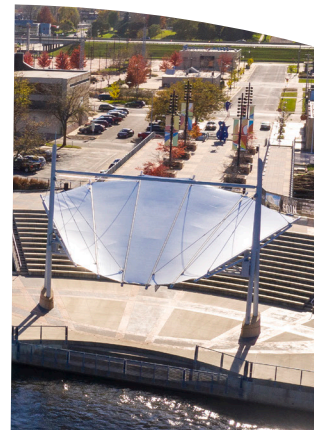


2022 ANNUAL REPORT

INVESTING IN **THE CITY WE LOVE.**



A YEAR OF **GROWTH & PROGRESS.**



Erin Tink

It takes all of us working together to make the lasting impact that our community needs. Despite a turbulent market in 2022, your generosity and your participation with the Waterloo Community Foundation grew! We added 26 new Funds for a total of 78, experienced a 23% increase in our number of donors overall, and ended the year with \$3.19 million in assets under management.

We hope you'll be inspired by the collective generosity of our community in the pages that follow. May it fuel more growth and opportunity in 2023.

A handwritten signature in blue ink, reading "Erin Tink".

**- Erin Tink,
Executive Director**



Lance Vanderloo

As the Board President and former Grants Committee Chair, I am inspired by the impact your giving is having in Waterloo.

Last year, your faithful generosity allowed us to increase our number of grants to six non-profit partners. Overall, we contributed \$215,303 to

different programs benefiting Waterloo and gave \$23,750 in scholarships encouraging our graduating seniors toward further education.

Let's keep working together to build a better future in Waterloo. Thank you for investing in the city we love!

A handwritten signature in blue ink, reading "Lance E. Vanderloo".

**- Lance Vanderloo,
Board President**

OUR MISSION.

■ We love our city and are excited about the future of Waterloo.

Established in 2015, we exist to focus on the ever-changing needs of our community and invest in its progress. Here at the Waterloo Community Foundation, we are celebrating our city's many strengths and continuing to see its potential.

The opportunities in our city will continue to be as diverse as the people who live here. Our commitment is to stay engaged with the work of our local nonprofits and the needs of our neighbors so we can connect donors to the causes that matter. Because of your generosity, we are fortunate to fund creative projects and nonprofits that make our community a better place to live.

Every investment in our community makes a lasting impact, not only today but for generations to come!

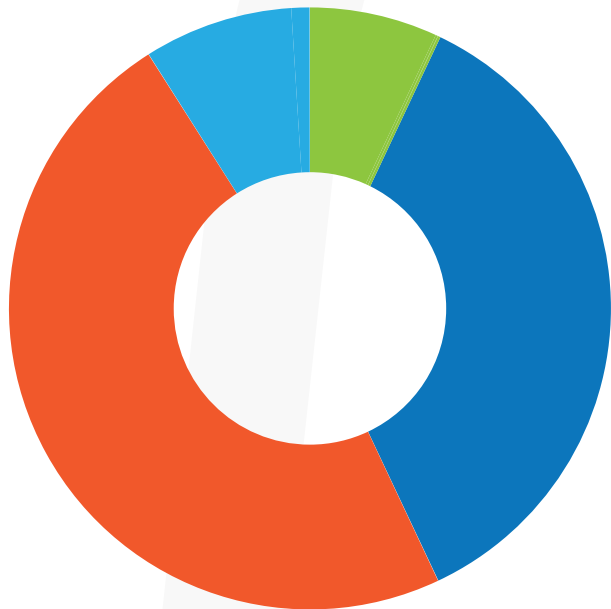
www.wloocommunityfoundation.org/donate



2022 IMPACT.

■ Your donations are creating a much-needed impact in our city. We are proud of the work being done and know there is still a lot to accomplish! We have ambitious goals of growing our assets under management to \$5 million and distributing \$500,000

back into our community annually by the end of 2024. As we move into the future, we are excited to continue building upon Waterloo's strengths and potential with your generous support.



Grants: \$237,983 distributed back into Waterloo

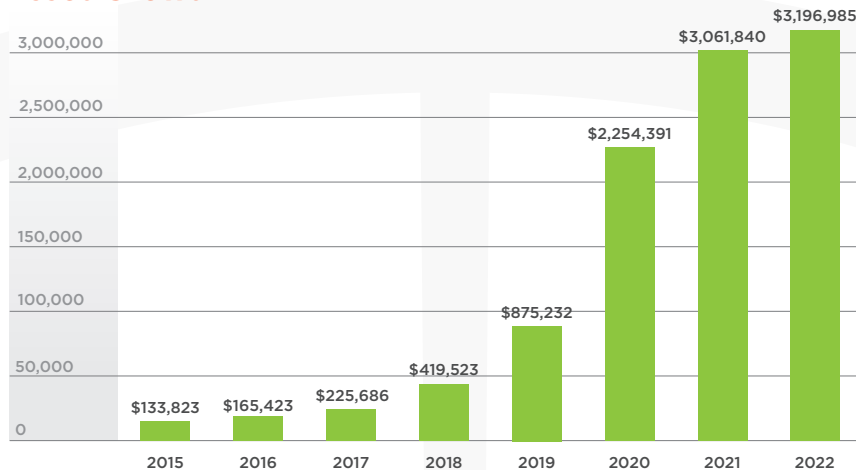
- Arts & Culture - **7%**
- Education - **36%**
- Health & Human Services - **48%**
- Scholarships - **8%**

