

2017 ANNUAL REPORT

Improving lives, strengthening communities

A look at the impact of Foundation grants and initiatives from the past year

2017 FINANCIALS

2017 GRANTS

Begin the Report →



ABOUT IOWA WEST FOUNDATION

Partnership. Progress. Possibility.

Over the course of 2017, we at Iowa West Foundation were energized by the continued growth and exciting progress happening in Council Bluffs and Pottawattamie County. We're proud of the work we do in partnership with our local grant community and the many ways we support a shared vision for the people of our communities and our future.

SCROLL TO DISCOVER

In 2017, we partnered with dozens of organizations, directly awarding 83 grants for a total of \$14,836,386. Because our funding is matched with other sources, this activated more than \$30 million across the community.

EXPAND QUOTE



Iowa West Foundation President and CEO

How We're Funded

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.

VIEW OUR 2017 FINANCIALS





Iowa West Foundation

Board of Directors

RICK CROWL Chair

AMY CRAWFORD

MATT GRONSTAL

DR. THERESA BARRON-MCKEAGNEY

KATE CUTLER **RON DICKINSON**

SUSAN MILLER

WARREN WEBER

BOB SCHLOTT

Our Leadership Iowa West Racing

Association Board of Directors

RICK KILLION President

DOUG GOODMAN Vice-President

TARA SLEVIN Secretary/Treasurer

JASON JAMES KIRK MADSEN

SUSAN MILLER TAMARA PAVICH

PHIL REED

JACK RUESCH

Staff Members **PETE TULIPANA**

Iowa West Foundation

President & CEO KATHY FRY

MATTHEW HENKES Vice President of Grants & Initiatives

Director of Grants Programs PAM BIERCE

Grants Assistant JACKIE DIX

DEB DEBBAUT

Controller **TIM GALLIGAN**

Economic Development Program Officer **NICOLE LINDQUIST**

RICH SORICH Special Projects Manager

Director of Communications

Placemaking Education

Advisory Boards

(Infrastructure) **ALAN BYERS**

Placemaking

DOUG COZIAHR SCOTT HARTMAN

Chair PAULA HAZLEWOOD

TODD LEHAN

NANCY RANEY

BRENDAN RYAN

MICK MCKINLEY

BOB SCHLOTT Board Liaison

(Quality of Life)

DAVE CHRISTENSEN DOUG KLAHN

MIKE MAHER Chair

CORY PETERS

WARREN WEBER **Board Liaison**

BRIAN RHOTEN

SANDI BURMEISTER

TORI CHRISTIE JUDY DAVIS

AMY LEATH

DR. ANN MAUSBACH Chair

JORDAN PRESTON **MELANIE SHELLBERG**

TAMMY PAVICH Board Liaison

Healthy Families JENNY BARNETT

SARENA DACUS CINDY HUME DIANE MCKEE

BARB MORRISON Chair

KATHY PENKERT RACHEL STOLZ

MCKEAGNEY

Board Liaison

DR. THERESA BARRON-

Last but certainly not least, YOU. You are a part of our process as well. In 2017, we held dozens of listening sessions throughout the region. We heard many of you encouraging us to continue forging ahead, and your valuable feedback will serve us well as we continually seek to grow and adapt. We are committed to two-way

The Community

communication, and hope you'll check out our highlights from 2017 in this report and let us know what you think!

