In this Report

3  Year in Review
4  Financials
5  Grants vs. Initiatives
6  Placemaking
9  Economic Development
11  Education
13  Healthy Families
16  Leadership and Staff
17  Grant Information

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,

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

<table>
<thead>
<tr>
<th>Focus Area</th>
<th>Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Placemaking</td>
<td>$8,339,874</td>
</tr>
<tr>
<td>Healthy Families</td>
<td>$4,407,043</td>
</tr>
<tr>
<td>Education</td>
<td>$5,260,281</td>
</tr>
<tr>
<td>Economic</td>
<td>$2,053,586</td>
</tr>
<tr>
<td>Development</td>
<td>$3,097,200</td>
</tr>
<tr>
<td>Total</td>
<td>$20,060,784</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Assets</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$5,677,735</td>
</tr>
<tr>
<td>Total investments</td>
<td>$367,802,158</td>
</tr>
<tr>
<td>Other assets</td>
<td>$9,405,647</td>
</tr>
<tr>
<td>Total assets</td>
<td>$381,749,095</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Liabilities and net assets</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants &amp; initiated projects payable</td>
<td>$44,426,198</td>
</tr>
<tr>
<td>Long-term debt</td>
<td>$14,625,000</td>
</tr>
<tr>
<td>Other liabilities</td>
<td>$176,190</td>
</tr>
<tr>
<td>Total liabilities</td>
<td>$59,227,388</td>
</tr>
<tr>
<td>Net assets unrestricted</td>
<td>$322,521,707</td>
</tr>
<tr>
<td>Total liabilities and net assets</td>
<td>$381,749,095</td>
</tr>
</tbody>
</table>
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.
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.
<table>
<thead>
<tr>
<th>Organization</th>
<th>Project Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ballet Nebraska</td>
<td>Support of Giselle, Nutcracker and Momentum 5</td>
<td>$110,000</td>
</tr>
<tr>
<td>Bluffs Arts Council</td>
<td>General operating support 2015</td>
<td>$15,000</td>
</tr>
<tr>
<td>Bluffs Arts Council</td>
<td>Music and movies in Bayliss and River’s Edge parks</td>
<td>$6,000</td>
</tr>
<tr>
<td>Board of Regents of the University of Nebraska Omaha</td>
<td>Council Bluffs Latino capacity building/leadership program</td>
<td>$25,000</td>
</tr>
<tr>
<td>Boy Scouts of America, Mid-America Council</td>
<td>Camp storm shelters for scouts from southwest Iowa and eastern Nebraska</td>
<td>$200,000</td>
</tr>
<tr>
<td>City of Carter Lake (IA)</td>
<td>Construction of walking/running track</td>
<td>$12,438</td>
</tr>
<tr>
<td>City of Council Bluffs</td>
<td>Development of splash pad and plaza at Fairmount Park</td>
<td>$100,000</td>
</tr>
<tr>
<td>City of Council Bluffs</td>
<td>Transformation of historic trolley building into a park shelter</td>
<td>$15,000</td>
</tr>
<tr>
<td>City of Dedham (IA)</td>
<td>Baseball field improvements and playground construction</td>
<td>$10,000</td>
</tr>
<tr>
<td>City of Glenwood (IA)</td>
<td>Charles E. Lakin Aquatic Center</td>
<td>$50,000</td>
</tr>
<tr>
<td>Council Bluffs Historic Preservation Alliance</td>
<td>Front porch restoration of Historic Bregant House</td>
<td>$2,636</td>
</tr>
<tr>
<td>Council Bluffs Housing Trust Fund, Inc.</td>
<td>Affordable housing and residential rehabilitation program</td>
<td>$50,000</td>
</tr>
<tr>
<td>Credit Advisors Foundation</td>
<td>Financial management counseling for residents in the Council Bluffs region</td>
<td>$10,000</td>
</tr>
<tr>
<td>Downtown Omaha Inc. Foundation</td>
<td>2014 Holiday Lights Festival</td>
<td>$15,000</td>
</tr>
<tr>
<td>The Durham Museum</td>
<td>Facility maintenance initiative for museum in Omaha</td>
<td>$100,000</td>
</tr>
<tr>
<td>Habitat for Humanity of Council Bluffs</td>
<td>Construction of seven houses and safety repairs to 45 homes</td>
<td>$292,000</td>
</tr>
<tr>
<td>Iowa School for the Deaf Foundation</td>
<td>New playground for elementary students at ISD campus in Council Bluffs</td>
<td>$40,000</td>
</tr>
<tr>
<td>Iowa Western Community College Foundation</td>
<td>Programming at the Arts Center in Council Bluffs</td>
<td>$30,000</td>
</tr>
<tr>
<td>Joslyn Art Museum</td>
<td>Capital improvements to the art museum</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>Justice For Our Neighbors – Nebraska</td>
<td>Expansion of legal services into southwest Iowa</td>
<td>$60,681</td>
</tr>
<tr>
<td>Live Well Council Bluffs</td>
<td>CURB: Creating Ultimate Residential Beautification</td>
<td>$60,000</td>
</tr>
<tr>
<td>Malvern Area Betterment Association</td>
<td>Main Street revitalization project in Malvern (IA)</td>
<td>$40,000</td>
</tr>
<tr>
<td>Mills County Fair Association Free Fair</td>
<td>Community building at fairgrounds in Mills County (IA)</td>
<td>$150,000</td>
</tr>
</tbody>
</table>

**Placemaking Grant Recipients**
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.](#)
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.
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 programing 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
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
25 Main Place, Suite 550
Council Bluffs, Iowa 51503
Phone 712.309.3000
Fax 712.322.2267
Email grantinfo@iowawest.com

@IowaWestFd
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.