

2014 ANNUAL REPORT



IOWA WEST
FOUNDATION



Leading transformational change
through grants and initiatives

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Maria del Carmen Rendon and her 3-year-old son, Javier, page through a book together. Education and Healthy Families are two of the four focus areas of the Iowa West Foundation.

Year in Review



At the Iowa West Foundation, we want our work to be transformational in nature and to do that we are constantly progressing forward. While that's a good thing, it's also important to look in the rearview mirror occasionally and reflect back on the past year with our annual report.

The year 2014 was another historic year for the Foundation. We awarded \$20 million in grants and initiatives to more than 69 non-profits and government entities.

We also revamped our [grants policies and procedures](#). Grants will now be awarded on a three cycle basis instead of four quarters. This doesn't mean the total amount of funding will diminish in 2015, but just that it will be spread out over three time periods rather than four.

Our focus areas, based on our community-driven strategic plan, continue to include Economic Development, Education, Healthy Families (formerly Human and Social Needs) and [Placemaking](#) (formerly Community Development). Our vision for the region remains the same, "to create a community where families choose to live and businesses choose to locate because of its quality of life and standard of living."

I liken the ongoing efforts to accomplishing this to solving a Rubik's cube. We have many vital nonprofits and government entities in our community. But our vision is bigger than any one. We know it takes a collective of resources, knowledge and people facing the same direction for real progress to occur.

The Iowa West Foundation works hard to foster those partnerships and relationships by bringing together governmental entities, nonprofits, foundations and other key partners throughout the region. We are privileged to take this leadership role in the community when we need to and glad to be at the table when others take the lead. Through this collaborative approach, we progress toward our shared vision for our communities.

[As this powerful video](#) regarding the "We Don't Coast" brand states: "Here we climb, upward, together."

Please enjoy the 2014 annual report.

Sincerely,

A handwritten signature in cursive script that reads "Pete Tulipana".

Pete Tulipana, MSW, MPA
President and CEO

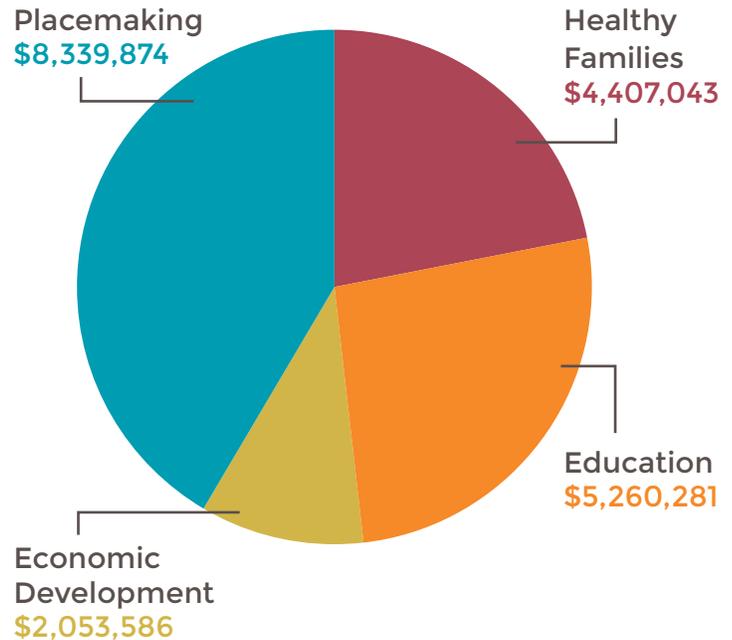
2014 Funding

Since its inception, the Iowa West Foundation's grant program has awarded more than \$320 million that has improved the quality of life of thousands of citizens in more than 100 communities in southwest Iowa and eastern Nebraska.

The Iowa West Foundation receives its funding for grants from investment income and also from the Iowa West Racing Association. The association receives contracted fees from casino operators: Ameristar and Harrah's.



Focus Areas



Total \$20,060,784

2014 Financials

Condensed balance sheet for the year ending December 31, 2014. The financials in this report are preliminary and unaudited as the audit is currently in process.

