



# THE CLARINDA FOUNDATION BEACON

Issue 45

Winter/Spring 2019

## Downtown Revitalization

In the fall of 2016, the Clarinda Chamber's Downtown Revitalization Committee began to explore a project to restore and enhance the facades of buildings around the downtown square through the Community Development Block Grant (CDBG).

The CDBG Grant program is a Federal Community Development Block Grant administered by the Iowa Economic Development Authority (IDEA). As a Federal Grant Program, specific requirements and conditions are mandatory. One requirement is that participating communities provide 25% local match for the \$1 million project cost. The balance is provided through the CDBG program. In addition, 25% of the cost of each building is to be paid by the building owner.

Before applying for the grant, the committee needed to secure the local match of \$250,000. With the City of Clarinda committing \$50,000 toward the project, the committee needed to raise an additional \$200,000. Clarinda is fortunate to have individuals and organizations very passionate about the community, so when approached about the project, they enthusiastically agreed to contribute. The largest contribution of \$125,000 came from The Clarinda Foundation. Other contributors include:

- Individuals who wish to remain anonymous
- Clarinda Youth Corporation
- Cornerstone Bank
- Bank Iowa
- Page County Board of Supervisors
- PCSB Bank

Meetings were held with owners of buildings located around the square to glean their interest as a participant in the project, and most importantly, if they had or could secure the funds needed to meet their 25% rehab cost. When 13 owners initially committing to the project, the city applied for and was notified of the grant award in 2017. Numerous meetings were held with architects, building owners, and city representatives prior to actual work being done on the facades.

When work began in the spring of 2018, 12 building owners participated, representing 18 building facades. The project is near completion, and the square has taken on a new look with tuck-pointing, painting, new windows, doors, trim work, signage, and canopies. In addition to the CDBG project, Bank Iowa will be building a new bank this spring on the south side of the square. The community is very interested and supportive of these projects and is eager for their completion. (Note: Pictures of all new facades will be included in the next edition of the *Beacon*.)



Projects such as these reflect our community's great pride in our welcoming environment, educational system, health care, safety, and employment opportunities. It also supports our focus that Clarinda be a great place to live, work and raise a family!

**City Park Project Improves Access for All**

The Clarinda Foundation is proud to join other organizations to support the Clarinda Parks and Recreation Department’s goal of building a new playground structure within the City Park through the *City Park Project*.



The new playground has been designed to be as inclusive as possible to provide children of all abilities a place to play and interact with friends and family. It will replace the wooden “fort” that has been a park feature for 30 years.

The new structure will ensure play areas for children all ages. It will include swings, handicap-accessible, sit-down merry-go-round, group swing, and a four-slide large play structure. There will also be a designated area with equipment for children ages 2-5 years of age.



**Five area organizations**—the City of Clarinda, Clarinda Foundation, Clarinda Youth Corporation, Page County Foundation, and the Charles Hockenberry Foundation—have pledged funds to assist with this project.

The Clarinda Foundation granted \$50,000 to the project with the first \$25,000 being contingent upon the City of Clarinda contributing \$25,000 to the project and the second \$25,000 contingent through local contributions.

The Clarinda Foundation is managing all contributions to this project. If you are interested in contributing to the *City Park Project*, make checks payable to the Clarinda Foundation with City Park Project in the memo or you may make a contribution online at [www.clarindafoundation.com](http://www.clarindafoundation.com).

**CLARINDA FOUNDATION BOARD OF DIRECTORS AND STAFF**

- Board Officers:** Ed Brown, President; Gilbert Thomas, Vice-President; Dan McClure, Treasurer; Pam Herzberg, Executive Director/Board Secretary
- Directors and Staff:** Bobbi Jo Allbaugh, Lisa Hull, Randy Pullen II, Carl Sonksen, Dave Sperry, Pallin Turner, Josh Wyman, and Scott Brown/Ex-Officio. Renee Williams, Administrative Assistant
- Newsletter Editors:** Bob and Sheryl (Cozad) Faller

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Office Hours: Mon-Thurs. (9:00am-Noon & 1:00-3:00pm) / Closed Fridays and Weekends

## A Memorial: *Remembering Our Fallen*

Thanks to a cooperative sponsorship by the Clarinda Foundation and the Clarinda Veterans Fund Committee, the very emotional memorial *Remembering Our Fallen* was open to the public with no admission fee October 30 through November 5, 2018, at the Clarinda Lied Public Library.

