

# VISION 2020

April 15, 2009



# VISION 2020

---

- Why “Vision 2020”
- Structure
- Vision 2020 Ideas
- Types of gifts/Ways to give
- Examples of Philanthropy in Clarinda
- How you can help



# VISION 2020

---

## Why Vision 2020? What is it?

- Effort to identify project ideas that will better the community of Clarinda by the year 2020

The goal is ultimately to inspire an increased culture of giving back to the community for the benefit of all citizens and organizations.

- Identify charitable endeavors to improve "quality of life"
  - Alert individuals to the various ways one can direct gifts to benefit the community.
- Sponsored by Clarinda Foundation



# VISION 2020

---

## Structure

Mary Richardson & Jason Bridie – Co-chairs

- 5 Subcommittees (Arts, Community Development, Recreation, Seniors, Wellness)
- Subcommittees (7-8 members)
- Recommendations based on members input and input from the community



# VISION 2020

---

## Brief History of Vision 2020...

- Initiated in 2005
- Purpose: To ultimately encourage commitments of philanthropic support by educating interested residents and former residents of Clarinda about the quality of life needs in the community as identified and created by the residents of Clarinda (i.e. Vision 2020 subcommittees).



# VISION 2020

---

## ...Brief History of Vision 2020

- Committee formed in Fall 2005  
*Bob Keefer, Katie Lowery, Richard Davidson, Jason Bridie, Mary Richardson, Anna Woolson, Jon Baier, Jean Negley, John Woolson*
- Support provided by Clarinda Foundation & Leave a Legacy



# VISION 2020

---

## ...Brief History of Vision 2020

- 2006: Community Subcommittees formed to develop list of 'quality of life projects'
- 50+ citizens involved
- Arts, Community Development, Recreation, Seniors, Wellness
- 2007: Ideas completed

# VISION 2020

## CAPITAL CONTRIBUTIONS

**Airport improvements** - Pilot's lounge, rental hangar for overnight, hard surface crosswind runway, welcome sign

**Art Center** - Auditorium (100 seats), music/dance rooms, art gallery, children's museum, book store, artist studio, arts organization office. Possibly rent space for artists center

**Band Shell** - Might be part of Arts Center

**Community Events Center** - Multi-purpose venue for community events

**Glenn Miller Big Band Museum**

**Hospice/Alzheimer unit**

**Improve UHF antenna booster**

**Lied Center Expansion** - Separate/suspended walking track, tennis court, private spa rooms, expanded weight training and exercise class space

**New Hospital** - to include rehabilitation center

**Nodaway Valley Historical Society** - Museum expansion such as building for Indian artifacts and building around jail

**Outdoor aquatic facility**

**Outdoor amphitheatre**

**Outdoor Educational Learning Center** - Page County Conservation/Former Amvets area

**Residential facility for severely disabled**

**Restore Hawley Opera House**

**Spec Housing and/or Spec Business Building** - including senior-friendly housing

**Parks expansion** - Additional baseball diamonds, soccer fields, resurface tennis courts, new playground equipment, camping/cabins



## SMALLER CONTRIBUTIONS

**Continuing education** - Personal improvement areas of technology, health and wellness, nutrition, etc.

**Fairgrounds** - Pave driveway, air condition Cow Palace, new grandstand, expansion

**Glenn Miller Birthplace Society**- Stage, lighting, sound equipment for festival performances; Glenn Miller statue at Birthplace Home.

**Lied Public Library expansion of programs** - Multi-media equipment for large meeting room; Funds to purchase books; Funds for reference materials; Funds to maintain and replace technology; Signage; Outdoor seating

**Parks** - Restrooms, new playground equipment, flower gardens, picnic tables, grills, artwork, fountain. Expand playground facilities.