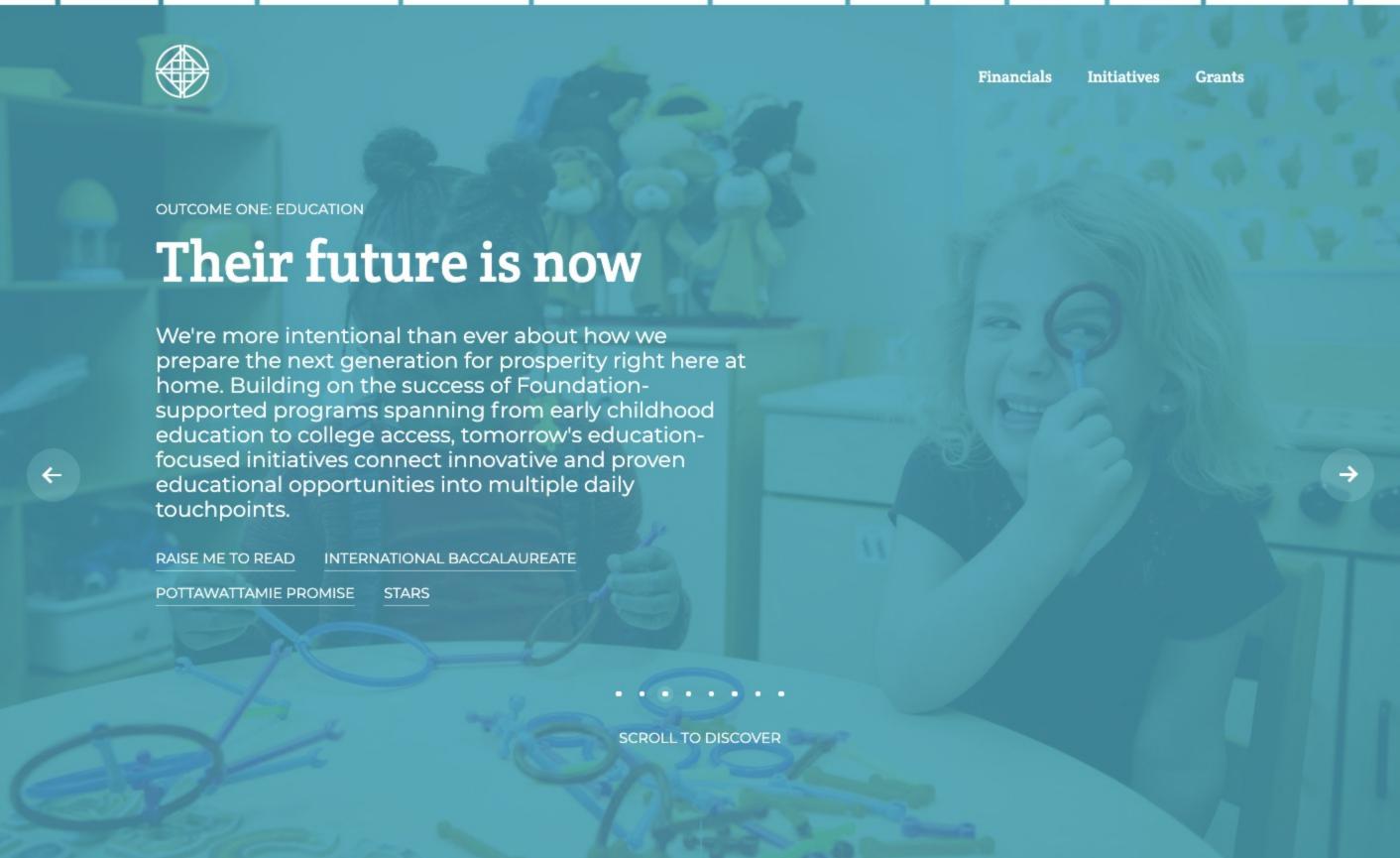
UP NEXT

Education





Financials Initiatives Grants **RESTART REPORT**



"We are very excited to be able to offer such a life-changing opportunity for our Tri-Center families with the Pottawattamie Promise scholarship. The support, both financial and personal, affords qualifying students the opportunity to earn a degree, license or certificate, which is a priceless investment in their futures."



DR. ANGIE HUSEMAN
Superintendent of Tri-Center School District

Raise Me to Read

Being read to from birth can route a path to Kindergarten readiness. Kindergarten readiness can determine reading ability in third grade. Third-grade reading ability can predict high school graduation rate. In Pottawattamie County, one out of three students can't read proficiently. This initiative emphasizes the importance of early literacy through free book distribution, story walks and the promotion of attendance and summer learning opportunities.

UPCOMING EVENTS



International Baccalaureate Middle Schools

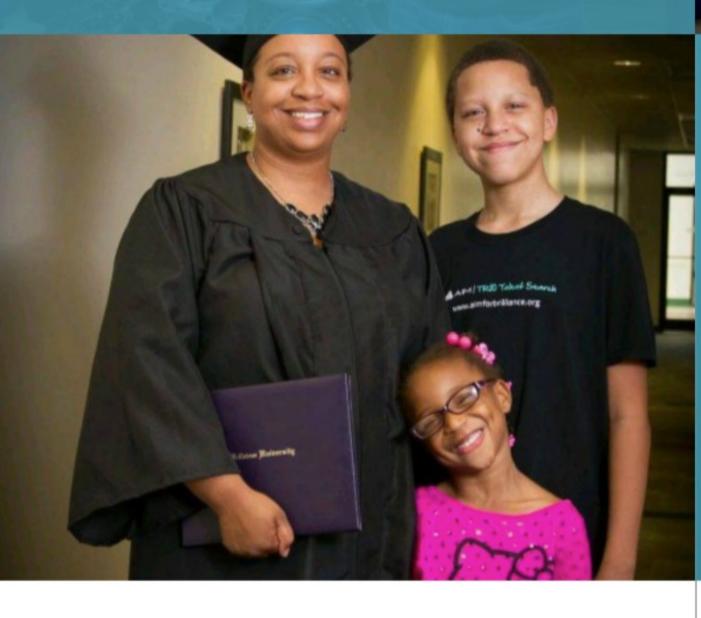
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Pottawattamie Promise

Pottawattamie Promise is more than just a scholarship. This initiative funds full tuition for students who qualify from FIVE Pottawattamie County high schools on their quest for a better life. Support starts in high school and continues with counseling at lowa Western Community College. From there, a diploma, credential or certificate helps lead to a living wage in a fulfilling career.

SCHOLARS VIDEO





STARS

This scholarship program administered by the Community Education Foundation is designed to assist parents in accessing post-secondary education. Today, more than 200 Pottawattamie County residents have received an Associate's and/or a Bachelor's degree as a result of the STARS program.

