



## 2011 LET GOOD GROW ACCOMPLISHMENTS

### STRENGTHEN NONPROFIT COMMUNITY

#### Lead efforts that sustain our nonprofits and allow them to fulfill their missions

- Engaged 10 nonprofits in the second year of the Nonprofit Capacity Building Initiative to improve their effectiveness, resiliency, and expertise
- Awarded \$5,000 grants to address their capacity building needs as determined through organizational assessments, strategic planning activities, and leadership development
- Projects and grant funds for most organizations in the first two years have focused on the areas of marketing, fundraising, and/or strategic planning
- Results reported by participants: more strategic focus and board engagement, improved communication strategy, increased productivity and workplace satisfaction, increased program attendance and revenue, improved fund development processes, new community involvement, more cohesive relationship between the board and executive director
- 100% of board leaders and executive directors reported professional growth as a result of going through the initiative

#### Offered new services for nonprofits

- Provided planned giving education and online marketing materials for 70 nonprofit agency endowments to customize and use with their donors and cultivate legacy gifts for the benefit of our community
- Developed an informative e-newsletter for nonprofits with timely legislative and planned giving opportunities
- Created best practices online resources available to all nonprofit organizations on start-up considerations and fundraising
- Offered back-office support through fiscal sponsorship accounts for local charitable projects that need start-up assistance or do not plan on attaining 501c3 status

### COLLECTIVELY IMPACT PHILANTHROPY

#### Engaged next generation to continue Omaha's tradition of giving

- Enhanced family giving services available to our donors who want to involve future generations in giving
- Engaged 29 young professionals in Omaha Venture Group giving circle to learn about grassroots grantmaking and get involved with 9 local nonprofits

#### Engaged donors to create a sense of community

- Worked with the Center for Effective Philanthropy to survey our donors and gain insight into how they view the Foundation and how we might better support their giving in the future.
- Collaborated with a network of local partners to create a community-wide online resource to make information on local nonprofits and community needs easily accessible

### EXPAND GIVING OPPORTUNITIES

- Offered new services to our donors that further their charitable efforts within the community
- Expanded philanthropic service options for our donors to research organizations, causes, and ways to give
- Provided more online information about legacy giving options and how donors might give beyond their lifetime

FOR MORE INFORMATION, VISIT [OMAHAFUNDATION.ORG](http://OMAHAFUNDATION.ORG)



Omaha Community  
Foundation

**Let good grow.**