This memorial was a stark reminder of the ultimate sacrifice made by 91 *Fallen from Iowa* killed in The War on Terror while wearing our country’s uniform in a war zone. The photo memorial (see below) travels throughout the state, and includes military and personal photos of each of Iowa’s Fallen.

The financial sponsor of the memorial is Bellevue University, a private, non-profit university in Bellevue, Nebraska. Founded in 1966, it has been a military-friendly school for 45 years. Bellevue University was an early adopter of distance learning and is now a leader in online education with students in every state and 55 foreign countries, including Afghanistan and Iraq. More information can be found at <http://Bellevue.edu>.

This memorial, and 14 other state memorials, is representative of 60% of our country’s fallen since 9/11/01. They were created by Patriotic Productions, a non-profit organization headquartered in Omaha, Nebraska. A national traveling memorial has also been created and includes our country’s Fallen (since 9/11/2001) from every state. This national memorial was unveiled in Washington, D.C. last September. More information at: [PatrioticProductions.org](http://PatrioticProductions.org).



**Care Packages from Home through the *Deployed Soldier Project***



The Clarinda Veterans Fund Committee, in cooperation with the Clarinda Foundation, implemented the *Deployed Soldier Project*. Donations made to this project were accepted in December 2018 for specific items to be sent in soldier care packages. These items will be delivered to Iowa Army National Guard men and women currently deployed.

We want to extend a heartfelt thanks to all individuals, organizations and businesses for your generosity; you made the *Deployed Soldier Project* an overwhelming success.

Remember—if you want to assist local veterans through the Clarinda Veterans Fund Committee, you may make a monetary donation to “Veterans Fund – Clarinda Foundation.” Clarinda Veterans Fund Committee members (listed below) award grants to local service organizations assisting the needs of our own local veterans.

Committee members are Don Huttig, Rob Reed, Terry Bond, Mark Brown, Gary Rock, Jim Varley, and Phil Jorgensen

*Picture at right is the team working on sorting donated items. Pictured, back to front, are: Ed Brown/Clarinda Foundation Board President; Gary Rock/Veterans Committee; Terry Bond/Veterans Committee; Pam Herzberg/Foundation Executive Director; Sue Bond/Veterans Committee; and Linda Armstrong/Veterans Committee.*



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Last year, the Clarinda Foundation launched a **Facebook Page** to help our community and supporters keep updated on Foundation activities and provide information on how you can give back through philanthropy. **We invite you to “Like” our Facebook Page and share it with friends:** <https://www.facebook.com/Clarinda-Foundation-1375957965847012/>



**AmazonSmile—Partner in Fundraising**



When you make Amazon purchases through **AmazonSmile** and identify the Clarinda Foundation as your charitable organization, a portion of the purchase price is contributed to the Foundation. **AmazonSmile** is a website operated by Amazon with the same products, prices and shopping features as Amazon.com. The difference is that when you shop on **AmazonSmile**, the AmazonSmile Foundation donates 0.5% of the purchase price of eligible products to the charity of your choice.

If you wish to assist the Clarinda Foundation through **AmazonSmile**, you can skip the charity search process and simply click on this link: <https://smile.amazon.com/ch/42-1285187>.

## Be Part of Something Bigger for Generations to Come



No one knows exactly what tomorrow may bring. So, what can we do now to help ensure our community’s future needs are met?