Assets

Cash and cash equivalents	\$5,677,735
Total investments	\$367,802,158
Other assets	\$9,405,647
Total assets	\$381,749,095

Liabilities and net assets

Grants & initiated projects payable	\$44,426,198
Long-term debt	\$14,625,000
Other liabilities	\$176,190
Total liabilities	\$59,227,388
Net assets unrestricted	\$322,521,707
Total liabilities and net assets	\$381,749,095

Grants vs. Initiatives

For years, the Iowa West Foundation has been known as a grantmaking organization. The Foundation's community-based 2013 Strategic Plan called for us to become more proactive, rather than reactive. It also defined the role of the Foundation as more strategic, a community convener and a leader.

As a result, in addition to awarding grants, we've begun to invest in what we call initiatives. Grants and initiatives are similar in that both seek to meet needs of the community, require funding to meet those needs, and seek specific outcomes upon implementation of that funding.

The difference is that grants require the Foundation to wait to be approached with a need in the community (i.e. capital improvement, program provision, operating support). They are responsive and target resources into existing service delivery models to get results. Typically, grants are not long-term solutions.

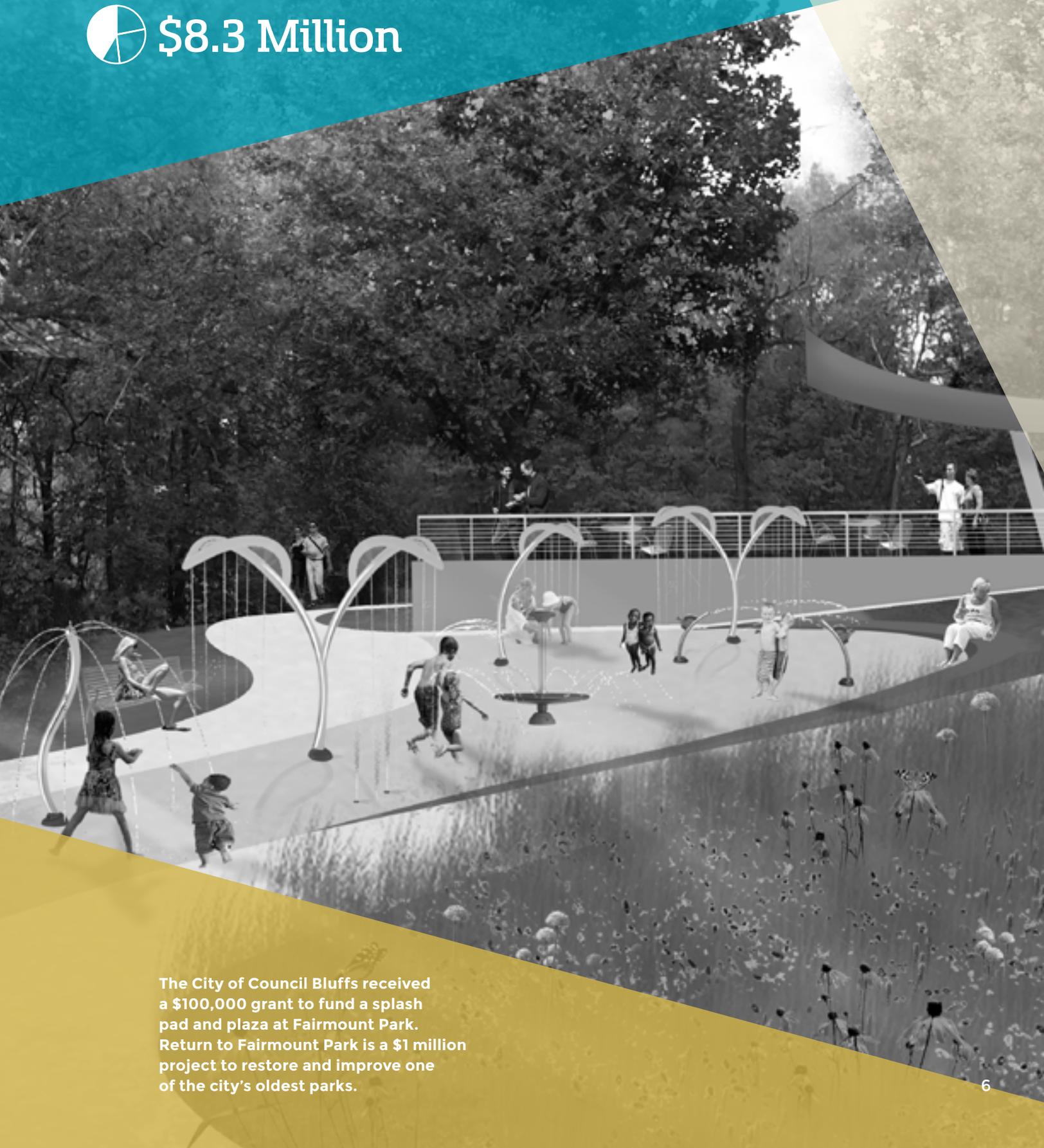
Initiatives allow us to look at the big picture with the hope of finding a longer, collaborative solution to create an agreed-upon impact. Where there aren't existing service delivery models in place, we invite key partners to discuss an all-encompassing approach to issues that affect our community. We seek to partner with key organizations to transform the delivery of services, often by creating a new model. Instead of a wait-and-see approach, initiatives are proactive and involve ongoing conversations with community leaders and data-driven research to lead change.