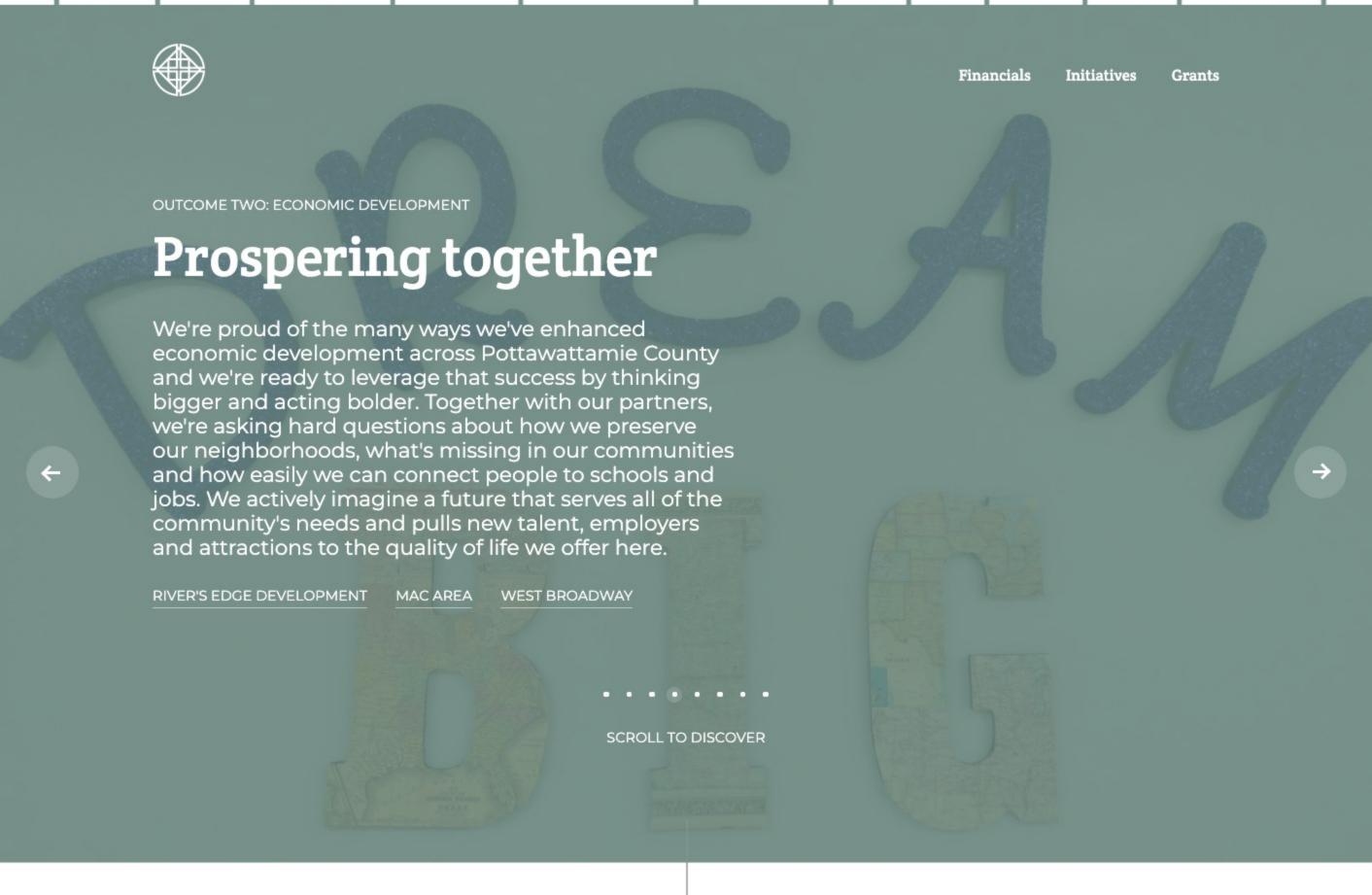
SUCCESS STORY

UP NEXT

Economic Development







The communities in Pottawattamie County and our region are extremely fortunate to have the Iowa West Foundation working on their behalf to improve our quality of life through their economic development, education, and placemaking initiatives.

EXPAND QUOTE



PAULA HAZLEWOOD

Executive Director, Advance Southwest Iowa Corporation

River's Edge

A catalyst from the beginning, lowa West believes in the vast potential of the Missouri Riverfront. By committing \$22 million over the past 15 years to develop the Great Lawn at Tom Hanafan Park, incorporate works of public art like "Big Mo" and "Rays," and continually support events such as Loessfest, River's Edge has become the place to be. Investments including the Community Pavilion, surrounding water features and 700 + stall parking garage will continue to draw thousands of people to the banks of the river each year. Look for IWF headquarters to relocate to the riverfront in early 2019.



COURTYARD

MAC Area

With an initial multi-million dollar investment in the Mid-America Center, lowa West Foundation leadership is committed to the success of this area. With a package that included funding for the construction of the lowa West Field House (separate entry on the Placemaking page) and an agreement with the Courtyard by Marriott hotel (that recently opened for business), this development is resulting in packed parking lots. More retail and restaurants are on the horizon with improved signage for the area coming soon.

West Broadway

A city's main thoroughfare serves as the first impression of the community. By funding \$9 million for aesthetic improvements to this multi-million dollar construction project on West Broadway, what could've been just a road will be a memorable gateway into Council Bluffs. The beautification will not only impress tourists but also make residents proud.



