Here are some key overall findings from the CEP Donor Perception Survey Report:

- WCF donors are more satisfied with the Foundation and are more likely to recommend WCF to a friend or colleague than donors at most other community foundations in CEP’s dataset.

- There are opportunities to improve communications and more deeply engage and interact with donors individually.

- The majority of WCF donors indicate they are going to give to the Foundation in the future, with a larger than typical proportion indicating they will increase their charitable giving through WCF.

You may recall the opportunity in early 2020 to provide candid feedback about your interactions and experiences with our organization. 35% of WCF fundholders responded to the Center for Effective Philanthropy’s (CEP) Donor Perception Survey Report – an above-average response rate among the CEP dataset.

What you’ll find in the following pages are the results of the survey, along with planned steps of action for continual improvement. It’s been a year unlike any other in recent decades, yet the perpetual generosity of Wichitans has remained. We are privileged to work with you.

ABOUT CEP  The Center for Effective Philanthropy provides data and creates insight so philanthropic funders can better define, assess and improve their effectiveness – and, as a result, their intended impact.
Donor Respondent Characteristics

35% response rate (54/155)

FEMALE | MALE
---|---
42% | 58%

INTERPRETING THE GRAPHS  
CEP’s data ranges on a scale from one to seven. The yellow triangle and corresponding number represents WCF’s average rating (top number) and percentile (bottom number). The white bullet represents the average score from 15 other community foundations who resemble WCF in scale or scope.

Rate your overall satisfaction with WCF
1 = Not satisfied at all  7 = Extremely satisfied

How likely is it that you would recommend WCF to a friend or colleague?
1 = Not likely at all  7 = Extremely likely

Access the full survey results at wichitacf.org/CEP
At the forefront of our relationship with donors is WCF’s team, who partners with you to maximize the impact of your charitable endeavors.

In the survey, donors found WCF staff to be more responsive than is typical – ranking WCF in the top third above the average score in CEP’s dataset. Responsiveness, helpful advice, knowledge and leadership of WCF staff contribute to their positive interactions with the Foundation.

Findings also indicate opportunities for the Foundation to engage with donors individually and at a deeper level. Responses suggest that WCF enhances the knowledge of donors on local issues they care about.

**Top 3 Most Helpful Donor Resources**

- DonorCentral
- Advice from WCF staff
- WCF website

“WCF is doing better at developing “touch points” with stakeholders, as well as potential stakeholders, but this could be further improved. I recognize it is challenging to do - with a small staff responsible for execution of substantial projects.”

- WCF Fundholder
INTERPRETING THE GRAPHS  CEP’s data ranges on a scale from one to seven. The yellow triangle and corresponding number represents WCF’s average rating (top number) and percentile (bottom number). The teal bullet represents the average score from 15 other community foundations who resemble WCF in scale or scope.

How responsive is WCF staff when you have a question or need assistance?
1 = Not at all responsive  7 = Extremely responsive

6.52
74th

Is WCF understanding of donors’ goals?
1 = Not at all understanding  7 = Extremely understanding

5.70
27th

ACTION STEPS

The data presented from the CEP report gives WCF the opportunity to increase and deepen donor interactions. As a fundholder, you’ll see heightened focus on:

1) Gaining a deeper understanding of donors’ charitable goals
2) Engaging more donors with the Foundation’s most helpful resources

You’ll receive at least a yearly touch point with your relationship manager at WCF. The Annual Relationship Review serves as a great way for staff to discuss changes in your charitable goals, as well as learn of new interests you may have in maximizing your giving.
The Foundation serves as a vehicle for local philanthropy in Wichita, addressing changing community needs and moving the needle on local issues that donors seek to support.

Donors report they are satisfied with WCF’s leadership in Wichita, which includes knowledge and responsiveness to community needs, and the ability to make an impact on specific issues.

94% of donors are satisfied with WCF’s integrity and trustworthiness

63% of donors are satisfied with WCF’s ability to mobilize community resources in support of specific issues

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Most Important Reasons for Giving to or Through WCF over the Past Three Years

41% To give to a specific organization

35% Financial or tax benefits associated with my gift

35% To give back to my community

31% To create a charitable legacy or continue a family tradition of giving

25% To make an impact on a specific issue or in a particular area of work

10% I received an inheritance or became the steward of financial resources

10% Other

4% To memorialize a loved one

Top 5 Reasons Donors Choose WCF over Other Charitable Options

1 To place charitable assets in a community-based fund provider rather than a national provider

2 Reputation

3 Quality of staff

4 Knowledge of the Wichita community and its nonprofits

5 Local leadership

Wagonmaster’s Downtown Chili Cookoff
**INTERPRETING THE GRAPHS** CEP’s data ranges on a scale from one to seven. The yellow triangle and corresponding number represents WCF’s average rating (top number) and percentile (bottom number). The teal bullet represents the average score from 15 other community foundations who resemble WCF in scale or scope.

