

# DONOR INSIGHTS REPORT













# **SUMMARY**

We're working daily to expand and enhance the philanthropic impact of the Wichita Community Foundation (WCF). For 34 years, fundholders have collaborated with our staff and board to provide financial support to nonprofit organizations in our community and beyond.

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.

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

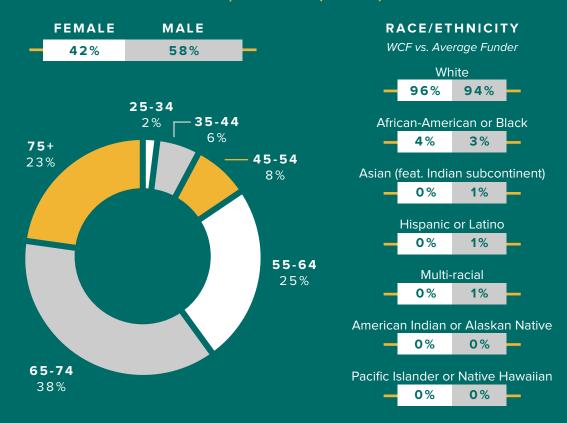
- WCF donors are more satisfied with the Foundation and are more likely to recommend WCF to a friend or colleague than donors at most other community foundations in CEP's dataset
- There are opportunities to improve communications and more deeply engage and interact with donors individually
- The majority 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

**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)



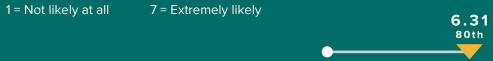
INTERPRETING THE GRAPHS CEP's data ranges on a scale from one to seven. The yellow triangle and corresponding number represents WCF's average rating (top number) and percentile (bottom number). The white bullet represents the average score from 15 other community foundations who resemble WCF in scale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



**★** Access the full survey results at wichitacf.org/CEP



# DONOR RELATIONS

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.

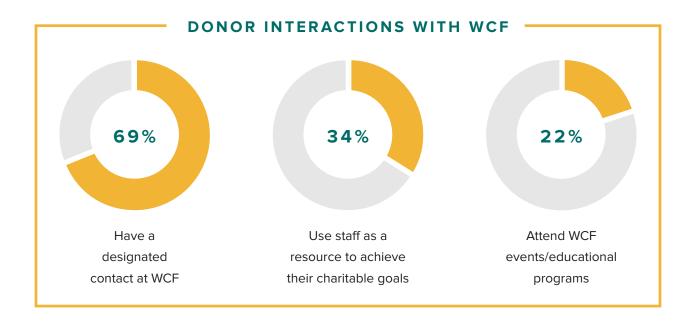
## **Top 3 Most Helpful Donor Resources**

- 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



#### 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.

# 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

# **IMPACT** & LEADERSHIP

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% integrity and trustworthiness of donors are satisfied with WCF's

of donors are sausies ......
community resources in support of specific issues of donors are satisfied with WCF's ability to mobilize

## **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





Public Life Intensive Fellowship, co-funded by Knight Foundation and WCF

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

1 = No impact 7 = Significant positive impact



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

1 = Not at all 7 = To a great extent





# 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.

# 66

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

Jayne Milburn
Photo courtesy of Wichita Art Museum

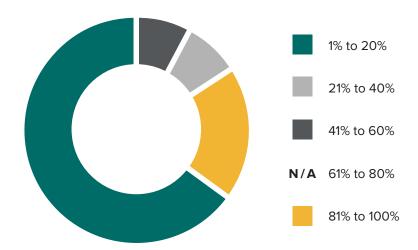
# COMMUNICATION & FUTURE GIVING

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





I would like to hear more about the different initiatives WCF engages in, and information about what other donors are doing.

- WCF Fundholder

70%

of donors' suggestions focus on WCF's communications

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### How well-known do you think WCF is among your friends and colleagues?

1 = Not at all well-known 7 = Extremely well-known





# 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.



# FUNDS OF WCF

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

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 Bill & Debby Lucas Fund Dorth & Virginia Coombs Philanthropic Trust Fund Brennen & Courtney Lucas Fund Eddy & April Lucas Fund Don & Bettie Cordes Fund Hector & Shawna Cortez Family Fund Barbara A. Lyle Memorial Fund **COVID-19 Connection Fund** Anthony V. Madrigal Fund Cox Communications of Kansas Charitable Fund The James A. Manry Family Fund Cox Communications of Kansas Reserve Fund Tom & Nancy Martin Fund Steve & Janis Cox Charitable Fund John & Barbara McCune Charitable Fund Gary & Terry Dean Fund The Louise DiPrampero McKay Charitable Fund Delta Dental Foundation Fund McCune Family Charitable Fund Victor Murdock Fund Delta Dental Foundation Charitable Fund DeVore Family Fund Phil & Sharon Neff Charitable Fund DeVore Heritage Fund Joe & Sarah Nold Fund Pat & Sylvia Do Charitable Fund Oatman Family Charitable Fund **Docking Family Fund** Mary Lynn & William L. Oliver Jr. Fund Celia Easley Memorial Fund Tom & Mindy Page Fund Ronald & Virginia Paulseen Donor Advised Fund Roger & Nancy Elliott Charitable Giving Fund Evergy Community Investment Fund George H. & Marilyn B. Pearson Fund Jan & Steve Randle Charitable Gifting Fund Fleeson, Gooing, Coulson & Kitch Fund The Foulston Donor Advised Fund Robert & Sharol Rasberry Fund Lawrence C. Freund St. Leo Church Cemetery Dennis L. & Ann M. Ross Charitable DA Fund Fund Joe & Devon Rothwell Fund Gamm Family Donor Advised Fund A. Scott & Carol Ritchie Fund Christopher J. & Mary C. Goebel Fund Edward C. Ritchie Donor Advised Fund Robert L. & Rosalie Goebel Fund Janie & Hale Ritchie Fund O.S. & Jaclyn Gossard Fund Ritchie Corporation Charitable Trust Fund James "Jack" C. & V. Madeline Graham Fund Russell & Breer Family Fund Brock & Sarah Hampton Fund Galen & Brenda Schawe Fund Janice & Bill Hanna Family Fund Dan & Kate Scheer Charitable Fund Justin & Cammy Healy Family Fund Barry & Cindy Schwan Family Fund Dave & Sharon Hewitt Fund Stang Family Fund Hope & Grace Fund Eric L. Swedlund Memorial Fund Vernell & Celestine Jackson Fund Tappan Family Fund William M. & Rhonda C. Johnson Charitable Fund Textron Aviation Fund Kansas Boys' State Foundation Fund George R. Tiller Memorial Fund for the Richard M. & Hannah R. Kerschen Fund Advancement of Women's Health John S. & James L. Knight Foundation Fund Byrne & Becky Vickers Fund The Knorr Family Advisory Fund Weatherson Family Fund LacKamp Donor Advised Fund J.P. Weigand & Sons Charitable Fund Eric & Debbie Larson Fund Dale & Alice Wiggins Charitable Fund

Thomas J. Lasater Family 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

1 101116

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 MICLLN

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

Carl & 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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