Council Bluffs added to its contemporary public art collection in a big way in 2014 with [“Big Mo.”](#) Designed by the world-renowned Mark di Suvero, the 75-foot, spacetime orange sculpture was installed along the Riverfront in December.

Placemaking

 \$8.3 Million



The City of Council Bluffs received a \$100,000 grant to fund a splash pad and plaza at Fairmount Park. Return to Fairmount Park is a \$1 million project to restore and improve one of the city's oldest parks.

Placemaking Grant Recipients

Ballet Nebraska

Support of Gisele, Nutcracker and Momentum 5
\$110,000

Bluffs Arts Council

General operating support 2015
\$15,000

Music and movies in Bayliss and River's Edge parks
\$6,000

Board of Regents of the University of Nebraska Omaha

Council Bluffs Latino capacity building/ leadership program
\$25,000

Boy Scouts of America, Mid-America Council

Camp storm shelters for scouts from southwest Iowa and eastern Nebraska
\$200,000

City of Carter Lake (IA)

Construction of walking/running track
\$12,438

City of Council Bluffs

Development of splash pad and plaza at Fairmount Park
\$100,000

Transformation of historic trolley building into a park shelter
\$15,000

City of Dedham (IA)

Baseball field improvements and playground construction
\$10,000

City of Glenwood (IA)

Charles E. Lakin Aquatic Center
\$50,000

Council Bluffs Historic Preservation Alliance

Front porch restoration of Historic Bregant House
\$2,636

Council Bluffs Housing Trust Fund, Inc.

Affordable housing and residential rehabilitation program
\$50,000

Credit Advisors Foundation

Financial management counseling for residents in the Council Bluffs region
\$10,000

Downtown Omaha Inc. Foundation

2014 Holiday Lights Festival
\$15,000

The Durham Museum

Facility maintenance initiative for museum in Omaha
\$100,000

Habitat for Humanity of Council Bluffs

Construction of seven houses and safety repairs to 45 homes
\$292,000

Iowa School for the Deaf Foundation

New playground for elementary students at ISD campus in Council Bluffs
\$40,000

Iowa Western Community College Foundation

Programming at the Arts Center in Council Bluffs
\$30,000

Joslyn Art Museum

Capital improvements to the art museum
\$1,000,000

Justice For Our Neighbors - Nebraska

Expansion of legal services into southwest Iowa
\$60,681

Live Well Council Bluffs

CURB: Creating Ultimate Residential Beautification
\$60,000

Malvern Area Betterment Association

Main Street revitalization project in Malvern (IA)
\$40,000

Mills County Fair Association Free Fair

Community building at fairgrounds in Mills County (IA)
\$150,000

Grant Recipients

The Nature Conservancy

Loess Hills land acquisition in Pottawattamie County to preserve native grasslands
\$82,133