**In your opinion, to what extent is WCF making an impact in the Wichita community?**

1 = No impact  
7 = Significant positive impact

5.92  
59th

**Does working with WCF make you feel more connected to the Wichita community?**

1 = Not at all  
7 = To a great extent

5.08  
65th

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**ACTION STEPS**

The data presented from the CEP report gives WCF the opportunity to explore **co-funding initiatives** with our fundholders.

We’re actively seeking opportunities to work alongside our fundholders to maximize the impact of our giving. For many years, WCF and Knight Foundation have co-funded projects, including placemaking in downtown Wichita, and most currently, the News and Information Fund at WCF. We welcome any interest in discussing co-funding opportunities with you.
“Continue to get the message out to professionals, brokers, accountants and attorneys regarding the impact of WCF’s community of donors and how simple it is to give donations through WCF.

- WCF Fundholder

COMMUNICATION & FUTURE GIVING

While perceptions of WCF’s impact on and understanding of the Wichita community are relatively strong, quantitative and qualitative findings indicate an opportunity for the Foundation to improve its communication and visibility in the community.

About one-third of donors’ suggestions – the largest proportion in the survey – focus on WCF’s communication tactics. Specifically, donors suggest that WCF “work on better and/or more effective ways” to increase its visibility in the community and express a desire for more frequent updates about the Foundation’s work and the Wichita community’s needs.

GIVING OUTSIDE OF WCF

Giving to or through WCF as a percentage of total giving

LOOKING AHEAD...

- 79% plan to continue giving to the Foundation
- 41% plan to increase their level of giving
- 37% would be interested in developing a strategic giving plan in consult with WCF staff

Jayne Milburn
Photo courtesy of Wichita Art Museum
I would like to hear more about the different initiatives WCF engages in, and information about what other donors are doing.

- WCF Fundholder

INTERPRETING THE GRAPHS  CEP’s data ranges on a scale from one to seven. The yellow triangle and corresponding number represents WCF’s average rating (top number) and percentile (bottom number). The teal bullet represents the average score from 15 other community foundations who resemble WCF in scale or scope.

How well-known do you think WCF is among your friends and colleagues?
1 = Not at all well-known  7 = Extremely well-known

4.19  
18th

ACTION STEPS

The data presented from the CEP report gives WCF the opportunity to further share the organization’s impact in the community.

We’ve begun implementing a print and digital communications strategy that provides our stakeholders with information specific to their relationship with WCF. We’re moving away from one annual print publication for all audiences and will now offer more customization. For example, in 2020, you received the Philanthropic Trends Report and this publication, the Donor Insights Report. Both are curated specifically for you.
This list contains funds opened prior to Nov. 30, 2020. Funds created in fiscal year 2020 are bolded.

**Donor Advised Funds**

These funds enable donors to recommend the charitable organizations or programs they wish to receive grants.

