

GREATER CEDAR RAPIDS  
COMMUNITY  
FOUNDATION

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Celebrating Our Past and Future: A Message from our President & CEO



Karla Twedt-Ball  
President & CEO

For 75 years, the Greater Cedar Rapids Community Foundation has worked to strengthen Linn County through philanthropy. By helping donors with their giving and making grants to nonprofits, we’re helping to create a vibrant and inclusive community where all people thrive.

Those who established our organization in 1949 understood that it would take significant time and effort to create the community resource they envisioned. Over the years, thousands of donors have contributed to the Community Foundation, and thousands of community members have relied on local nonprofits to improve their quality of life. From food pantries and counseling services to theatre and outdoor experiences, nonprofits are there to give our community what it needs.

Together, we have built an organization that will forever support the nonprofits that serve you.

The Community Foundation is not just celebrating the past in 2024. As a future-focused organization, we will continue to look for ways to support the long-term health and wellbeing of Linn County.

Throughout 2024, there will be opportunities to celebrate and engage with the Community Foundation. The work our community puts in today enhances our ability to support a vibrant and inclusive community tomorrow. I invite you all to join us on this journey.

Karla Twedt-Ball

Vision

A vibrant and inclusive Linn County where all people thrive.

Mission

To strengthen our community through philanthropy.

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MISSION IN ACTION



Partner with Community Foundation to Strengthen Linn County

The Greater Cedar Rapids Community Foundation works to improve the quality of life in Linn County by bringing people together in pursuit of the greater good. The Foundation invests in local nonprofits and connects donors to causes they care about, creating a stronger future for our community. As an endowed foundation, it will be here to support the community forever. When you partner with the Community Foundation, you invest in the future of Linn County.

The Community Foundation works to:

- Inspire giving.
- Provide funding.
- Advocate for equity.
- Invest in community initiatives.
- Convene people.
- Promote learning.
- Manage investments.

The Community Foundation can help you:

- Support multiple nonprofits with a single gift.
- Give to a cause instead of a specific organization.
- Leave a legacy that will last.
- Understand the evolving needs of the community.
- Establish your charitable intent.
- Make complex gifts and secure tax benefits.

# Celebrating 75 Years of Impact

On Feb. 5, 1949, a group of forward-thinking citizens came together to establish the Community Welfare Foundation of Cedar Rapids, which would go on to become the Greater Cedar Rapids Community Foundation. From the start, the foundation aimed to make it easier to support local nonprofits.

The foundation awarded its first grants in 1954 — \$350 each to the Children’s Home of Cedar Rapids and the Home for Aged Women. In 1972, the estate of Minnie Rubek bolstered the organization’s assets. A retired member of the cleaning staff at the local utility company, Rubek was the last surviving member of her family and led a quiet life. But her estate, totaling more than \$300,000 — some \$2.2 million in 2024 dollars — made a significant impact on the foundation and the wider community. Annual grants jumped from \$800 in 1971, to \$20,000 in 1972.

By 1987, radio and television executive William B. Quarton recognized that the foundation could have a much larger impact if more of the community got behind the organization. To inspire such support, Quarton made a gift of \$450,000 and issued a challenge: if the foundation’s board would change its Internal Revenue Service status from private to public, update the organization’s name to reflect its commitment to all of Linn County and raise an additional \$450,000 from the community, he would establish a \$900,000 charitable lead trust to benefit the foundation for the next 10 years.

While the challenge was issued to the foundation, it was intended for the entire community — Quarton was keen to see if Linn County was interested in building this resource for its future.

As has become habit, Linn County responded to the challenge with enthusiasm and generosity. Within the first year of Quarton’s three-year challenge, the foundation took in more than \$570,000, easily surpassing the goal. The Greater Cedar Rapids Foundation received its IRS approval as a public foundation in 1992 (it would become the Greater Cedar Rapids Community Foundation in 2000). By then, assets had grown to more than \$3.5 million, cementing the foundation’s role as a permanent source of support for local nonprofit organizations.

“In 2024, we celebrate 75 years of serving Linn County,” said President and CEO Karla Twedt-Ball. “But by no means are we dwelling in the past. The Community Foundation remains committed to the long-term health and wellbeing of our community, and I am excited by the thought of what we might accomplish in the next 75 years.”

## 1949

The Community Welfare Foundation of Cedar Rapids is established on Feb. 5, 1949, and is the first organization of its kind in Iowa. Just a few days later, the foundation received its first gift: \$500 from Anthony T. Pleune in memory of his wife.

## 1954

The Community Welfare Foundation distributes its first grants in May of 1954 — \$350 each to the Children’s Home of Cedar Rapids and the Home for Aged Women. The grants provided general operating support for the organizations, which were identified as serving the community’s greatest needs at the time.