UP NEXT

Placemaking

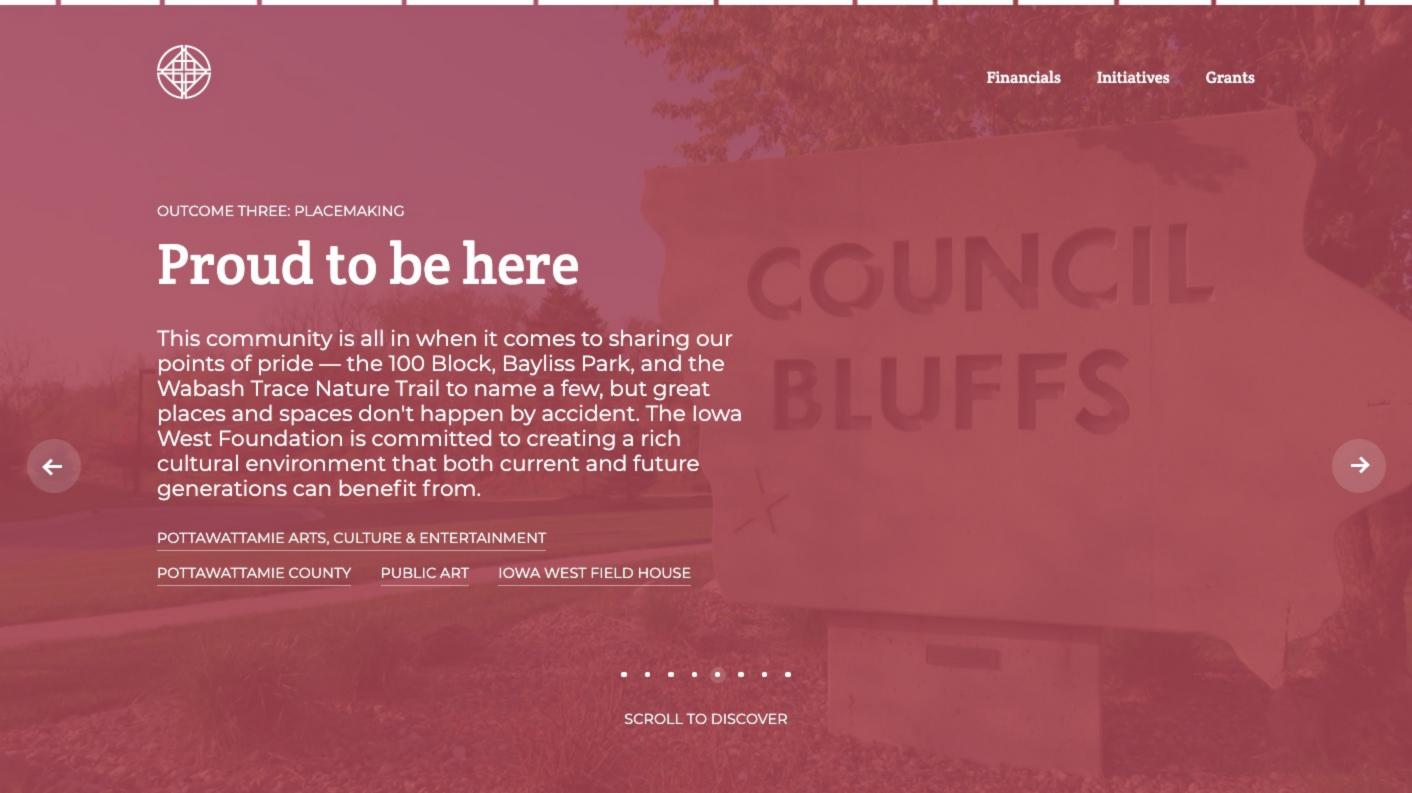




Financials

Initiatives

Grants



The Hoff Family Arts and Culture Center would not be possible without the Iowa West Foundation and the support PACE has received as an IWF initiative. The IWF team has been critical to the execution of the arts center project, assisting with fundraising, construction and everything in between. Because of IWF's vision, guidance, and support, Pottawattamie County will have a first-class arts and culture center that will be the hub for all things artistic, cultural and entertaining.

EXPAND QUOTE



CEO, PACE

Pottawattamie Arts, Culture & Entertainment

A \$27 million Arts & Culture Center? In Council Bluffs? That's right. One of the largest gifts in Iowa West's history helped make this a reality. With a mission to showcase Council Bluffs' history, provide high-quality performance space, and strengthen arts education offerings, PACE will be transformational for Pottawattamie County. Construction is underway with plans to open in 2019.

PACE WEBSITE





Pottawattamie County

Our impact outside the city limits of Council Bluffs is just as important to us. The IWF-funded CITIES program has rejuvenated several small towns with significant infrastructure upgrades and beautification efforts. Additionally, the inter-connected county-wide trails system is progressing by the mile.

SUCCESS STORY

Public Art

Council Bluffs is home to a diverse collection of art, from historic pieces to large-scale sculptures to park signs designed by local artists. This free app features artists' commentary, videos, scenic photography, and the opportunity to order free educational posters of the lowa West Public Art collection. Check back often as art is continually added.

There's a new app for that: OTOCAST.

IOWA WEST PUBLIC ART





These eight hardwood basketball courts

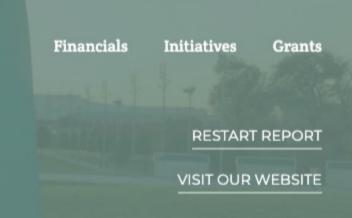
Iowa West Field House

that convert to 12 volleyball courts are an impressive sight to behold. Access for southwest Iowa sports teams was priority one when the facility opened its doors in 2017. One year later, players in the COBRA and the YMCA leagues have racked up more than 3,800 hours of free court time, saving them more than \$133,000. The facility is also driving economic development in the MAC area.