- Jan & Jerry Aaron Charitable Fund
- Aero Club Fund
- Dr. Richard & Suzanne Ahlstrand Fund
- Buck & Gladys Alley Family Charitable Fund
- Thornton E. & Kathleen Anderson Fund
- Armstrong Charitable Fund
- Edward & Mildred Armstrong Donor Advised Fund
- Douglas A. Baker Fund
- Stephen M. Baker Donor Advised Fund
- Don & Lora Barry Fund
- Christine C. Bastian Fund
- Clark & Sharon Bastian Donor Advised Fund
- Clay & Kate Bastian Donor Advised Fund
- Michelle & Aaron Bastian Fund
- Bastian Family Donor Advised Fund
- Boesen Family Fund
- Bogue Family Fund
- Bravely Onward Fund
- Bridget Fund
- Mert & Connie Buckley Fund
- Meribeth A. & Bruce R. Buhr Charitable Fund
- The Carey Fund
- Carney Family Charities Foundation Fund
- Charlie & Marla Chandler Charitable Fund
- Arthur N. & Sherida Dill Claassen Charitable Fund
- Clark Family Fund
- James & Ann Coen Fund
- Coen Charitable Fund
- Coen Family Foundation Fund
- Stewart B. Coffin Memorial Fund
- Jerry & Catherine Cohlmia Fund
- Bill & Dorothy Cohen Charitable Fund
- Compton/Brewer Agape Fund
Linda K. Constable Fund
Dorth & Virginia Coombs Philanthropic Trust Fund
Don & Bettie Cordes Fund
Hector & Shawna Cortez Family Fund
COVID-19 Connection Fund
Cox Communications of Kansas Charitable Fund
Cox Communications of Kansas Reserve Fund
Steve & Janis Cox Charitable Fund
Gary & Terry Dean Fund
Delta Dental Foundation Fund
Delta Dental Foundation Charitable Fund
DeVore Family Fund
DeVore Heritage Fund
Pat & Sylvia Do Charitable Fund
Docking Family Fund
Celia Easley Memorial Fund
Roger & Nancy Elliott Charitable Giving Fund
Evergy Community Investment Fund
Fleeson, Gooing, Coulson & Kitch Fund
The Foulston Donor Advised Fund
Lawrence C. Freund St. Leo Church Cemetery Fund
Gamm Family Donor Advised Fund
Christopher J. & Mary C. Goebel Fund
Robert L. & Rosalie Goebel Fund
O.S. & Jaclyn Gossard Fund
James “Jack” C. & V. Madeline Graham Fund
Brock & Sarah Hampton Fund
Janice & Bill Hanna Family Fund
Justin & Cammy Healy Family Fund
Dave & Sharon Hewitt Fund
Hope & Grace Fund
Vernell & Celestine Jackson Fund
William M. & Rhonda C. Johnson Charitable Fund
Kansas Boys’ State Foundation Fund
Richard M. & Hannah R. Kerschen Fund
John S. & James L. Knight Foundation Fund
The Knorr Family Advisory Fund
LacKamp Donor Advised Fund
Eric & Debbie Larson Fund
Thomas J. Lasater Family Fund
Bill & Debby Lucas Fund
Brennen & Courtney Lucas Fund
Eddy & April Lucas Fund
Barbara A. Lyle Memorial Fund
Anthony V. Madrigal Fund
The James A. Manry Family Fund
Tom & Nancy Martin Fund
John & Barbara McCune Charitable Fund
The Louise DiPrampero McKay Charitable Fund
McCune Family Charitable Fund
Victor Murdock Fund
Phil & Sharon Neff Charitable Fund
Joe & Sarah Nold Fund
Oatman Family Charitable Fund
Mary Lynn & William L. Oliver Jr. Fund
Tom & Mindy Page Fund
Ronald & Virginia Paulseen Donor Advised Fund
George H. & Marilyn B. Pearson Fund
Jan & Steve Randle Charitable Gifting Fund
Robert & Sharol Rosberry Fund
Dennis L. & Ann M. Ross Charitable DA Fund
Joe & Devon Rothwell Fund
A. Scott & Carol Ritchie Fund
Edward C. Ritchie Donor Advised Fund
Janie & Hale Ritchie Fund
Ritchie Corporation Charitable Trust Fund
Russell & Breer Family Fund
Galen & Brenda Schawe Fund
Dan & Kate Scheer Charitable Fund
Barry & Cindy Schwan Family Fund
Stang Family Fund
Eric L. Swedlund Memorial Fund
Tappan Family Fund
Textron Aviation Fund
George R. Tiller Memorial Fund for the Advancement of Women’s Health
Byrne & Becky Vickers Fund
Weatherson Family Fund
J.P. Weigand & Sons Charitable Fund
Dale & Alice Wiggins Charitable Fund
Designated Funds

These funds are established to benefit specific charities named by the donor.

Connie Claire Arnold Endowed Fund
Bruce & Jacquelin Buehler Memorial Fund
Joe & Donna Bunk Endowment Fund - BSA Quivira Council
Cerebral Palsy Research Foundation of KS, Inc. Endowment Fund
Class of Wichita, Inc. Fund

**Doug & Suzanne Coin Designated Fund**
Harold W. & Mary Ellen Deets Designated Fund
Devore Family Wickenburg Fund
East High Class of 1964 Fund
Pauline K. Eby Fund
ELF Project Fund
Friends of the Wichita Art Museum Endowment Fund
Friends of the Wichita Art Museum Library Endowment Fund
Friends University Fund
FWAM Howard E. Wooden Lecture Series Fund
Patricia Gorham & Jeff Kennedy Designated Fund