**Video showing art/culture events in Clarinda**

## SUSTAINING OPERATIONAL ENDOWMENTS

**Accessibility** - Loan funds to make public and private buildings easily accessible

**Arts Council** - Support establishment of director and assorted programs; Scholarship assistance for lessons, camp experience, programs; Fund internship for IWCC student; Traveling theatre programs; Music events on the square; Summer arts/theatre camp; Municipal Band; Movies on the square; Thursday night programs; Cultural events

**Clarinda Community Schools** - Auditorium maintenance and improvements; Band instruments for low income; Scholarships - college bound music and arts students

**Congregate Meals and Senior Center Activities** - Support locally operated program for seniors

**Economic Development** - Operational funds; Assistance for building restoration/upper story restoration around square, existing business expansion, historical restoration research

**GMBS** - Existing scholarship competition program; Festival expenses; General operating expenses

**Health and Wellness** - Operational funds for groups focused on mental and physical health as non-profit organizations

**Housing and Assisted Living** - Fund to help with costs

**Lied Center** - Operational funds; Memberships; Wellness oriented programs

**Lied Public Library** - Operational funds

**Nodaway Valley Free Clinic** - Operational Funds

**Respite Care** - Operational Funds

**RSVP** - Operational funds; Reimbursement for volunteer expenses

**Senior Services** - Fund to provide senior home-based services outside of Medicare designated services.

**Transportation Services**- Affordable and accessible



# VISION 2020

---

## 3 Sections

- Capital Contributions (>\$25,000)
- Smaller Contributions (<\$25,000)
- Sustaining Operational Endowments (On-going program support)



# VISION 2020

---

## Types of Donations

- Real Property (Home, land, sometimes vehicles)
- Estate gifts (Bequests through a will)
- Cash
- Life Insurance (Charity could be owner or beneficiary)
- Gift Annuities



# VISION 2020

---

## Types of Gift Vehicles/Mechanisms

- Endowment (Trust)
- Annual fund or one-time gift
- Memorials (Honor loved ones)



# VISION 2020

---

## Endowment – how it works

- An “endowment” is a fund which provides perpetual funding to an organization or a stated purpose by spending a portion of the yearly earnings.
- The fund is maintained by the charitable organization (Example: Clarinda Foundation)



# VISION 2020

## Endowment – how it works

Example:

$$\begin{aligned} & \$25,000 \text{ fund} \\ & \times \quad \underline{5\% \text{ annual return}} \\ & = \quad \$1,250 \text{ annual earnings} \end{aligned}$$

- Could fund a yearly scholarship
- Keep “Canopy of Lights” maintained
- Could fund yearly landscaping projects/beautification project



# VISION 2020

---

## Endowment – how it works

Example:

$$\begin{array}{l} \$500,000 \text{ fund} \\ \times \quad \underline{5\% \text{ annual return}} \\ = \quad \$25,000 \text{ annual earnings} \end{array}$$

- Fund many yearly projects
- Commit to multiple payments on a building project
- Fund a small organizations yearly operating budget
- Leverage additional gifts through a “matching” gift program
- Provide one full-ride college scholarship
- Fund field trips for Clarinda students
- Fund new book and periodical purchases by Lied Public Library



# VISION 2020

---

## Gift of Real Estate / Property

- Give property to organization
- Organization sells property
- Proceeds used to set-up endowment to perpetually fund organization or cash used for one-time funding of a special project



# VISION 2020

---

## Gift of Life Insurance

- Charity owns life insurance policy on you
- You pay the premiums
- Premium payments are made to the charity and they are tax deductible
- You can gift an existing life insurance policy to charity and surrender the cash value as a donation



# VISION 2020

---

## Examples of Philanthropy in Clarinda

- Lied Center
- Lied Public Library
- CRHC additions
- Grandma's House daycare
- Nodaway Valley Museum
- Clarinda school addition
- Clarinda high school track surface
- Courthouse clock tower
- Various school scholarships for seniors
- Playground equipment
- "Clarinda" signs at roadway entrances to the city
- Clarinda Country Club club house



# VISION 2020

---

## Examples of Philanthropy in Clarinda

- Park Benches (memorials)
- Canopy of Lights
- Cemetery Entrance
- Fire Department
- Memorials to Clarinda Foundation

**VISION**  
**2020**



**Clarinda Lied Center**





# VISION 2020

---

## What's Next?

- Evolving list of ideas
- An increase in the community's effort to fund small and large projects
- An improved quality of life in Clarinda!



# VISION 2020

If you have an interest in learning more about what you can do, please contact the Clarinda Foundation.

Thank you!