Healthy Families

UP NEXT





OUTCOME FOUR: HEALTHY FAMILIES

Multi-Year Funding

Our multi-year funding organizations receive a total of \$1.82 million in general operating funding for three years rather than one year, freeing up these grantees to focus more energy on their missions rather than applying for grants from us. While this signifies our financial commitment to these organizations, it's also a multi-year commitment on their behalf to continue to grow and develop through capacity building. Here are their stories.

HEARTLAND FAMILY SERVICE BOYS AND GIRLS CLUB FAMILY, INC.

LUTHERAN FAMILY SERVICES IMMIGRANT LEGAL CENTER

MICAH HOUSE

SCROLL TO DISCOVER

"Our partner organizations' goals include assisting individuals, families, and communities that are vulnerable due to poverty, discrimination, and educational challenges. The Iowa West Foundation vision and mission seek to create opportunities with our nonprofit community partners in order to respond to these difficult challenges.

EXPAND QUOTE



THERESA BARRON-MCKEAGNEY Iowa West Foundation Board Member & Liaison to Healthy Families Advisory Committee

Boys and Girls Club

After school activities can sometimes make or break a child's future. Boys and Girls Club of the Midlands, and the Council Bluffs Club specifically, is a place that inspires at-risk youth to discover their potential. The programming is a proven difference maker that we are proud to support long-term.

EXPAND CONTENT



Grants

For low-income families, the challenges

FAMILY Inc.

are endless. Room and board take priority over board books. Real life transportation problems mean a lack of funds for toy cars and trucks. Language barriers make it hard to communicate with health care carriers. With IWF's continuous support FAMILY Inc. provides underserved families with the resources they need for their children to be healthy, safe and ready for school. Most importantly, staff empowers parents to be their child's first teacher.

EXPAND CONTENT

A way out. Funding to Heartland Family Service supports programs that keep

Heartland Family Service

individuals in treatment, off the streets, and on the path to a better life. With our ongoing backing, safe spaces to recover and rebuild are possible for more of our fellow community members. **EXPAND CONTENT**



of the stability of multi-year funding, the Immigrant Legal Center (formerly Justice

Immigrant Legal Center

Immigrants and their families need

For Our Neighbors) has been able to respond to immigrants' legal needs when they have nowhere else to turn. **EXPAND CONTENT**

support in times of uncertainty. Because

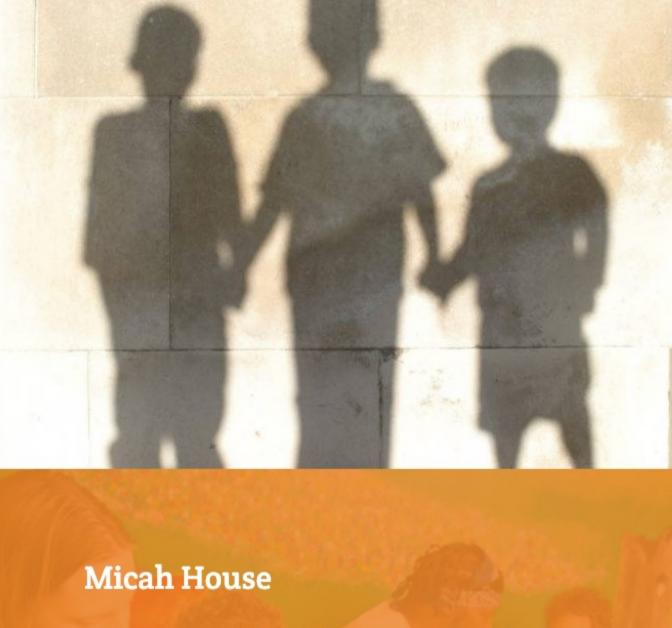
unfortunately, it still happens right here in our community. Multi-year funding has allowed Lutheran Family Services to offer

none of us want to think about. But

Lutheran Family Services

not only treatment to the victims, but also hope. **EXPAND CONTENT**

Abuse and neglect of a child is something



UP NEXT

here to support families in their time of

need, many are able to find a way out of the cycle. With the knowledge of ongoing operating support, leadership can focus on the Buddy Program that gives kids an outlet to be kids and Transformational Thursdays for adults in residence, programming that is truly life-altering. **EXPAND CONTENT**