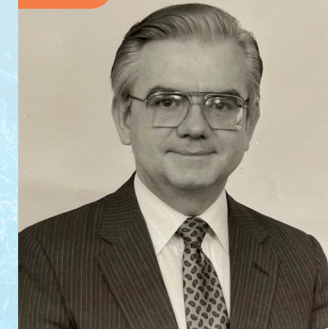
## 1972

On March 12, 1971, Minnie M. Rubek dies and leaves her estate to the Community Welfare Foundation. The bequest, received the following year, totaled more than \$300,000 (some \$2.2 million in 2024 dollars) and increased the foundation’s annual grants from a few hundred dollars to more than \$20,000. Rubek was a life-long resident of Cedar Rapids and a retired member of the cleaning staff at Iowa Electric Light and Power Company.

## 1987

Radio and television pioneer William B. Quarton makes a gift of \$450,000 and issues a challenge: if the foundation’s board changes its IRS status from private to public, updates the organization’s name to reflect its commitment to all of Linn County, and raises an additional \$450,000 from the community, he will establish a \$900,000 charitable lead trust to benefit the Foundation for the next 10 years.

## 1989



Dr. Malcolm Peel becomes the foundation’s first full-time executive director in June. Through the recent increase in assets and Dr. Peel’s leadership, the foundation is able to create a more systematic approach to awarding grants through an application process.

## 1992

After the mandatory five-year transition period, the Greater Cedar Rapids Foundation receives its final IRS approval as a public foundation. Assets at the time were over \$3.6 million.

## 1996

By this time, it’s clear that William Quarton’s goal to inspire sustained philanthropy in Linn County is a resounding success. In 1996, the foundation awards more than \$1.1 million in grants, and assets top \$13.6 million.

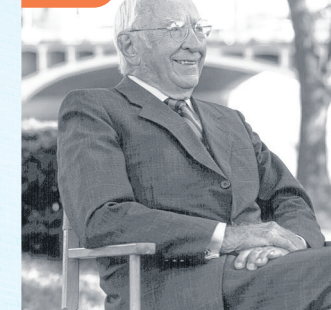
## 2000

The organization’s name changes to Greater Cedar Rapids Community Foundation.

## 2005

The Linn County Nonprofit Resource Center launches in 2005 and later becomes the Nonprofit Network in 2012.

## 2007



On Aug. 19, 2007, William Barlow Quarton III dies at the age of 104. He bequests \$35 million to the foundation built upon this legacy of giving back. This bequest creates endowments for several organizations he loved, and the remainder — more than \$21 million — goes to the foundation’s unrestricted funds. Quarton III often reminded those around him that we cannot predict what our community will need in the future, but we can help prepare it to meet those needs.

## 2008

Floodwaters from the Cedar River impact more than 5,300 homes and displace more than 18,000 residents. Damages in Cedar Rapids alone are estimated at \$5.4 billion. The foundation establishes the Flood Fund to help meet immediate needs and support long-term recovery efforts, ultimately providing \$15.8 million in grants to 81 local nonprofits.

## 2012

The foundation is named Outstanding Foundation of 2012 by the Association of Fundraising Professionals for efforts to strategically distribute funds in the wake of the 2008 flood.

## 2018

The Secretary’s Award for Public-Philanthropic Partnerships, presented by the U.S. Department of Housing and Urban Development (HUD) and the Council on Foundations, recognizes the foundation’s role in the collaborative MICRO loan program, which offers Cedar Rapids entrepreneurs and small businesses low-interest loans to start or grow their business.

## 2020



The foundation and community partners establish the COVID-19 Disaster Response Fund to minimize the impact of the coronavirus and address human service needs for vulnerable populations. Between 2020 and 2023, the fund grants more than \$437,000 into the community.

On Aug. 13, the foundation establishes the Disaster Recovery Fund to support organizations responding to the Aug. 10 derecho disaster. The foundation also convenes local funders and nonprofit organizations to support the launch of the Providing Assistance to Community Homeowners (PATCH) program. Through PATCH, nonprofits provide home repairs and legal assistance to homeowners throughout Linn County.

## 2023



In 2019, a coalition of nonprofits and law enforcement begin implementing Group Violence Intervention (GVI), a series of evidence-based strategies for reducing gun violence in communities like Cedar Rapids. By 2023, Foundation 2 assumes oversight of the program, working directly with those at high risk of violent victimization.



# For the Greater Good of Linn County

**B**ack in 1949, the founders of the Greater Cedar Rapids Community Foundation drew on lessons learned at similar organizations across the country. Simply put, charitable giving at the time often lacked the processes and foresight needed to be effective. Gifts were typically made through rigid wills, but the nonprofit landscape was ever-changing, so some of those gifts weren't benefiting communities as intended.