78 TOTAL FUNDS (50% more than 2021)

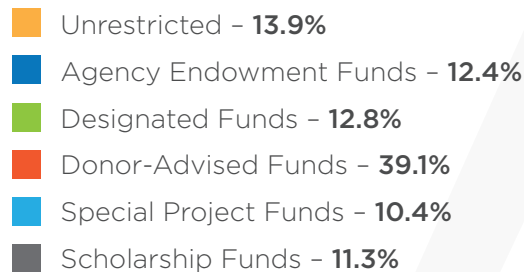
TOTAL DOLLARS RAISED: \$949,821

735 DONORS CONTRIBUTING (23% more than 2021)

Asset Growth:



Assets by Fund Type:



OVERCOMING BARRIERS.

■ We are proud to fuel programs like Momentum at One City United which are meeting crucial needs and offering sustainable solutions in the Cedar Valley.

While unemployment rates are low and many employers are searching for employees, there are individuals in our community with significant barriers to work. One City United is equipping unemployed and underemployed individuals to overcome these barriers and connect with sustainable employment opportunities through the Momentum program. Throughout the six-week program, they combine life and employment readiness skills to get to the root of what causes job loss and provide the tools necessary to secure and maintain meaningful employment.

Momentum focuses on building long-term relationships with participants and conducts individual needs assessments that identify employment barriers such as addiction, homelessness, incarceration, lack of transportation or childcare. Classes are facilitated by a combination of Momentum staff and community professionals who volunteer their time and expertise.



They also work within a network of businesses that guarantee interviews for each graduate and whose policies allow for the hiring of Momentum graduates, resulting in a 95% job placement rate for graduates.

However, a participant's journey with One City United does not end at graduation. They come alongside participants before, during, and after class enrollment and Momentum Director, Michele Feltes, emphasized that they never give up on anyone. If a participant does not successfully complete the term, they are welcome back whenever they are ready for change. She says, "Life transformation is not a destination, it's a journey".

INSPIRING DONORS.

■ After losing her daughter DeNae, Jaquel Sherrod wanted to ensure her daughter's legacy would live on.

Their family moved to Waterloo when DeNae was a junior in High School. Although brand new to the community, DeNae thrived at East High School and felt like it was exactly where she belonged. DeNae excelled in basketball, graduated in 2018, and went on to play at Kansas City Community College and Des Moines Area Community College.

Sadly, DeNae's life was cut too short when she tragically passed away in 2020. Jaquel and her husband, William, along with Jaquel's mother, Joyce Cook, established the DeNae Nash Fund in memory of DeNae. This endowed donor advised fund allows her family to give annually to causes that were meaningful to DeNae. It distributes toward Waterloo Schools, Waterloo basketball camps and programs, the Iowa Donor Network, and toward a scholarship fund also started in DeNae's name.



“We’re grateful that her legacy will live on in generosity toward fellow Waterloo students and to a community that embraced her so well.”

– Jaquel Sherrod

www.wloocommunityfoundation.org/donate

YOUR DIRECT **IMPACT.**

■ We awarded six \$5,000 competitive grants to creative projects taking place in 2022. These organizations are creating a lasting impact in Waterloo in one of four key areas: arts and culture, education, economic development, and health and human services.

Arts & Culture



North End Update –
“Ms. Rocki ‘n Chaveevah
LIVE” show



WCF Symphony – Evolution
of African American Music
Concert and Residencies

Economic Development



One City United –
Momentum Program

Health & Human Services



Riverview Center –
Waterloo Crisis
Intervention Program

Education



Leader Valley –
Lincoln Elementary
Leader in Me



Boys and Girls Club –
Group Mentoring
Program



WATERLOO FOCUSED.

■ One of the privileges we enjoy as a community foundation is working alongside the city of Waterloo to continuously make our city a better place to live. Waterloo's Leisure Services Commission is transforming Waterloo's two major parks – Gates Park and Byrnes Park. In total, this is a \$17.5 million project with the expenses being divided evenly between the

two parks. The city established the **Make a Splash: Transforming Gates & Byrnes Parks Fund** to collect contributions from funding sources, including a grassroots campaign that allows community members to donate. We are thrilled to partner with the city to provide these beautiful spaces for community members to gather and play.

www.wloocommunityfoundation.org/donate

YOUR INVESTMENT **MATTERS.**

Establish a fund

We are eager to listen and help you set up a fund according to your own unique and creative interests. We currently manage various fund types, including donor advised funds that allow you to support the causes you care about.