Homelessness is a rock bottom most of us will never know. Because MICAH House is

What's Next



Financials Initiatives Grants

RESTART REPORT

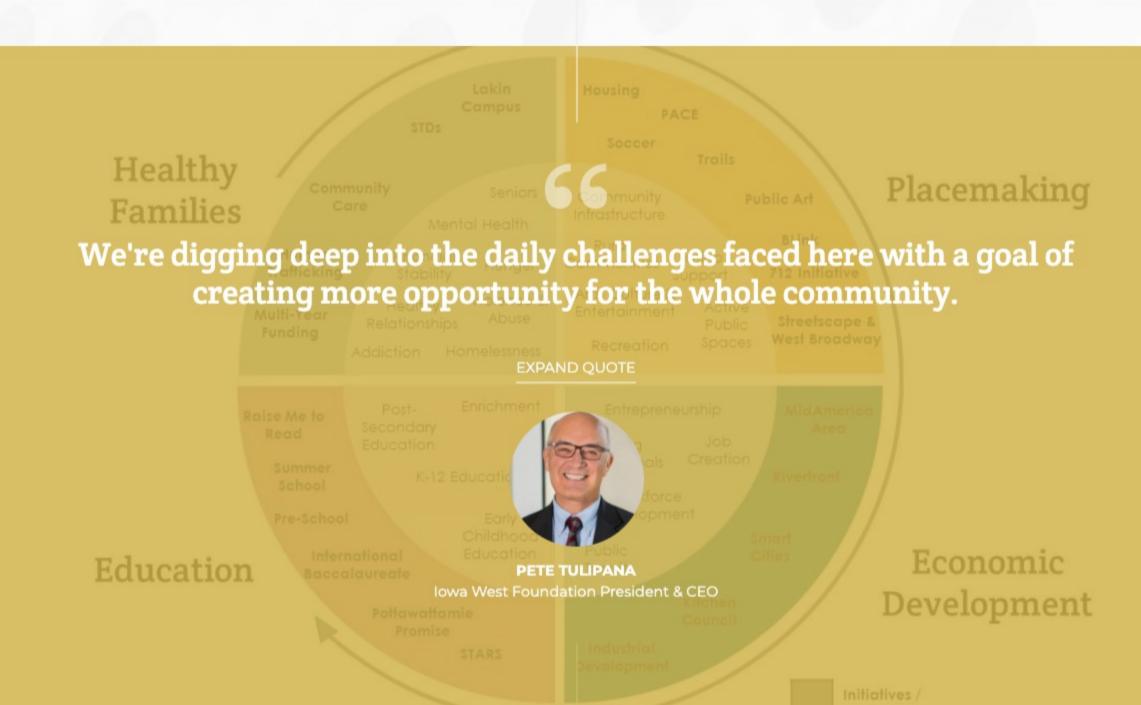


PURPOSE. PRIORITIES. PLANS.

What's Next?

This is what we continually ask our partners, the community and each other. Building on three decades of success, Iowa West Foundation's strategic plan moving forward defines an even more powerful approach to building positive change. Our grant community has grown strong, allowing us to envision impact on a larger scale and to serve as a change agent for the region as we continue to fuel real progress right here.

SCROLL TO DISCOVER



Read the Executive Summary

In the spring and summer of 2017, lowa West Foundation President & CEO Pete Tulipana kicked off a listening tour to hear what the citizens of Council Bluffs and Pottawattamie County had to say. He shared information about our initiatives and the impact of those investments, but more importantly listened to the community's thoughts on where we should go next. The feedback helped us to define our role going forward as well as what strategic principles should guide our work. We want our investments to have a significant, lasting impact and thank you for your participation and input.

EXECUTIVE SUMMARY



TYPES OF GRANTS CORE FOCUS ARE core

Watch This

- If you are considering applying to the lowa West Foundation for funding, this short, animated video can help you determine if your organization is eligible; learn what types of funds we award, when and where; understand what makes a program or project a good fit; know how our letter of inquiry and application process work; and get helpful tips on our policies and procedures.
- TIPS AND NEXT STEPS

VIEW THE VIDEO

Grant Application Information

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 a grant.

Organizations with an IRS 501(c)(3) tax-exempt status and classification

The Foundation's geographic focus is southwest Iowa and eastern
Nebraska, with a primary focus on Council Bluffs and Pottawattamie
County.

TAKE OUR ELIGIBILITY QUIZ

Grant	Cycle	LOI Open	LOI Due	Application Due
Cycles	1	Nov. 1, 2017	Nov. 15, 2017	Dec. 15, 2017
	2	Mar. 1, 2018	Mar. 15, 2018	Apr. 16, 2018
	3	Jul. 1, 2018	Jul. 16, 2018	Aug. 16, 2018
	1	Nov. 1, 2018	Nov. 15, 2018	Dec. 17, 2018
	2	Mar. 1, 2019	Mar. 15, 2019	Apr. 15, 2019
	3	Jul. 1, 2019	Jul. 15, 2019	Aug. 15, 2019

Attend a Grants Workshop

entities learn about our grant application process, understand Foundation priorities and ask staff questions to aid in the submission of strong proposals. Ideally, attendees come to the workshop with a specific program, capital project or use for operating funds in mind. There, they will have an opportunity to ask candid questions view sample budgets, discuss due diligence and learn how to measure impact.

DETAILS

The purpose of Iowa West Foundation's grant workshops is to help nonprofit organizations and government

-/

UP NEXT

Spreading the Word









WHY AND HOW

Share the Good

In this report, we've shared a lot of what we do, but not a lot about why. Why should we have a field house that rivals any facility in our region? Why should we create college programs for our kids who can't afford to go on their own? Why should we design a riverfront that is unlike anything this community has ever seen? Because we deserve it, Council Bluffs and Pottawattamie County. We deserve to live in a community where our kids and families have access to the best opportunities and the highest quality of life we can collectively make happen. So stick out your chest and be proud of all that was accomplished in 2017, and all that will be accomplished together in the years that follow.

FACEBOOK

TWITTER

EMAIL

SCROLL TO DISCOVER

Stay Connected

Keep in touch as we continue our efforts all year long.

