



Hardin County Community Endowment Foundation IMAP Update



For the Future of Hardin County

New Opportunities

- HCCEF is better positioned to:
 - become an advocate towards building better communities
 - become a community leader, convener, and collaborator
 - focus on specific community needs and priorities
 - use advocacy-orientated community leadership to enhance fundraising



Linking Catalytic Community Leadership to Fundraising

When foundations have successfully built buy-in around their role as a community advocate, become knowledgeable about the needs and issues of the community, and are willing to take a courageous stand in tackling community problems they will be better positioned to build their discretionary endowment, allowing the foundation to proactively and responsively tackle community issues in the future.



Strategic Relationships & Partners

- Building buy-in with local stakeholders:
 - Extension Service
 - Area Banks
 - Economic Development Corporations
 - Chamber/Main Street
 - Community Colleges & Continuing Education
 - MICA
 - Supervisors
 - Small Business Development Center
 - Ministerial Associations
 - Media



IMAP Focus Areas

- Advocacy areas identified by HCCEF:
 - Economic & Micro-Enterprise Development
 - Entrepreneurship
 - Financial Literacy
 - Leadership Development
- The IMAP leadership team meets quarterly to formulate and carry out strategic plan
- Focus leadership groups have now been formed in each of these advocacy areas

HCCEF HIGHLIGHTS

- New Endowments & Gifts
 - \$109,295 received since Sept. 2009
- Collaborative Community Initiatives
 - Dave Ramsey Financial Peace University
 - Entrepreneur-for-a-Day
 - Money Talk
 - Financial Literacy in the Classroom
 - Financial Literacy Tab
 - Annie's Project
 - Smart Investing
 - Simon Estes Roots & Wings Concert – Nov. 28th
- Training/Networking Opportunities
 - Women & Philanthropy Conference, Ames



Marketing Philanthropy

- Newspaper Tab & Articles
- Brochures Updates - General, Seed Fund, Agency, & Scholarship brochures
- Excel file of social-profit board members
- Radio interviews
- Ads for on-line giving in newspaper
- Service club presentations



Increasing Grant Opportunities

- Grant Awards Night – April 15
 - 173 invites sent to all social-profit board members, mayors, city council members, Board of Supervisors
 - 100 people in attendance
 - 12-page program booklet created
 - Media packets created for radio and newspapers
 - New focus areas of:
 - Microenterprise, Entrepreneurship, & Financial Literacy, & Leadership Development



Promoting Entrepreneurship

- Entrepreneur-for-A-Day (E4D)
 - Partnership with Hardin County Farm Bureau
 - 170 fifth graders completed 2-day program
- Ben Franklin re-enactor
 - Assembly for all fifth grade students in the county
 - Two books given to every school library on entrepreneurship & investing



Expanding Financial Literacy

- David Ramsey's Financial Peace Workplace
 - Partnership with community banks
 - Held in Iowa Falls & Steamboat Rock
 - 2 hour, 13-week program
 - 54 individuals participated
 - Goal is to offer course in every community
- Money Smart Week Financial Tab - April
 - inserted in all county newspapers
- Smart Women Smart Money Conference at Drake University - April

Expanding Financial Literacy

- Financial literacy 8-page tab
 - Inserted into every county newspaper - April 21
 - Paid for by ads of grant recipients & businesses
- Money Talk, April 4 – May 4
 - Partner with Hardin County Extension
 - 5-week financial series for women, 14 enrolled
 - HCCEF awarded grant for workbooks - \$20 each
- Annie's Project, June 2 - July 7
 - Partner with Hardin County Extension
 - Designed to empower farm women to manage information systems for critical decisions
 - 6 three-hour workshops



Expanding Financial Literacy

- Smart Investing
 - Partner with Iowa Falls Barlow Memorial Library
 - 5-week on-line financial series for individuals
 - Starting Out – Gen X on-line
 - Building Up – Baby Boomers on-line
 - Making it Last – Retirees on-line
- Annie's Project, June 2 - July 7
 - Partner with Hardin County Extension
 - Empowering farm women to manage information systems for critical decisions
 - 6 three-hour workshops

Broadening Financial Options & Educational Programs

- Horizon's Conference in Ames, April 7
- EITC Certified Tax Volunteer Preparation for Low Income Families
 - HCCEF supported MICA & Ellsworth Community College with \$600 grant
- SBDC Entrepreneurship Resource Center in Iowa Falls
 - Mobile office 1 day/month
 - HCCEF supported project with a \$1,500 grant

Broadening Financial Options & Educational Programs

- Entrepreneurial Development Training – February 25
 - Sponsored by Mid Iowa Growth Partnership
 - Identifying and assessing Entrepreneurial Development Opportunities
- Renew Rural Iowa Business Success Seminar – June 16th in Fort Dodge
 - A program of Iowa Farm Bureau Federation
 - Co-hosted by Mid Iowa Growth Partnership
 - Guides new and existing businessmen and women through all phases of developing and operating a business



HCCEF website
www.donateiowa.org/hardin