthropy

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

Three ways we’re reimaging community

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

1. Identify
   Build sustainable nonprofits

2. Navigate
   Partner with NonprofitGO

3. Prototype
   Launch Magnify, a certification program for training and education

Take a closer look at our recent partnership with NonprofitGO:

1. Diversify our grantmaking to reflect and serve the breadth and diversity of the communities we serve

   We accomplish this goal by
   ✔ Tracking
   ✔ Evaluating
   ✔ Auditing

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

   Raise the bar on local news
   A grant to the Wichita Journalism Collaborative supports a more informed city
   wichitajournalism.org

2. 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.

   Engage all Wichitans in opportunities like ¡Vamos Nomar!
   vamosnomar.com

   Bolster nonprofit impact
   Programs, such as Magnify, create thriving nonprofits and a vibrant city
   np-go.org

NonprofitGO

¡Vamos Nomar!

¡Vamos Nomar! engages Wichita’s North End to activate their neighborhood.

Identify

Navigate

Prototype

Diversify our grantmaking

Examine our leadership portfolio

¡Vamos Nomar!
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

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<th></th>
<th>FY22</th>
<th>FY23</th>
<th>FY26</th>
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<tbody>
<tr>
<td>Total</td>
<td>2</td>
<td>5</td>
<td>7</td>
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   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.

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

   *CommunitySuite*

   **Our new software allows us to serve partners more effectively.**

   - Online donations
   - Grants management
   - CRM
   - Fund accounting
   - Scholarships management
   - Donor Portal

   “The new Donor Portal makes charitable giving even more effortless.”

   – Jessi Stang, WF Fund Holder

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Remake Systems

WF’s new location at Broadway Autopark closely fits the energy of our evolving work.
This list contains funds opened prior to Nov. 30, 2022.
Funds created in fiscal year 2022 are bolded.

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
Bridge 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 Cohlima 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 & Kitcho 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. & Jaylyn 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
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. Manny 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. Pausseen Donor Advised Fund
George H. & Marilyn B. Pearson Fund
Jan & Steve Randle Charitable Gifting Fund
Robert & Sharol Raspberry 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
Clifford & Mary Smith Endowed Legacy Fund
Janet Ritchie Smith Fund
Stang Family Fund
Sunflower Ventures Fund
Eric L. Swedlund Memorial Fund
Tappan Family Fund
Texton Aviation Fund
George R. Tiller Memorial Fund, for the Advancement of Women's Health
Byrne & Becky Vickers Fund
Victor Murdock Fund
Weatherston Family 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 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. Kloke 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. Maul 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. Shawyer 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
- 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

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-Welhouwer 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 - 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
Jabar 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.

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. Pfettt Memorial Scholarship Fund
Timothy Sequinix 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
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 Con
- Jim & Sharon Kinkaid
- Cameron & Shelly Prichard
- Carl Rohwer
- Kelly Rundell
- Craig & Laura Thompson

FUNDERS
- Vernon & Kathleen Bateson
- Don & Bettie Cordes
- Victor Murdock
- Gerry O. Sibley

SUPPORTERS
- LaTasha Arnaut
- Taben Azad
- BOKHE Development
- Kevin & Valerie Cowan
- Craig HomeCare
- Robert J. & Alice R. Sauer
- Donna J. Schmid
- Kenneth Wagon
- E. Lawrence & H. Lucile Wulfmeyer
- Anonymous Funds (7)

We’re opening new doors in 2023
We’ll soon be located at Broadway Autopark

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- Anonymous Funds (7)
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 or contact us at info@wichitafoundation.org.