Give to a fund

You can give to any fund already established with the Waterloo Community Foundation, including our Unrestricted Fund that allows our Board to meet the most immediate needs of our community.

Planned giving

Leaving a planned gift can be as simple as including the Waterloo Community Foundation in your will or revocable trust, or by naming the Waterloo Community Foundation as a beneficiary of your IRA, retirement plan, or life insurance policy.



2023 BOARD OF DIRECTORS.

We are governed by a 15-member board of directors. Board members must live in Waterloo or have a strong professional, civic or historical connection to Waterloo.

Lance Vanderloo, President

Sam Holden, Vice President &
Treasurer

Chuck Rowe, Secretary

Lori Johnson, Past President

Stacey Bentley

Steve Carignan

Bob Hellman

Theresa Hoffman

Jane Lindaman

Kent McCausland

Tamera Phillips

John Richter

Bev Smith

Troy Smith

Dodie Young

Founding Members

Stacey Bentley

Geof Grimes

Tim Hurley

Theresa Hoffman

Dr. Wilfred Johnson

Jim Lind

Kent McCausland

Kathy McCoy

Troy Smith

Joe Vich

Jim Walsh

Dan Watters

Mike Young

Rick Young

FUNDING THE FUTURE OF WATERLOO.

- 5 Anonymous Funds
- Believe Waterloo Fund
- Black Hawk County Conservation Fund
- Building Momentum Fund
- Cedar Valley Antiracism Fund
- Cedar Valley Sportsplex Enhancement Fund
- Culture and Arts Education Field of Interest Fund
- Dave and Sharon Juon Memorial Fund
- Dave Aumer Memorial Scholarship Fund
- DeNae Nash Purple Heart Fund
- DeNae Nash Purple Heart Scholarship Fund
- Dr Lance and Ellen Vanderloo Fund
- Dr. Sam Christensen Scholarship Fund
- Dr. Wilfred M. Johnson Upward Bound Scholarship Fund
- EAA 227 Young Pilot Scholarship Fund
- East High Alumni Committee
- Eric and Julie Ritland Family Fund
- Eric and Lori Johnson Fund
- Family YMCA of Black Hawk County Endowment Fund
- Friendship Village Endowment Fund
- Friends of the Waterloo Center for the Arts Fund
- General Endowment Fund
- Geraldine "Jeri" M. Thornsberry Fund
- Greg Freshwater Memorial Scholarship Fund
- Harry and Polly Slife Fund
- Hellman Family Fund
- Hubert & Georgia Rossin Memorial Scholarship Fund
- Iowa Heartland Habitat for Humanity Waterloo Endowment Fund
- Iowa Heartland Habitat for Humanity Waterloo Opportunity Fund
- Iowa's Bravest
- Junior Wahawk Baseball Program
- Kathleen and Robert Braun Charitable Fund
- Ken and Bev Lind Community Fund
- Kevin and Beth McCrindle Fund
- Kevin Dill Family Fund
- Koats 4 Kids
- Leighty Family Fund
- Liz Crowley Endowed Memorial Scholarship Fund
- LORAL Trust Fund for the Love of Reading and Learning
- Lucy Price Memorial Fund
- Mac McCausland Endowment for the Boys and Girls Club of the Cedar Valley
- Margaret Ann Enderlein Educational Trust Scholarship
- Mark's Park Endowment Fund
- Noel "Thorny" E. Thornsberry Fund
- POS Corporation Scholarship Fund
- Power of the Purse
- Rick and Debbie Morris Family Scholarship Fund
- Sam and Janet Holden Family Fund
- Stanford and Margaret Duffy Family Designated Fund
- Steve and Margo Grimm Donor Advised Fund
- Tennis Teens Tots
- The Bette W Fund
- Thomas and Leah Felcher Fund
- Todd Brekke Memorial Scholarship Fund
- Transforming Gates and Byrnes Parks Fund
- Tyler Greene Fund
- Tyler Greene Scholarship Fund
- Verna Park Educational Scholarship Fund
- Veteran's Way Designated Fund
- VGM Scholarship Fund
- Waterloo Center for the Arts - Margaret Ann Enderlein Charitable Trust Fund
- Waterloo Community Foundation Unrestricted Fund
- Waterloo Community Schools Foundation Fund
- Waterloo Fire Rescue Designated Fund
- Waterloo Hy-Vee Smiles Beyond the Aisles Scholarship Fund
- Waterloo Police Foundation Designated Fund
- Waterloo Police Racial Equality Training Fund
- Waterloo Public Library Board of Trustees Fund
- Waterloo Recreational Facilities Consortium
- Waterloo Softball Association, Inc.
- Waterloo Youth City Council
- West High School Class of 1962 Scholarship Fund
- Women's Center for Change Well-Being Baskets
- Youth In Action Volunteerism Scholarship Fund



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wloocommunityfoundation.org/donate