The *Share with Clarinda* Fund was created to address this question. It presents an opportunity for all who love the greater Clarinda Community to invest in our most important initiatives and needs for upcoming generations.

Think of it as a savings account for our community’s future. The flexible dollars it provides enable the Clarinda Foundation to respond to emerging needs as they arise—and invest significant funding leadership in initiatives that strengthen both our community and future.

The Foundation has completed Phase III of the *Share with Clarinda* pledge program and will no longer be asking for individuals to pledge. Instead, we will be conducting annual mailings updating you on the Foundation’s work and asking you to consider making a charitable contribution to be placed within the *Share with Clarinda* Fund to aid in meeting community’s needs today, tomorrow and forever. However, you may make a charitable donation to the *Share with Clarinda* Fund at any time in any amount—**no minimum amount is required and no amount is too small.**

If you would like to make a charitable contribution to one or more of the funds the Foundation administers for other community organizations, we can assist you with that. Funds may be designated to the following organizations:

- Clarinda Area Volunteers (CAV)
- Clarinda Cardinal Fund
- Clarinda Chamber of Commerce
- Clarinda City Park Playground Project
- Clarinda Community Trail
- CHS Alumni Scholarship Fund
- CHS Class of 1954 Scholarship Fund
- CHS Class of 1965 Scholarship Fund
- Clarinda Lied Center
- Clarinda Trees Forever
- Clarinda Veterans Fund

Making a contribution to any fund the Clarinda Foundation administers is easy. Make your check payable to the Clarinda Foundation and identify the organization you wish to support within the “memo” section of the check. You may also go to our website at [www.clarindafoundation.com](http://www.clarindafoundation.com) and click on the tab “How Can I Give” then on “General Donation.” Make sure to complete each field. Contributions made online are secure and processed through PayPal. Contributions made to or through the Clarinda Foundation are tax-exempt to the extent of the law.



## Charitable Giving Provides Advantages in Your Estate Plan In Eight Ways

1. **Helps you to create a better estate plan.** It doesn't take much thought to create an estate plan leaving all your money to relatives. Deciding how much is enough to leave your heirs requires some deep thought. Will a large inheritance help or hurt your children? Should nonprofits be considered? How will this integrate into a unified plan? The end result of answering these questions is a more satisfying legacy.
2. **Passes on values as well as money.** A mother's gifts to specific nonprofits were meaningful to her children. They said her donation to the local public radio and television stations passed on the value of lifelong learning. Her donation to the church expressed the importance of having a spiritual foundation in life. The money to the local food bank showed the importance of helping those less fortunate. These choices communicated her values to her children.
3. **Takes care of heirs while benefitting charity.** The person who creates wealth has money management skills, but their heirs may not. Leaving an outright inheritance may not be wise in some cases—but leaving lifetime income may work very well. A useful technique is a Testamentary Charitable Remainder Trust, in which the heir receives income for life and principal goes to the charity on the heir's death. If the estate is subject to estate taxes, the donation to the trust will result in tax savings, an added bonus.
4. **Helps encourage children to be self-supporting.** Murray Wertz felt he owed his children only a college education. Since the time they were teenagers, he told them he was leaving most of his money to charity. Because of Murray's clarity and because he communicated his thoughts early on, his three children knew it was up to them to create the lifestyle they wanted. They did not expect an inheritance.
5. **Eliminates potential family disputes.** We all know families that are torn apart over money or possessions. Hazel had two daughters who were barely on speaking terms, and she knew that after she was gone, they would fight over her vacation home in Hawaii. When she became too frail to travel, she donated the home to her favorite charity.
6. **Creates philanthropic heirs.** Andrew Arata and his brothers had a business that prospered, and they left the bulk of their estates to a trust benefiting charitable causes in their community. The third generation now runs the trust, learning to be philanthropists themselves in granting the yearly income. Good vehicles for this plan include Donor Advised Funds through community foundations and Family Foundations, both of which save estate taxes.
7. **Allows you to make bigger charitable gifts.** Most people worry about whether they will have enough money to last their lifetimes. When you leave money to nonprofits in your estate plan, it happens after you are gone. You don't need it anymore! It is fun to dream about the good you can do in the future without costing you a dime today.
8. **Leaves your mark after you are gone.** John Burkhardt's father was a successful business man. When he died, he left a sizable gift to a hospital that named its cancer center after him. Since it is a small community and John's name is unusual, grateful patients have asked him many times if the center had something to do with his family. He is proud to tell them of his father's gift that made it all possible. Considering nonprofits in your estate plan creates more options to benefit your heirs and community.



