2017 ANNUAL REPORT

Improving lives, strengthening communities

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

Begin the Report
In 2017, we partnered with dozens of organizations, directly awarding 83 grants for a total of $412,809. Since our funding is matched with other sources, this activated more than $50 million across the community.

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 Iowa West Racing Association contracted fees from casino operations.

OUR LEADERSHIP

Iowa West Foundation

Board of Directors

ROBERT CROW

JON HOPKINS

MATT CUNNINGHAM

DR. THOMAS BARROW

BEN CORMANN

DON DAVIES

ROBBIE DICKSON

BARRY HEATON

ROBBIE SCHAFER

WINTER VIBES

Iowa West Foundation

Iowa West Racing

Board of Directors

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BRYAN FERGUSON

WILLIAM JUBER

JASON KALLISON

ROSS KEEFER

GREG McKEE

SANDRA RYAN

JERRY WIDENER

Guidestar

Collective Impact

Healthy Families

Board of Directors

ALAN BERRY

DERRICK COBB

SCOTT CUMMINGS

TERRY HALL

JACK NAGEL

HARRY RAY

MARK SEIDLER

FRED SCHAFER

Mark Scheller

The Community

Since 1978, the Iowa West Foundation has awarded more than 7,000 grants totaling over $182 million. Iowa West Foundation partners with our community to improve the quality of life for local residents by supporting education, human services, the arts, historic preservation, and community development. A 501(c)(3) non-profit organization, Iowa West is committed to making a significant impact on our community now and in the future.
Their future is now

We’re more important than ever about how we prepare the next generation of people Rapid hire at home. Building on the success of the Illinois Loop, our program spans from early childhood education to college success, transforming education into a seamless journey through adaptable and growth-oriented learning opportunities into multiple daily touchpoints.

Children of Tri-State International Middle Academy

303-315-0771

WE ARE EXPANDING

"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."

Sue Moore, President of the Local School Districts

Raise Me to Read

Being signed up from birth can make a path to kindergarten readiness. Kindergarten readiness is determined by the child's ability to show awareness of letters of the alphabet. Knowing phonics is key. Pottawattamie Promise helps students count years. Many students can't read paths visibly. This initiative recognizes the importance of early learning through free book distributions. It increases and improves children's language and learning outcomes.

International Baccalaureate Middle Schools

International Baccalaureate Middle Schools, why now?™ This Inquiry-based style of teaching is all that is needed for understanding the way the world works. After focusing on the nuts and bolts of the Middle School curriculum, how does the model work at the International Baccalaureate Middle School? It is a key feature of the Pottawattamie Promise. The three middle schools are encouraged to keep an open mind, take risks, and improve their ideas.

Pottawattamie Promise

Pottawattamie Promise is more than just a scholarship. It’s an innovative, full-service approach to instability that works. With Pottawattamie Promise, students don’t just graduate early; they graduate ready. The support starts in early childhood and continues through adulthood. The program is the first of its kind in Iowa Western Community College. From travel, a diverse portfolio of educational opportunities helps to a living wage in a full-time career.

STARS

STARS is a state program sponsored by the Community Education Foundation designed to help build awareness in post-secondary education. Today, more than 200 Pottawattamie County residents have received an Associate degree or a Bachelor’s degree as a result of the STARS program.

Economic Development
Prospering together

We’re proud of the many ways we’ve enhanced economic development across Pottawattamie County and the surrounding region. This growth is supported by a growing local government and a strong regional economy. Together with our partners, we’re making these investments to strengthen our neighborhoods, make our communities more vibrant, and create opportunities and attractions to the quality of life we offer here.

River’s Edge

A catalyst from the beginning, Iowa West believed in the vast potential of the Missouri Riverfront. By committing $20 million over the past 15 years to develop the River’s Edge at Tom Miller Drive, incorporate works of public art like “Big Mac” and “Rays,” and continue to host events such as LodeStar, River’s Edge has become the place to be. Improvements including the Community Park, Robert K. Brown/Riverwalk Tower, and one of the city’s longest pedestrian bridges are just a few of the enhancements that have transformed the riverfront. Thousands of people to the banks of the river each year look for the 800 businesses to relocate to the riverfront in early 2019.

MAC Area

With an initial multimillion-dollar investment in the Mid-America Center, Iowa West Foundation leadership committed to the success of this area. With a package that included funding for the construction of the Iowa West Field House, a lease agreement on the Mid-America Center Grandstand, and agreements with the Community Memorial Hospital that will support health care and community building, this development is resulting in packed stands, new businesses, and restaurants are on the horizon with improved signage for the approaching soon.