Omaha Botanical Gardens

Railroad Days 2015 - a collaborative regional celebration
\$25,000

Omaha Performing Arts Society

Data management and capacity building project
\$78,500

Opera Omaha

Support for the 2015 productions of Rigoletto, A Flowering Tree and Fidelio
\$30,000

Pottawattamie County Board of Supervisors

[C.I.T.I.E.S.](#) program to help rural communities meet infrastructure needs
\$665,000

Shelby County (IA) Historical Museum

Storage and preservation project
\$15,000

Sons and Daughters of Imogene, Inc.

Improvement to the baseball complex in Imogene (IA)
\$10,000

YFC, Inc.

The Maha Music Festival in Omaha region including a Council Bluffs pre-concert
\$7,500

Initiatives

Children's Square U.S.A.

Phase II of [Kanesville-Tinley Neighborhood Initiative](#) in Council Bluffs
\$158,085

City of Council Bluffs

Support of events for 2015 [Loessfest](#) at River's Edge Park
\$175,000

Update the entryway towers on West Broadway to LED lighting
\$671,492

Council Bluffs Community School District

Council Bluffs stadium and athletic fields
\$2,500,000

El Centro Latino

[Capacity building](#) of the organization
\$35,000

Habitat for Humanity

Asset Based Community Development in neighborhoods
\$374,090

Heartland B-cycle

Six B-cycle stations in Council Bluffs
\$105,000

Pottawattamie County Conservation Board

[Recreational trails](#)
\$1,100,000



An award of \$105,000 for an Iowa West Foundation initiative helped bring six B-cycle stations to Council Bluffs in late 2014. For a list of the Heartland B-cycle stations, [read more.](#)

Economic Development

 \$2 Million

Two of the six Art in the Park signs were completed in 2014 as part of an \$200,000 Iowa West Foundation initiative to replace weathered park signs. Local artists were hired to design new signs using input from the surrounding neighborhood communities. [Read more.](#)

Economic Development Grant Recipients

City of Council Bluffs

Operating support to city arena
\$100,000

Grameen America, Inc.

Expansion of self-sufficiency and
microloan program into Council Bluffs
\$350,000

Pottawattamie County

Board of Supervisors

C.I.T.I.E.S. program to help rural communities
meet infrastructure needs
\$753,586