**Marlene F. & William Hayes Charitable Fund**
Heather’s Camp Fund
Horizontes Fund
Johnson - Williamson Fund

**Nancy & Doug Johnson Designated Fund**
Kansas Children’s Service League Fund
Barbara J. Keating Memorial Fund
Gary Kipp Insurance Fund
Sue Margaret Kleinheksel Endowed Fund for the Improvement to the Lives of People and Pets
Mary & Delmar D. Klocke Charitable Fund
Leadership Atchison County Fund
Leadership Independence Fund
Leadership Junction City Fund
Leadership Wichita Fund

**Lions Vision Care Fund - Hank Rasmussen Endowed**
Lions Vision Care Fund - Hank Rasmussen Passthrough
Errol A. & Suzanne Davis Luginbill Family Fund
Kent A. Mauk Endowed Fund for the Friends of the Augusta KS Public Library
W. Tom Meredith KDA Fund
Carina P. Michel Memorial Education Fund
Jayne & Glenn Milburn Fund - Botanica
Jayne & Glenn Milburn Fund - Wichita Art Museum
Jayne & Glenn Milburn Fund - Wichita Children’s Home
Jayne & Glenn Milburn Fund - Wichita Symphony Society
Rose Mary Mohr Endowment Fund
Music Theatre of Wichita Endowment Fund
Norstad Memorial Stock Fund
Norstad Memorial Fund
Orpheum R & R Fund
Cameron & Shelly Prichard Designated Fund
Cindy Pursell Memorial Fund
Dr. J. Stanley and Mildred J. Reifsneider Memorial Fund

**Kelly Rundell Designated Fund**

**Colby Sandlian-Old Cowtown Museum Fund**
Colby Sandlian-WAM Art Access Fund
Stella B. Shawver Fund
Margot B. Skinner Designated Fund
Stannard Fund-BSA
Lynn E. Stephan Designated Fund
St. Stephen’s Episcopal Church Fund
Sedgwick County Zoo Endowment Fund
Wichita Children’s Home Designated Endowment Fund
Wichita Grand Opera Endowment Fund
Wichita Symphony Orchestra Endowment Fund
YMCA Endowment Fund
Young Life - Storms Legacy Fund
Field of Interest Funds
These funds enable donors to identify a specific interest area (e.g. children’s needs, the environment, the arts) to support.

Authors In Schools Fund
Buddy Bear Fund
Edward C. & Elizabeth M. Burns Fund
Harold W. & Mary Ellen Deets Endowed Fund
Economic Prosperity Fund
Emergency Fund
Fund for the Advancement of Wichita in honor of Carol Nazar
The Gold Coin Society Fund
Doris V. Happy Fund
Health Fund
Kansas Health Foundation Nutrition & Physical Activity Expansion Fund
John Lewis Kleinheksel, M.D. & Geraldine Sauer Kleinheksel Endowed Fund for Medically & Educationally Underserved Children in Wichita, KS
Lifelong Learning Fund
Becky & Dick Loosen Endowed Fund
Paul & Pamela Masterson Field of Interest Fund
Cora Ellis Middlekauff Endowed Fund for Indigent Care
Floyd & Linda Oneslager Family Fund
Quality of Place Fund
Major Kenneth Fredrick Sauer Endowed Fund
Share the Season Fund
Stand With Wichita Fund
Strong Communities and Neighborhood Fund
Talent Fund
Gracie Varney Charitable Fund
Alice Virginia White Endowment Fund for Dog & Cat Welfare
Wichita Wagonmasters Good Life Grant Non-Endowed Field of Interest Fund
Wichita Committee of 100 Fund
Wichita Public Schools Athletics Gift Fund
Wichita Public Schools Athletics Endowment Fund
Wichita Public Schools Fine Arts Gift Fund
Wichita Public Schools Fine Arts Endowment Fund
Wichita Public Schools Mini-Grant Gift Fund
Wichita Public Schools Mini-Grants Endowment Fund
Gary & Marjorie Wood Fund

Agency Funds
Nonprofit organizations establish agency funds to provide a source of regular income to carry out their charitable work.