**GOING GREEN AT THE FOUNDATION:** Several years ago, we had a very small percentage of our readers choose to **GO GREEN**. If you are currently not receiving the BEACON via e-mail, please consider doing so? In addition to saving trees, this assists the Foundation with expenses. If you are willing to receive your newsletter via e-mail, send an e-mail stating: *I wish to receive The BEACON via e-mail at (include your e-mail address) to clarindafound@iowatelecom.net.*

**2019 Scholarship Information**



The Clarinda Foundation is privileged to administer 18 different annual scholarship funds that are awarded to area graduating seniors, and in some instances, post-graduates (i.e., McKinley Scholarship).

There are also several scholarships available for students who choose to acquire vocational training instead of a traditional college degree. Several funds award more than one scholarship each year.

In the spring of 2018, the Foundation awarded 41 different scholarships for a total of \$63,750. Since the inception of the Foundation, there has been \$501,267 awarded in scholarships.

Descriptions and corresponding requirements for each scholarship are on the Foundation’s website [www.clarindafoundation.com](http://www.clarindafoundation.com) and the Clarinda High School’s website [www.clarinda.k12.ia.us](http://www.clarinda.k12.ia.us) (under the high school counselor tab).

Please contact the Clarinda Foundation Office for more information on the scholarships funded through the foundation, or if you are interested in contributing to an existing scholarship fund or establishing a new one.

**2019 Grant Application Dates and New Form**

**The Clarinda Foundation’s Annual Grant Application Process will open April 1!**

Local non-profits are invited to apply for grants that will be awarded through various funds managed by the foundation.

This year’s grant application will be available on the Foundation’s website ([www.clarindafoundation.com](http://www.clarindafoundation.com)) on April 1, 2019. The application is a PDF fillable format, and no handwritten applications will be accepted.

**Please note: The application form has been revised from previous years, so applicants should review the materials thoroughly. (Example is shown to the right.)**

Applications are due to the Clarinda Foundation office no later than May 16 at 3:00 p.m. Grant awards will be announced on July 16<sup>th</sup>.

If you have any concerns or questions, please contact the Foundation office.

CLARINDA FOUNDATION, INC. 2019 Grant Application	
Cover Page	
Is your organization an IRS 501(c)(3) not-for-profit? <input type="checkbox"/> Yes <input type="checkbox"/> No If no, then you must have a fiscal sponsor to proceed with this application.	
A. Name of Organization Requesting Grant:	
B. Federal Tax Identification Number of Organization (EIN – This number does <i>not</i> provide non-profit status):	
C. Organization Address:	
D. Organization Contact Person & Title:	
E. Contact Person’s Phone & Email Address:	
F. If applicable: Name of Fiscal Sponsor Supporting this Organization’s Grant Application:	
H. If applicable: Fiscal Sponsor’s Contact Information (Name, Phone and Email Address): Name: _____ Address: _____ Email: _____	
Project Title:	
Total Cost of Project: \$ _____	Amount Requested from the Foundation: \$ _____
Project Focus Area (check one): <input type="checkbox"/> Arts/Culture/Humanities <input type="checkbox"/> Community Betterment <input type="checkbox"/> Education <input type="checkbox"/> Health/Human Services <input type="checkbox"/> Recreation/Environment	
Description of Your Organization (list the year organized, accomplishments, charitable purpose, program activities):	

***Cardinal Fund Supports Educational Endeavors***

The **Cardinal Fund** Committee held its ninth annual fundraiser on September 8, 2018, at the Clarinda Country Club. Those attending enjoyed delicious appetizers and desserts by J Bruner’s Restaurant, and live music performed by Key West singers Gerd Rube and Sandra Lee Resch. Good attendance and support for the evening’s silent and live auctions raised about \$8,000.