MAC Area

West Broadway

A city’s main thoroughfare serves as the first impression of the community by funding $5 million for aesthetic improvements to this multimillion-dollar construction project on West Broadway. What could be seen as a road would be a memorable gateway into Council Bluffs. The beautiful does not only improve the town but also make residents proud.

Placemaking

"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."
Pottawattamie Arts, Culture & Entertainment

A $37 million Arts & Culture Center in Council Bluffs. That’s right. One of the largest arts-focused projects in the U.S. will help make the Midwest a better place to live. As part of a broader commitment to the arts, the Pottawattamie Arts Council will implement critical arts education offerings to reach every child in the region as well as enhance the quality of life for all residents.

PUBLIC ART

A new app that CTC/CAST created and developed to be part of a public collection of arts that brings the city together. The new app will allow people to interact with the arts, using a smartphone, and the community will be able to view audio, video, and images through the app. The platform will connect with other platforms, such as social media, to share and promote the arts.

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Iowa West Field House

These eight hardwood basketball courts that connect to the national courts are an impressive addition to the facility. The facilities will serve the community in a variety of ways. One when the facility opened on its doors in 2013. The NBA and the NCAA have both hosted events at the facility. The NBA has even plans to host Olympic basketball games. The facility has also been a host for national and international events.

Healthy Families
"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.

Boys and Girls Club

After-school and summer programming provides children with a safe place to learn, grow, and play. At the Boys & Girls Club, kids have a place to call their own and develop the skills needed to succeed in school and in life. Whether it’s building self-esteem through arts and crafts or learning to play a new instrument, the Club is there to support them every step of the way.

FAMILY Inc.

FAMILY Inc. seeks to improve the community’s ability to support the well-being of children and families. With a strong focus on helping families, all ages can access support and resources through FAMILY Inc.'s network of services. The organization's mission is to create a community where all families thrive, providing hope and opportunity for every family, especially those who are struggling to meet basic needs.

Heartland Family Service

A way for Funders and Heartland Family to work together, serving the needs of children, families, and the community at large. Heartland Family Service is a 100-year-old organization working to make a difference in the lives of those in need. Whether it’s providing support to families in crisis or offering education and training to individuals, Heartland Family Service is dedicated to making a positive impact.

Lutheran Family Services

Lutheran Family Services has a tradition of child protection dating back to its days as the first orphanage in Iowa. With a rich history of care and protection for children, Lutheran Family Services continues to be a leader in the field of family support, ensuring that children and their families have the resources they need to thrive.

Immigrant Legal Center

The Immigrant Legal Center works to ensure that immigrants and refugees are treated with respect and dignity. With a focus on legal advocacy and education, the Immigrant Legal Center provides essential services to help immigrants and refugees navigate the complex legal system and gain access to the resources they need to build a better future.

Mocha House

For many years, Mocha House has been the warm and welcoming home of a community of artists and creatives. As a hub for creative expression and professional development, Mocha House helps artists and professionals connect, collaborate, and create. With a focus on diversity and inclusion, Mocha House is a vital resource for the creative community.
What’s Next?

This is what we continually ask our partners, the community and each other. Building on three decades of support, Iowa West Foundation Strategic Plan 2017-2021 has laid the groundwork for an engaging and impactful approach to building positive change. Our grant community has grown stronger, 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.

Healthy Families
Placemaking

Pete Palmblad
Youth and Family Director & COO

Healthy Families

We’re digging deep into the daily challenges faced here with a goal of creating more opportunity for the whole community.

Read the Executive Summary

In the spring and summer of 2017, Iowa West Foundation President & CEO Pete Palmblad and the Foundation’s leadership team conducted a “listening tour” to engage citizens of Council Bluffs and Pottawattamie County to learn more about the institutions, challenges and opportunities that impact the community. The Foundation wanted to hear from a variety of people and organizations about what’s working in the community and what’s needed to further enhance local quality of life.

The feedback received helped shape the strategic plan and was used to refine the priorities. The three strategic pillars that guide our work are Healthy Families, Placemaking and Economic Development. 

Watch This

If you’re interested in learning more about Iowa West Foundation’s initiatives, visit our website at iowawestfoundation.org to learn more about our work and how to get involved.