Initiatives

City of Council Bluffs

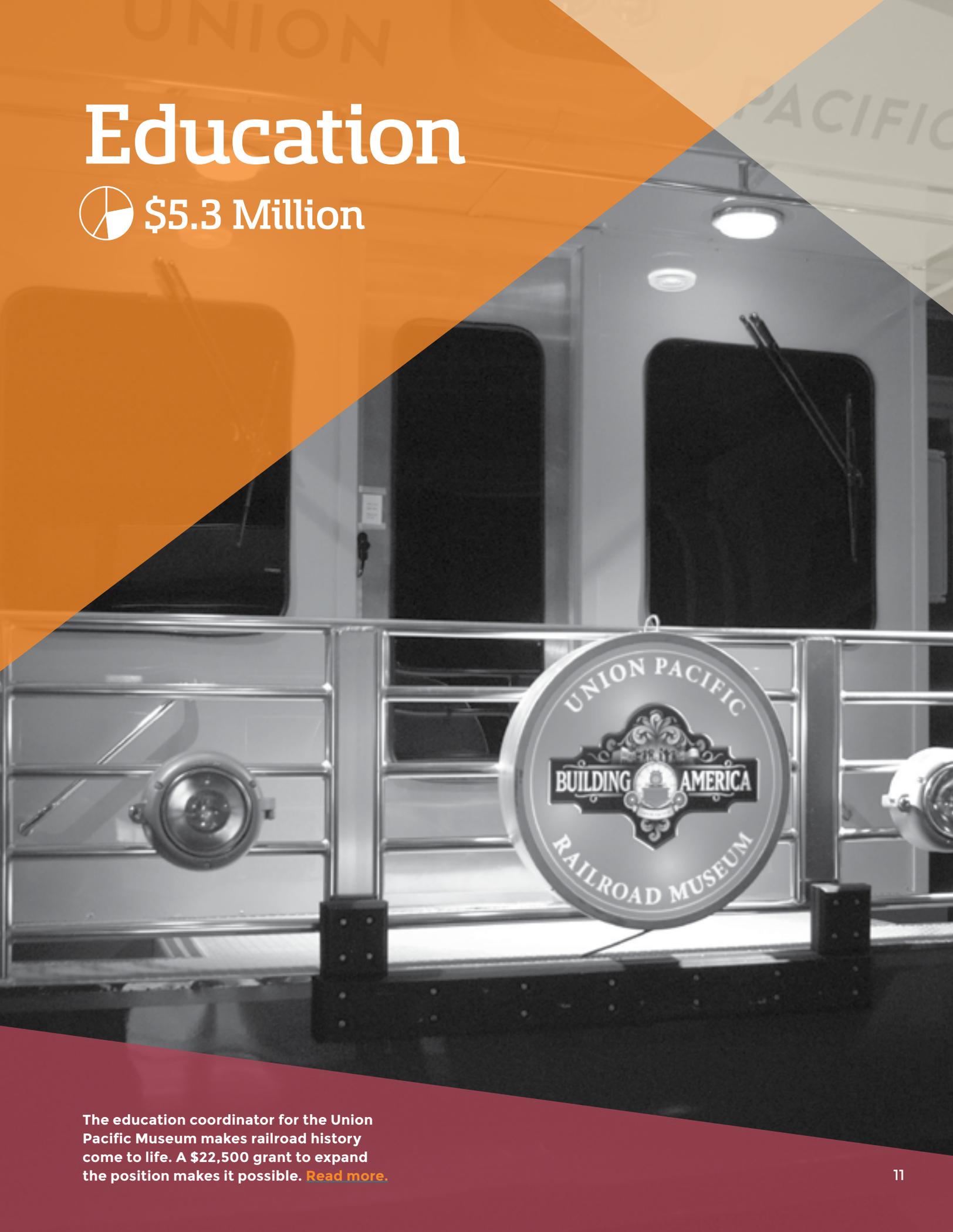
Planning and improvements to landing area
of Missouri River pedestrian bridge
\$850,000



More than \$1.4 million in grants to the Pottawattamie County Board of Supervisors allows the Community Improvement to Increase Economic Stability or C.I.T.I.E.S. program to assist 12 rural Pottawattamie County communities. Eligible projects include improvement to infrastructure, housing, recreation and beautification. [Read more.](#)

Education

 \$5.3 Million



The education coordinator for the Union Pacific Museum makes railroad history come to life. A \$22,500 grant to expand the position makes it possible. [Read more.](#)

Education

Grant Recipients

African Culture Connection

After-school and summer residency program focused on African history, culture and the arts
\$20,000

City of Villisca (IA)

Public library roof restoration
\$10,875

College of Saint Mary

Summer academy for Latina high school students in Pottawattamie County
\$4,500

Community Education Foundation

Grants for improved educational opportunities in Council Bluffs classrooms
\$33,500

Friends of the Union Pacific Railroad Museum

Expansion of the [education coordinator position](#) at museum in Council Bluffs
\$22,500

Green Hills Area Education Association

Preschool programs in Pottawattamie County school districts
\$1,100,000

Griswold Public Library

Technology improvements for patrons of Griswold (IA) library
\$1,500

Iowa JAG, Inc.