Andale District Library Endowment Fund
The Foundation for Andover Schools - Board Designated Fund
The Foundation for Andover Schools - Founding Members Fund
The Foundation for Andover Schools - Kimberly Jo Harmon-Wielhouwer Endowment Fund
The Foundation for Andover Schools - Pat Terry Endowed Fund
Association of Fundraising Professionals Greater Wichita Chapter Professional Development Fund
Association of Fundraising Professionals Sharon G. Miles Fund
Botanica Endowment Fund
Boy Scouts of America Quivira Council Fund
Breakthrough Clubhouse Endowment Fund
Caldwell Area Hospital & Health Foundation Fund
Discovery Place Endowment Fund
Embrace of Wichita Endowment Fund
Episcopal Social Services Endowment Fund
Extension Education Foundation Fund - 4-H
Extension Education Foundation Fund - General
Extension Education Foundation Fund - Horticulture
Extension Master Gardener Endowment Fund
Friends of the Wichita Public Library Fund
Friends of the Wichita Public Library Marketing Fund
Great Plains Diabetes Research, Inc. Fund
Guadalupe Health Foundation Fund
Higher Ground Legacy for Recovery Fund
Historical Museum Fund
Hospice, Inc. Fund
Heartspring Fund
Heartspring Foundation Fund
Jabara Family Foundation, Inc. Junior Achievement of Wichita Fund
Junior Achievement of Wichita Fund
Kansas Children’s Foundation Endowment Fund
Kansas Eye Bank & Cornea Research Center Fund
Kansas Health Ethics, Inc. Fund
Kansas Humane Society Fund
KETCH Endowment Fund
KPTS Endowment Fund
League 42 Fund
Legacy of Hope Endowment Fund/ARC
Maude Carpenter Children’s Center Endowment Fund
Maude Carpenter Children’s Home Endowment Fund
Mid-Kansas Jewish Federation Fund
Old Cowtown Museum Endowment Fund
Jean Kindel Garvey Orpheum Endowment Fund
Rainbows United Charitable Foundation Fund
Roots & Wings, Inc. Endowment Fund
Senior Services, Inc. Endowment Fund
Shoaf, Odis Memorial Endowment Fund - Hospice, Inc.
Starkey, Inc. Fund
TKAAM Building Fund
TKAAM Endowment Fund
Trees For Life Fund
Wichita Area Girl Scout Council Fund
Wichita Art Museum Board Designated Fund
Wichita Art Museum Endowment Fund
Wichita Art Museum Glass Art Fund
Wichita Art Museum Lois K. Walls Education Endowment Fund
Wichita Chamber Chorale Fund
Wichita Children’s Home Endowment Fund
Wichita Children’s Home Challenge Endowment Fund
Wichita Community Theatre Fund
Wichita Festivals Inc. Fund
Wichita Public Library Foundation, Inc. Endowment Fund

Scholarship Funds
These funds assist and encourage promising students, including those challenged by educational costs.

Beth Alexander Memorial Fund
The Autobiography Scholarship Fund
Randy Banks Memorial Scholarship Fund
Olive Ann Beech Fund for Improved Health Care, Med. Education and Research
Lorraine & Otis Smith Caddie Scholarship Fund
E. Eugene Carter Scholarship Fund
J.D. & Dorothy Edmiston Scholarship Fund for Track and Field Athletes
Evergy Scholarship Fund
Gregory Fleming Memorial Scholarship Fund
Forget Me Not Scholarship Fund
Matthew Aaron Gamm Memorial Scholarship Fund
Doug Hays Memorial Criminal Justice Scholarship Fund
Brian David Higby Fund
Rich & Hannah Kerschen “Law Company Family” Scholarship Fund
Larison Family Scholarship Fund
Trevor McCoy Foundation Fund
Chad McCune Scholarship Fund
Russ & Helen Meyer Scholarship Fund
James D. Moore Endowed Scholarship Fund
Optimist Memorial Scholarship Fund
The Orthopedics Fund
James K. Pitetti Memorial Scholarship Fund
Junior ROTC Scholarship Fund
Galen & Brenda Schawe Scholarship Fund
Timothy Seguine Wichita NW High School Scholarship Fund
Patricia G. Smith MICU Nursing Scholarship Fund
Soroptimist/Olive Ann Beech Memorial Scholarship Fund
Wichita High School East Scholarship Fund

**Focus Forward Funds**
These gifts support WCF’s community leadership and strategic initiatives.

Bank IV Unrestricted Fund
Walter H. & Olive Ann Beech Memorial Fund
S.M. & Laura H. Brown Charitable Trust Fund
Elizabeth Hamilton & Edward Alexander Caredis Fund
The Fidelity Bank Endowed Fund
Funds For The Future of Wichita
Magnify Fund
News and Information Fund
Philanthropic Leadership Fund
Richard & Harriett Price Fund
Dale V. Reed Fund
A. Scott & Carol Ritchie Oliver Challenge Fund
Cari & Mildred Rohwer Fund
Robert J. & Alice R. Sauer Fund
Donna J. Schmid Fund
Talent Ecosystem Fund
Kenneth Wagnon Oliver Challenge Fund
Windfall Fund
E. Lawrence & H. Lucile Wulfmeyer Fund

**Anonymous Funds (11)**

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