Grant Application Information

Organizations with a 501(c)(3) or a non-profit or educational classification as a public charity — under IRS Code 501(c)(3) — are eligible to receive our grants. We’re interested in grants that address the following priorities:

- Strengthening families
- Increasing access to quality education
- Developing vibrant communities

Tip Sheet

Great Grantees

Attend a Grants Workshop

The purpose of Iowa West Foundation’s grant workshops is to help nonprofit organizations understand the application process. Workshops will be held throughout the year and will provide an overview of the application process. The workshops will be led by representatives from the Iowa West Foundation.

Spreading the Word

For more information, contact the Marketing Department at 712.374.3223 or email info@iowawestfoundation.org.

GIVE
INVEST
LEARN
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
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 nonprofit and governmental programs and initiatives in Iowa, Illinois, Indiana, and 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 Harrahs.

38 Total Grantees

In 2017 alone, 38 total grants or initiatives were awarded from the Iowa West Foundation to nonprofit and government entities in our region.

- $8,272,447 Placemaking
- $2,424,059 Educational
- $1,594,000 Healthy Families
- $2,424,000 Economic Development

Over $4.4 million awarded in 2017

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

- 12% $2,447,000 Economic Development
- 16% $2,447,000 Educational
- 16% $2,447,000 Healthy Families
- 56% $2,447,000 Placemaking

The Larger Impact

Our contribution of $14,836,386 combined with matching funds of at least 10 percent, translates to almost $30 million invested directly into our community just last year.

2017 Audited Financials

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<th>Liabilities and Net Assets</th>
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<td>TOTAL LIABILITIES AND NET ASSETS</td>
<td>$440,579,774</td>
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$14,836,386 Required Matching + Fund Contributions

2017 Total $30 Million

Begin The Report

For More About Grant Focus Areas

IOVA WEST
Prepare for Impact

The vision, insight, planning, and collaboration that initiatives require enables everyone to take the next, bigger picture with the hope of finding a solution to create a transformational impact. Instead of a vast and vague approach, initiatives are proactive and involve ongoing conversations with community leaders and key partner organizations. These discussions help to identify potential solutions to the impact they wish to create, and change, with initiatives we believe are currently available, what has been possible 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 see as a complete landscape of initiatives that can be taken on with that, and here are some key initiatives from 2021.

**RAISE ME TO READ**

Seeing need from birth, can move a path for generations to come. American elementary school students in third grade. Third-grade reading ability, rarely exceeds 100 on a national scale. In Pottawattamie County, one out of three students can’t read proficiently. This includes the ability to read at grade level. Each year, the Council on Early Education and Learning Improvement promotes a statewide project to help 10,000 students achieve grade-level proficiency in reading.

**POTTAWATTAMIE ARTS, CULTURE & ENTERTAINMENT**

A $27 million Arts & Culture Center in Des Moines’ downtown. The new $27 million Arts & Culture Center is a groundbreaking project. The new building will be the centerpiece of a multi-year effort to promote the restoration of downtown and the downtown entertainment district.

**MAC ACRE**

With $10.5 million in multi-million-dollar investments, the Mid-America Center, located in Council Bluffs, is known for its unique design and facilities. It is the home of the city’s entertainment and convention center. It houses a large events center and an arena for the Smurfit-Stone Convention Center and a new football stadium.

**RIVER’S EDGE**

A network of trails beginning in Iowa West and ending at the Mississippi River just south of the city of Davenport. The trail is a 30-mile route that connects the city of Davenport to the riverfront area of Moline, Illinois. The trail is designed for both walkers and cyclists and offers a variety of scenic and recreational opportunities.

**INTERNATIONAL BACCALAUREATE MIDDLE SCHOOLS**

Why? How? This rising star is a topic that is on the minds of everyone. The International Baccalaureate Middle School program is a way for students to achieve both academic and personal excellence.

**POTTAWATTAMIE PROMISE**

More than just a scholarship program, this initiative funds full tuition for all students who graduate from the Pottawattamie County High School district. It is designed to provide financial assistance to students who may not otherwise have the opportunity to attend college.

**WEST BROADWAY**

A local main thoroughfare serves as the first impression of the community. By promoting West Broadway, the city can help to revitalize the downtown area and create a sense of place.

**IOWA WEST FIELD HOUSE**

Three high schools, two basketball courts that can accommodate up to 2,000 people, and multiple community spaces.

**STARS**

The STARs program is administered by the Community Education Foundation and designed to provide educational opportunities to students who may or may not be enrolled in school. The program is designed to provide educational opportunities to students who may or may not be enrolled in school. The program is designed to provide educational opportunities to students who may or may not be enrolled in school.
2017
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

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:
**Cycle 2: 2017 Grants and Initiatives**

**Avoca Hancock Shelby 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

**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

**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

**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 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
$408,195

**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