

December 2003
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KEARNEY COMMUNITY FOUNDATION

Kearney Community Foundation of Kearney, Missouri (816) 628-3343

Special Interest Articles:

- Kearney Seniors benefit from community generosity
- Scholarships to High School Graduates
- Value of community service and volunteerism



Making a Difference where you live

Many business leaders have discovered that corporate giving helps improve a company's bottom line – that a business can do well by **doing good**. If you are looking for....

- A way to contribute to your community, but don't know how
- Ideas for handling the many requests for assistance that come from individuals and groups in your community
- Tips for improving your current giving program

Kearney's Community Foundation exists to connect donors to the needs of the community they care about. Just like private individuals, many companies give

to their communities because it is simply the right thing to do. The bottom-line benefits of giving are far ranging and include:

- Greater customer loyalty and positive name recognition
- Leadership development opportunities for employees
- Beneficial business-to-business relationships
- Sense of common purpose
- Exposure to new ideas, points of view, and important social movements
- Healthier, more livable, and economically stronger community

Foundation Grant Report:

The ongoing, discretionary community grants making program of the Community Foundation is conducted with the gifts and earnings from several unrestricted and field-of-interest funds within the Foundation. A short description of the individual funds is inside.

Who Lives in Kearney

The 2000 US Census tells us an interesting story about who lives in Kearney. Since 1990, Kearney grew by 205% to 5,472 people, indicating that who we are has probably changed quite a bit during the last ten years.

The median household income in Kearney is \$56,603, an increase of 32.6%, with only 1.8% families in poverty. Kearney leads Clay County in median household income, with only the Oaks (pop. 136) and Oakwood Village (pop. 197) reporting a higher resident's income and Kearney is in the top 20% of all cities in the Kansas City Metropolitan Statistical Area (MSA).

Twenty-four percent of persons over 25 have a bachelor's degree or better.

The median value of an owner-occupied home is \$114,000. Only Liberty, Oaks, and Oakwood Village in Clay County report a higher median value of housing and Kearney is in the top 30% of all cities in the MSA.

Census data indicates that Kearney residents predominately have higher incomes, higher property values, and more education than most of the communities in the Kansas City region.



John Bennett Memorial Fund



John Bennett, past owner of Dagley Chevrolet

The John Bennett Memorial Fund was established upon a request from the family. The Kearney Community Foundation is the caretaker of various funds raised in the memory of John Bennett. The expenditure of the funds is directed by the family to the benefit of our community. Fund raising activities have included a golf tournament and gifts in memory of John.

Initially, the family has chosen to support local efforts to identify and register individual donors to the National Bone Marrow Registry. As the family identifies additional needs, funds will be directed to provide

relief for the benefit of our community.

The Kearney Community Foundation is available to any community member wishing to establish a legacy or provide a benefit to our community. As an established foundation, we have taken the necessary steps to satisfy all legal and tax issues. We have established professional ties to assist, discuss and work through any issues regarding the establishment of a self directed fund.

Home-Delivered Meal Program

A local individual, Jean Wrightfield, identified a community need to provide a homebound meal program. This program would ensure homebound elderly of our community would receive a daily mid-day meal and a regular visitor to their home to check on their well being. In 1996, the Kearney Community Foundation, Inc. was approached to provide a corporate home for this program. The initial startup came from donations, which limited the expenditure to establish the necessary corporate home; provide insurance and meet the tax liabilities associated with the operation of the program. The foundation provided these services at no charge allowing all donated funds to be directed to the startup and operation of the program. As the program developed it has become fully supported by fees and donations.

Liberty Hospital prepares the meal and volunteers from within the community provide the delivery service, including volunteers from local businesses. Volunteers coordinate volunteer

scheduling, and a local business Hedrick Construction, provides the billing, collections and day-to-day accounting services. Kearney Commercial Bank employees and others provide volunteer delivery services.

The Program provided 3,039 meals (July 1, 2002 – June 30, 2003). The full cost of this program is \$7,341. This program receives funding from individuals and their families who receive meals. The net cost of this program to the Foundation was \$722.62; plus the value of service such as time provided by volunteer drivers and program organizers to arrange volunteers, ensuring doctor's orders are followed, and that collections and payments are made.

There is currently a waiting list to receive the service. The board would like to purchase additional equipment to maintain meal temperature and the recruitment of additional volunteers to handle an expansion. Equipment cost for expansion is \$5,000.

Historic Downtown

The Downtown Organization is working together to encourage physical revitalization of the downtown and create promotional activities. The committee is working to create monthly events, and is conducting a consumer survey to better understand the marketplace. Completion of a masterplan for downtown is estimated to cost \$30,000.



"I didn't realize there were so many elderly people in Kearney and it also makes us feel that the community cares about us and supports us."