Dropout prevention programs in Council Bluffs schools
\$40,000

Iowa Newspaper Foundation

Newspapers in southwest Iowa school libraries
\$18,500

Omaha Area Youth Orchestras

Support of music education opportunities for Council Bluffs and southwest Iowa youth
\$18,000

Omaha Children's Museum

Outreach, field trip programs and subsidized memberships for students in Pottawattamie County schools
\$40,000

Omaha Symphony Association

Adventures in Music program for southwest Iowa students and teachers, grades K-12
\$30,300

R.E.S.P.E.C.T.2

Theater programs in southwest Iowa schools on healthy relationships and bullying prevention
\$4,445

Initiatives

AIM Institute

College Access Program
\$358,000

Council Bluffs Community School District

School Administrative Managers and summer school programming and exploration of the Middle Years International Baccalaureate program
\$2,957,218

Council Bluffs stadium and athletic fields
\$2,500,000

Heartland Family Service and Lewis Central School District

[Mental health pilot program](#)
\$150,943

Iowa College Foundation

Opportunity Scholarship program for first-generation college students
\$400,000

Successlink

Creation of an evaluative database for Council Bluffs area schools to measure the impact of programs on student educational success
\$25,000

A \$150,000 grant for renovations, equipment and refurbishing at **The Center** in Council Bluffs allows the facility to accommodate its membership, which has quadrupled since opening.



Healthy Families



\$4.4 Million

Healthy Families

Grant Recipients

American Red Cross Loess Hills Chapter

General operating support for Council Bluffs site
\$27,500

Angels Among Us, Inc.

Financial aid for Omaha metro area families who have children with cancer
\$25,000

Big Brothers Big Sisters of the Midlands

Community-based mentoring for children in Mills and Pottawattamie County
\$40,000

Boys & Girls Clubs of the Midlands

General operating support for Council Bluffs club
\$85,000

Children's Square U.S.A.

Capital campaign for new residential [cottages](#) and [academic center](#) upgrade
\$2,700,000

Furniture and audio visual equipment for visitor center on Council Bluffs campus
\$22,172

Start-up of new Pediatric Integrated Health Services in Council Bluffs
\$25,000

City of Pilger (NE)

Relief services for community damaged by tornado
\$25,000

Council Bluffs Goodfellows

Program to assist local families during holiday season
\$45,000

Council Bluffs Senior Center, Inc.

Membership financial assistance for low income seniors
\$25,000

Locker room renovation and equipment upgrades
\$150,000

Crossroads of Western Iowa

Volunteer program for intellectually disabled
\$2,000

Heartland Family Service

Iowa Family Works residential substance abuse treatment
\$175,000

Children's Center to address the behavioral health needs of children in our community
\$100,000

HEAT 2015 - housing and emergency assistance for residents and families in Pottawattamie County
\$170,000

Hospice of Southwest Iowa

Medical records documentation upgrade
\$2,500

Lutheran Family Services of Nebraska, Inc.

Educational program in Pottawattamie County to prevent child neglect or abuse
\$35,000

Make-A-Wish Foundation of Iowa

Fulfilling wishes of southwest Iowa children
\$20,000

Manning Betterment Foundation

Manning (IA) child care center renovation
\$12,500

MICAH House

General operating support for [family homeless shelter](#) in Council Bluffs
\$70,000

Mills County (IA) Prevent Child Abuse Council, Inc.

Circles4Support program
\$7,500

Mills County (IA) Public Health

Family Matters - drug abuse recovery projects
\$7,500

Planned Parenthood of the Heartland, Inc.

Prevention education in Douglas (NE), Montgomery (IA) and Pottawattamie (IA) counties on STIs and teen pregnancy
\$50,000

Healthy Families Grant Recipients

Pottawattamie County Mental Health and Substance Abuse Network

General operating support
\$30,000

Santa Monica, Inc.

Half-way house services for Pottawattamie
County women
\$10,460

Senior Futures, Inc.

Chore services for low income senior citizens
in Pottawattamie County
\$8,280

Special Olympics Iowa, Inc.

Southwest Iowa area events
\$5,000

Ted E. Bear Hollow, Inc.