CONTACT US

FACEBOOK

TWITTER YOUTUBE

INSTAGRAM

UP NEXT

Restart the Report





Financials

Initiatives

Grants

RESTART REPORT

Initiatives



FINANCIALS

2017 Financials Report

The Iowa West Foundation is one of the largest private foundations in the Midwest. More than \$430 million has been distributed to nonprofits and governmental agencies through southwest lowa and eastern Nebraska since the inception of our grant program in 1996. Funding comes from investment earnings as well as the Iowa West Racing Association, which receives contractual fees from casino operators, Ameristar and Harrah's.

2017 GRANT RECIPIENTS

SCROLL TO DISCOVER

Though we are a private Foundation, we at the Iowa West Foundation feel the great responsibility to the community to be good stewards of our funding. It is our duty to ensure these dollars make a significant difference now, and for future generations.



83 Total Grantees

In 2017 alone, 83 total grants or initiatives were awarded from the Iowa West Foundation to nonprofits and government entities in our region.

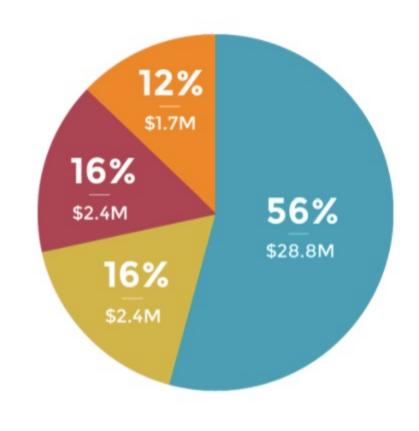
Legend: \$8,222,447 Placemaking \$2,424,859 Education \$1,764,080 **Healthy Families** \$2,425,000 **Economic Development**



Over \$14.8 million awarded in 2017

The Foundation targets resources into programs and projects that focus on economic development, education, placemaking and healthy families.

LEARN MORE ABOUT GRANT FOCUS AREAS



The Larger Impact Our contribution of \$14,836,386 combined with

matching funds of at least 50 percent, translates to almost \$30 million invested directly into our community just last year. 2017 GRANT RECIPIENTS

\$14,836,386 **Required Matching** + Fund Contributions ²⁰¹⁷ Total \$30 Million

2017 Audited Financials

80,464,280
27,274,021
13,575,713

Grants and initiated projects payable	\$26,482,494
Long-term debt	15,869,930
Other liabilities	2,558,401
TOTAL LIABILITIES	\$44,910,825
Net assets unrestricted	\$368,664,888
TOTAL LIABILITIES AND NET ASSETS	

UP NEXT

Begin the Report









INITIATIVES AT A GLANCE

Prepare for Impact

The vision, insight, planning, and collaboration that initiatives require allows for everyone to look at the big picture with the hope of finding a solution to create a transformational impact. Instead of a wait and see approach, initiatives are proactive and involve ongoing conversations with community leaders and key partner organizations as well as data-driven research to lead change. With initiatives we ask, what is currently available? What has worked in other similar-sized cities? Who needs to be at the table for this discussion? What is the most efficient, effective way to do this? The Foundation's previous strategic plan called for us to serve as a community convener and a leader. Initiatives allow us to fulfill that role. Here are some key initiatives from 2017.

SCROLL TO DISCOVER

Raise Me To Read

Being read to from birth can route a path to Kindergarten readiness. Kindergarten readiness can determine reading ability in third grade. Third-grade reading ability can predict high school graduation rate. In Pottawattamie County, one out of three students can't read proficiently. This initiative emphasizes the importance of early literacy through free book distribution, story walks and the promotion of attendance and summer learning opportunities.

UPCOMING EVENTS

River's Edge

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PACE WEBSITE

International Baccalaureate Middle Schools

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MAC Area

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Pottawattamie Promise

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More than just a scholarship. This initiative

SCHOLARS VIDEO

West Broadway

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Iowa West Field House

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MORE ABOUT INITIATIVES

Begin the Report

UP NEXT





Financials

Initiatives

Grants

RESTART REPORT
VISIT OUR WEBSITE

IOWA WEST

Grant and Initiative Recipients

Multi-Year Funding Designees

Boys and Girls Club of the Midlands

General Operating Support for Council Bluffs Club

\$85,000

FAMILY, Inc.

Birth-Three Parent Education Programming in Pottawattamie County/ General Operating Support \$120,000

Green Hills AEA

Pottawattamie County Preschool

\$1,100,000

Heartland Family Service

Iowa Family Works

\$155,000

Homeless LINK **\$100,000**

Substance Abuse Prevention **\$75.000**

Justice For Our Neighbors

Legal Assistance for Low-income Immigrants in Southwest Iowa

\$65,000

Lutheran Family Services

Pottawattamie County Center for Healthy Families

\$35,000

RSafe Program **\$15.000**

MICAH House

Homeless Services for Families/General Operating Support \$70,000

Cycle 1: 2017 Grants and Initiatives

City of Council Bluffs

Loessfest 2017

\$175,000

City of Macedonia

CITIES Program: Downtown Façade Upgrades

\$206,200

City of Minden

CITIES Program: Streetscape **\$345.325**

City of Treynor

CITIES Program: Water Main Upgrades

\$60,000

City of Walnut

CITIES Program: Well Construction

\$300,000

Inclusive Communities

Youth Programming Support in Council Bluffs \$8,000

I-JAG

Dropout Prevention Program in Council Bluffs Schools

\$20,000

Iowa Public Broadcast Network Foundation

Repainting & Lighting Replacement for KHIN Tower in Red Oak

\$53,330

Iowa Western Community College

Fitness & Wellness Center \$500.000

Omaha Botanical Center, Inc.