Funds raised provide grants to Clarinda Community School District staff. These grants are used to improve classrooms, buildings, and students’ educational experiences. Some items purchased with these grants have been a sensory dome, wobble chairs, stainless steel food preparation table, Q-Balls (communication enhancer/voice projector), height and weight scale, and items for positive behavior reinforcements. The committee will offer grants again in April 2019.

The 2019 fundraising event will be held on September 28<sup>th</sup>. To purchase tickets or to make a donation to the **Cardinal Fund**, please contact the Clarinda Foundation at 712-542-4412 or via e-mail at [clarindafound@iowatelecom.net](mailto:clarindafound@iowatelecom.net). You may also contribute on-line at the Foundation’s website [www.clarindafoundation.com](http://www.clarindafoundation.com) under the tab “How Can I Give” (general donations tab). The on-line form is easy to complete and contributions run through PayPal.



*Live music performed by Key West singers, Gerd Rube and Sandra Lee Resch*



*Jennifer Fine and Beth Rarick display live auction items to the crowd as George Crawford looks for bids*

***Clarinda Sings Another Success***

The 2018 **Clarinda Sings** Concert was a success! This was the 24<sup>th</sup> year for the event and the Foundation Board of Directors is honored to sponsor this for the community. Mark your calendars for the **25<sup>th</sup> Annual Clarinda Sings Concert** scheduled for Sunday, **November 24, 2019**



***Acknowledging Others through the Book of Honor***



***Why Choose to Recognize Individuals in the Book of Honor***

The Clarinda Foundation maintains a ***Book of Honor*** as a way to memorialize and/or honor others through financial investment in their community. The permanent ***Book of Honor*** document is available for viewing on our website at [www.clarindafoundation.com](http://www.clarindafoundation.com). The fund:

- ❖ Provides a dignified, enduring tribute in memory of a friend or relative.
- ❖ Provides recognition for a living individual for their service to the community.
- ❖ Honors friends and family by recognizing birthdays and/or anniversaries.
- ❖ Funds from contributions made to the Foundation’s ***Book of Honor*** Fund are used in the Foundation’s grant making program in the areas of arts/culture/humanities, community betterment, education, health/human services and recreation/environment.

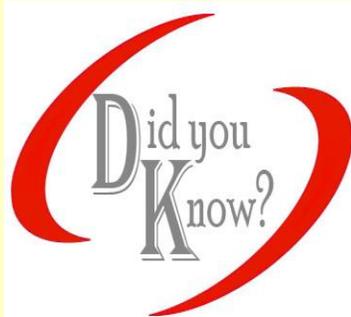
**Individual/Family Philanthropy**

WE MAKE A  
**LIVING** BY  
WHAT WE GET,  
BUT WE MAKE A  
**LIFE** BY  
WHAT WE GIVE.

- WINSTON CHURCHILL

**Meeting Your Needs**

Whether you are making a small contribution or a million-dollar gift—new to philanthropy or experienced in charitable giving—we work with you to create your own individualized giving plan. We will assist you in selecting the type of charitable fund that best supports your purpose.



**New Feature for Making Online Donations**

The Clarinda Foundation now offers you the ability to make online donations. Simply go to the Clarinda Foundation’s website: [www.clarindafoundation.com](http://www.clarindafoundation.com) and click on the tab “How Can I Give”. Another set of tabs will come up and you will click on the “General Donation” making sure to complete each field.

Contributions made online are secure and processed through PayPal.