Community foundations present a solution. By acting as a steward of charitable gifts, the Greater Cedar Rapids Community Foundation can honor a donor's intentions in

ways that benefit Linn County as it grows and evolves.

The Greater Good Fund does just that for donors who want to provide flexible, responsive, long-term support for local nonprofits.

Because it is unrestricted, gifts to the Greater Good Fund allow the foundation to respond to the ever-changing needs of Linn County. Donors can give directly to the fund or establish a named component fund. There are currently 47 of these component funds, created by donors who recognize that the future holds unknown challenges and opportunities.

Together, these funds support four grant programs at the foundation — Program Support Grants, Organization Support Grants, Endowment Challenge Grants and Rapid Response Grants. Each is overseen by a diverse committee of local volunteers, and the grants support a wide range of services, projects and initiatives that benefit Linn County and its people. In 2023, these grants totaled more than \$1.4 million.

Besides ongoing grant programs, the Greater Good Fund has also been critical in helping the community recover from hardships over the last few years, including the pandemic and derecho.

Without restrictions on how the funds support the community, the Greater Good Fund is particularly useful when the community's needs suddenly and drastically change.

"The grant programs supported by the Greater Good Fund represent the backbone of the Community Foundation's role in the community," said Joe Heitz, vice president of Community Impact. "We're here to invest in the long-term strength and stability of Linn County, and to respond when new challenges present. We couldn't do this without the ability to award grants when and where they are needed."

## How Can You Get Involved?

There are many ways to get involved in the work of the Greater Cedar Rapids Community Foundation. Join a committee, attend a learning event, sign up for our news, or consider using the Community Foundation for your charitable giving. Here are three ways you can make a difference today:



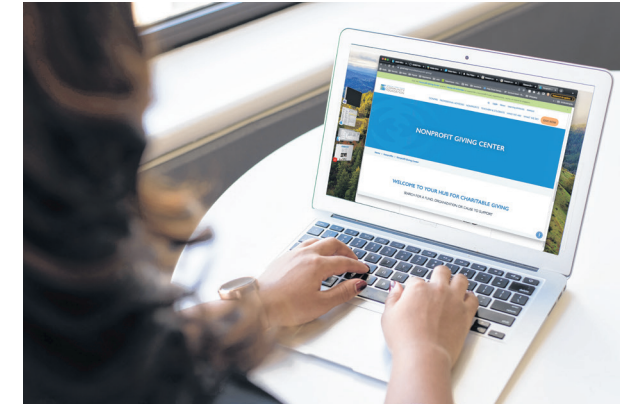
Interested in supporting the greatest needs of Linn County today and tomorrow?

### Consider a Gift to the Greater Good Fund

This unrestricted, endowed fund permanently supports the competitive grant programs at the Community Foundation. We can't predict the future, but gifts to the Greater Good Fund will provide funding for nonprofits to meet our community's greatest needs and opportunities as they arise.



SCAN ME



Looking for a cause or nonprofit to support?

### Visit the Nonprofit Giving Center and Calendar

Visit the Community Foundation's giving hub designed to connect the needs of nonprofits to donors who want to make a difference. The Nonprofit Giving Center and Calendar highlights events and ways to support nonprofits throughout Linn County.



SCAN ME



Want to help inform the future?

### Share Your Opinion and Take the Survey

As the Greater Cedar Rapids Community Foundation celebrates 75th years, the foundation is also looking to the next 75 years by creating a new strategic plan. Take the survey to help inform the Community Foundation about the ways you feel it can help strengthen our community.



SCAN ME

JOIN US IN CELEBRATING



## 75th Anniversary Block Party Celebration

**Wednesday, August 7, 2024 | 11 a.m. – 1 p.m. Program at Noon**

Join us as we celebrate 75 years of strengthening our community through philanthropy!  
Enjoy a free lunch, short program, and the unveiling of a new mural on the building's East side!

The event is located in the parking lot behind the Community Foundation at the corner of  
3rd Street and 4th Avenue, downtown Cedar Rapids.

## Free Admission Day to Local Cultural Institutions

**Saturday, August 10, 2024**

Enjoy a day exploring a variety of arts and cultural sites throughout Linn County and let the  
Community Foundation pay for your admission!

### Participating sites include:

African America Museum of Iowa | Alburnett Community Historical Society | Brucemore  
Cedar Rapids Museum of Art | Coggon Community Historical Society/Clemons House & Historical Hall  
Granger House Museum | National Czech & Slovak Museum & Library  
Marion Heritage Center & Museum | The History Center | Ushers Ferry Historic Village

Locations and hours of participating organizations can be found at [gcrf.org](http://gcrf.org).

*For more information, visit [gcrf.org](http://gcrf.org)*



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