Railroad Days 2017

\$25.000

Omaha Children's Museum

Outreach, Field Trip Programs and Subsidized memberships for Pottawattamie County Families

\$45,000

Omaha Community Foundation

Nonprofit Capacity Building Program

\$20,000

Pottawattamie Arts, Culture & Entertainment (PACE)

Arts and Culture Center

\$1.266.436

Pottawattamie County Community Foundation

Building Endowment for Community Betterment

\$400,000

Pottawattamie Gives!

Incentives

\$21,500

The 712 Initiative

General Operating Support **\$500,000**

The Durham Museum

Top Secret: License to Spy Exhibition

\$25,000

The Nature Conservancy

Acquisition of 506-acre Loess Hills Natural Area Near Council Bluffs

\$400,000

United Way of the Midlands

Annual Campaign and Convening Efforts in Food Security

\$275,000

Fire Departments:

Carson Volunteer Fire Department

\$9,853

Hancock Volunteer Fire Department

\$10,000

Lewis Township Fire Department \$10,000

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Avoca Hancock Shelby Tennant Walnut (AHSTW) Community Schools

Career & Technical Education Equipment \$85,492

Ballet Nebraska

Season 8: Momentum, The Nutcracker, and A Midsummer Night's Dream \$125.000

Centro Latino of Iowa

Operational Support 2017-18 **\$75.000**

City of Council Bluffs

Sternhill Park – Art in the Park \$54,500

West Broadway
Beautification/Phase 1

\$1,700,000

City of Shelby

Sewer System Improvement **\$150.000**

Council Bluffs Community School District

BLink Wi-Fi network **\$100,000**

Council Bluffs Community School District

Middle Schools' International Baccalaureate Program, Year 2

\$404,000

Habitat for Humanity of Council Bluffs

Neighborhood Network **\$70.000**

Joslyn Art Museum

Kent Bellows Mentoring Program

\$20,500

Make-A-Wish Foundation of Iowa

Wish Granting/ Adopt-A-Wish \$20.000

Omaha Conservatory of Music

Violin Sprouts Council Bluffs \$35.500

Omaha Creative Institute

Professional Development Series \$3,000

Omaha Performing Arts Society

Orpheum Theater's 90th Anniversary Capital Improvements

\$100,000

Omaha Theater Company

Rose Theater Field Trips for CBCSD First Graders

\$7.112.50

Omaha-Council Bluffs Metropolitan Area Planning Agency

Heartland 2050 Implementation/Close the Gap

\$65,000

Pheasants Forever, Inc.

Precision Agriculture
Technology Integration
\$73,671

Pottawattamie Arts Culture & Entertainment (PACE)

Arts and Culture Center **\$408.195**

Pottawattamie County Board of Supervisors

Rural Recycling Center **\$222.500**

Radio Talking Book Service

Radio Talking Book Network **\$3.500**

Red Oak Grand Theatre, Inc.

Phase II – Theatre Addition **\$90,000**

Tri-Center Community School District

Preschool/Before & After School Programming **\$50.000**

Fire Departments:

Avoca Volunteer Fire Department \$10,000

Macedonia Fire & Rescue

\$10,000

Minden Volunteer Fire & Rescue **\$9.752**

Neola Volunteer Fire Department

\$10,000

Treynor Volunteer Fire Department \$10,000

Cycle 3: 2017 Grants and Initiatives

Angels Among Us, Inc.

Family Assistance Program – Pottawattamie County **\$21,600**

Blue Barn Theater

2017-2018 Programming **\$5.000**

Chanticleer, Inc.

Programming Support for 2017-2018 Season **\$32.000**

City of Carroll

Kellan's Kingdom: Carroll's First All-Inclusive Playground

\$10,000

City of Council Bluffs

Bayliss Park Holiday Lights **\$24,370**

River's Edge Parking Garage **\$2,000,000**

City of Crescent

Bunker Gear \$10,000

City of Denison

Audio-Visual Equipment **\$4.000**

Community Education Foundation

Classroom Grants for Teachers 2017-2018

\$15,000

S.T.A.R.S. Scholarship Program for Adults

\$426,775

Downtown Riverfront Trust

Iowa/Nebraska Riverfront Study

\$250,000

FAMILY, Inc.

Capacity Building/ Executive Director Search \$16.000

Heartland Family Service

Housing and Emergency Task Force (HEAT) \$170,000

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Iowa Legal Aid

Community Stabilization Project

\$40,809

Iowa Western Community College Foundation

Access to Performing Arts Programs

\$30,000

Micah House

Shelter Reimagined Campaign

\$425,000

Omaha Botanical Center, Inc.

The Recycled Art of Sayaka Ganz, Kim Merz, and Aurora Robson

\$12,500

Omaha Symphony

Adventures in Music **\$25,000**

Omaha Zoological Society

Asian Highlands **\$250.000**

Opera Omaha

"Falstaff," "Medea," and "Proving Up" productions

\$25,000

Pottawattamie Arts, Culture & Entertainment (PACE)

Arts and Culture Center **\$600,000**

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

Building Healthy Relationships Through Theatre in Council Bluffs \$9.150

Shelby County Historical Society

Military Exhibit Hall **\$8,250**

Fire Departments:

Walnut Volunteer Fire Department **\$7,567**