Outreach/grieving services in local
area schools
\$5,950

The Christian Worship Center/ MOHM's Place

Strategic planning and operating support
for a homeless shelter and meal site in
Council Bluffs
\$15,000

Operating support for a homeless shelter
and meal site in Council Bluffs
\$70,000

The Omaha Community Foundation

Nonprofit capacity building initiative for
local nonprofits
\$20,000

United Way of the Midlands

Human services programs in the region
\$360,000



Children's Square U.S.A. received \$2.7 million to renovate their academic center and build three residential cottages promoting more effective treatment for children with behavioral challenges. [Read more.](#)

2014 Leadership and Staff

Iowa West Foundation Board of Directors

Susan Miller
Chair

Suellen Overton
Vice Chair

Rick Crowl
Secretary/Treasurer

Amy Crawford

Mark Genereux

Rick Killion

John Nelson

Robert Schlott

Warren Weber

Iowa West Racing Association Board of Directors

Deb Bass
President

Gary Woods
Vice President

Theresa Barron-McKeagney
Secretary/Treasurer

Doug Goodman

Matt Gronstal

Patricia Hannan

David Kuper

Phil Reed

Robert Schlott

Iowa West Foundation Staff

Pete Tulipana
President & CEO

Pamela Pick
Executive Assistant

Kathleen Rapp
Vice President of Grants
& Initiatives

Deb Debbaut
Director of Grants
Administration

Matthew Henkes
Director of Grants Programs

Jackie Dix
Controller

Rich Sorich
Special Projects Manager

Nicole Lindquist
Director of Communications

2014 Grant Advisory Committees

Placemaking

Scott Hartman

Rhonda Hope

Beth Lindquist

Walt Pyper

Linda Rhatigan

Mark Shoemaker

Dolores Silkworth

Robert Schlott (IWF)

Economic Development

Dave Christiansen

Doug Coziahr

Todd Lehan

Mike Maher

Mick McKinley

Brendan Ryan

Jordan Turner

Verne Welch

Warren Weber (IWF)

Education

Judy Davis

Don Friday

Helen Hummel

Jim Mortensen

Jordan Preston

Doug Primmer

Gary Woods (IWRA)

Healthy Families

Pat Andersen

Marcia Antworth

Matt Madsen

Diane McKee

Barb Morrison

Brian Rhoten

Nancy Schulze

Theresa Barron-McKeagney (IWRA)

Grant Information

The Foundation's geographic focus is southwest Iowa and eastern Nebraska, the primary focus being Council Bluffs and Pottawattamie County. The vision of the Iowa West Foundation is a community where families choose to live and businesses choose to locate because of the quality of life and standard of living.

Its mission is to improve lives and strengthen communities for today and future generations. We do this by providing leadership, creating partnerships, leveraging resources and serving as a catalyst in identifying and supporting community needs through our four focus areas of Economic Development, Education, Placemaking and Healthy Families.

Visit the Foundation's website at iowawestfoundation.org for more information.

Grant Application Information

Organizations with an IRS 501 (c) (3) tax-exempt status and classification as a public charity – under IRS sections 509 (a) (1) and 509 (a) (2) – as well as governmental units and agencies, are eligible to apply for grant consideration.

Application Deadlines

Grant applications are reviewed by grant committees and considered by the Foundation's Board of Directors three times per year. Potential applicants are encouraged to visit the Foundation's website at iowawestfoundation.org/grantmaking for application deadlines and procedures.

Contact Information

Iowa West Foundation	Phone	712.309.3000
25 Main Place, Suite 550	Fax	712.322.2267
Council Bluffs, Iowa 51503	Email	grantinfo@iowawest.com



[@IowaWestFdn](https://twitter.com/IowaWestFdn)



[IowaWestFoundation](https://www.facebook.com/IowaWestFoundation)

The regional brand "[We Don't Coast](#)" launched in late summer of 2014 and includes 30+ communities that make up Greater Omaha and Council Bluffs. The message has multiple meanings that capture the work ethic and quality of life in the Midwest.