Kearney Senior Center

In 2001, the Kearney Community Foundation was designated as a Missouri Neighborhood Assistance Tax Credit Program "NAP" for the creation of a Senior Center. The Senior Center provides a mid-day meal at the VFW Club on Monday and Wednesday for seniors.

The Center provides a gathering place for socializing, and a nutritious meal. The VFW contributes the space, Sara's Table of Kearney caters meals, and transportation to and from home is provided by Durham at no cost to the rider. The center is governed by the seniors themselves with no paid staff.

Menus are published monthly in the Kearney Courier. Seniors contribute what they can toward the cost of the meal; the suggested donation is \$2.50

From July 1, 2002 through June 30, 2003, 5,442 persons attended the Senior Center for lunch, averaging between 50 and 65 seniors each day. During this period, the program cost \$23,472; \$13,483 was received from attending seniors, and \$13,700 from community donations.

Seniors are actively soliciting donations for the continuation of this program and are ready to expand operations from two to three days per week.

Donors are eligible to receive a 50% Missouri Tax Credit for their donation. If the donor is not the beneficiary of the contribution, the donor may combine the 50% state credit with charitable deductions in most cases, making the effective net benefit to the contributor about 72% (at a 34% federal corporate income tax rate.)

Senior Wheels provided 1,400 trips to and from the nutrition center. A Missouri Department of Transportation's MEHTAP grant paid a fraction of the cost of this service, costing the foundation \$3,680.

Your donation will go to support first, the cost of catering the meal, second to increase the center's operation from two to three days per week and third for transportation to the center.

Catering cost approximately \$250 per day, and transportation costs approximately \$60 per day.

"It has become a regular part of Charlie Porter's life. He likes the food and says ~ the companionship brings him to the center."



"People just don't go to houses to visit anymore. You have to get out and visit with people."

Kearney - Holt C-2000

Kearney-Holt Community 2000 is a coalition of community leaders focused on developing programs and strategies that send a unified message that alcohol, tobacco and other drug use by minors or associated violent behavior is not acceptable.

C-2000's accomplishments include creation of AFTERhOURS and passage of local ordinances to regulate Open House Parties and Keg Tracking to help reduce alcohol access to minors.

C-2000's coalition includes representatives of the school district, business community, civic groups, law enforcement, parents and youth.

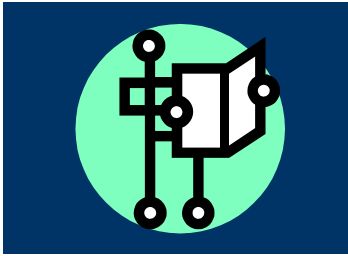
Scholarship Program

The Scholarship Program provides \$500 annually for two Kearney High School graduating seniors to pursue a college degree from either a two or four year college or university.

The Scholarship focus is on community service. Each student must perform a minimum of 10 hours of community service within a calendar year.

Program cost is \$1,000 per year. Hedrick Construction and Northland Body Shop funded the scholarship program for 2003 graduating seniors.





About Our Organization...

Kearney Community Foundation was established in 1994 as a sister organization to the Kearney Area Development Council. KADC is responsible for business development in Kearney and the foundation was organized for the purpose of identifying human needs

within the community, to strive to relieve them, and develop related programs to keep focus on systems and structures to continue such relief. The not-for-profit received 501(C)3 designation in 1999.

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**Small town America
~ Kearney, Missouri**

We're on the Web!

See us at:

www.kearneyareadevelopment.com

Why a Community Foundation

From our newsletter you can see that Kearney Community Foundation is providing services and benefits to many aspects of our community. We want to do more. The possibilities are endless.

The Foundation is local, established with local boundaries and is operated by local community individuals. You will know many of the individuals on the Board of

Directors, as they are your friends and neighbors. Your funds are deposited with local banks; administrative fees are absorbed by the Foundation providing maximum return for your investment. We have available the necessary professionals to assist you with questions regarding legal issues; accounting issues and tax liabilities.

How to Contribute to the Foundation

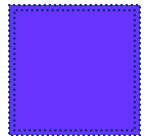
As a public charity, the foundation ensures that donations are secure and used only for their intended purposes, are consistent with the foundation's stated purpose above, and respects the wishes of donors who share the mission of Kearney Community Foundation.

Charitable Giving Now and in the future can include **appreciated property** to eliminate capital gain taxes; **Bequests** by adding a codicil to an existing will or trust; **Charitable annuities** resulting in a current income tax deduction and income

for the rest of your or your beneficiary's life; **Wealth Replacement** by using life insurance to fund a future gift with today's dollars and receive a potential tax deduction today; **Memorial Gifts**; or a combination of the above.

Donations can be made by mail to the Kearney Community Foundation or by contacting one of the board of directors: Jim Goss, Dave Hinck, Jim Eldridge, Larry Pratt, Brian Beasley, Ron Reckroadt, Jim Hedrick, or Joe Wilmes.

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