

2023

**THE AMES
FOUNDATION ANNUAL
REPORT**



**The
Ames
Foundation**
Connecting Generosity With Opportunity

We continued to focus on building awareness and educating the community about The Ames Foundation and our vision and mission.

Throughout 2023, our board members were active in the community and represented The Ames Foundation at several events. The report will demonstrate the highlights of our work over the past year.

Vision: Advancing our community to showcase the generosity and spirit in Ames for a better tomorrow.

Mission: Engaging with partners, we connect generosity with opportunity, to serve as a catalyst for public projects that enhance the quality of life for Ames residents.

CREATING AWARENESS OF THE AMES FOUNDATION

As a board, we prioritized our attendance at local events to help spread awareness, create community, and seek volunteers for our various projects.

Music Walk - April 28, 2023



This event included rock painting for adults and children. Rocks could be taken home or placed in a park to make Ames even more beautiful. In addition to rock painting and live music, we also shared free tree saplings (25) to attendees with instructions on planting and care. This was a new initiative that aligned well with one of our main projects - tree plantings!

We also increased our fundraising efforts by selling candles and specially created cards made by one of our board members, Sammie Lyle. A sign up was available for interested volunteers for tree plantings.

Art Walk – June 1, 2023



Although the weather was cold and rainy, we still made our presence at the Main Street Art Walk to share more tree saplings (125), sell candles, cards, and tell attendees about our organization.

AMES COMMUNITY TREE PROGRAM

Aligned with our strategic plan, we continued our tree plantings to meet our goal of planting 2030 trees by the year 2030. In 2023, we worked with the City of Ames, Chevron Renewable Energy Group, Ames Town and Country Kiwanis, and Edwards Elementary on several tree planting events and planted 75 + 18 + 40 + trees in the following neighborhoods: Toronto Street, Ontario Cemetery, Sunset Ridge Park, River Valley Park, Edwards Elementary.

Our City of Ames Community Spring Tree Planting event occurred in the Toronto Street neighborhood on May 20, 2023. More than 40 volunteers enjoyed very nice planting weather and planted 75 trees. The Ames Foundation, on May 19, 2023, also facilitated tree planting with Chevron Renewable Energy Group and the Ames Town and Country Kiwanis along with their Ames High School Key Club. Altogether, these three groups provided 38 volunteers and planted 18 trees in River Valley Park.



Our City of Ames Community Fall Tree Planting event occurred in the Ontario Cemetery and Sunset Ridge Park. Twenty-three volunteers gathered on October 14, 2023 to plant 39 trees. The week prior on October 6, 2023, The Ames Foundation planted 11 trees with 7 volunteers from Renewable Energy Group. The trees were planted at Edwards Elementary School.



CITY OF AMES PARTNERSHIP AND GRANT OPPORTUNITY

In late 2023, we learned some exciting news that will likely make a great impact on our tree planting and tree planting goals. The City of Ames is working to finalize the details of a grant totaling \$810,000 from the United States Forest Service. The grant will double the number of trees planted by the City of Ames in right of way for the next five years as well as enable the City of Ames to establish a nursery for bare root trees to be cultivated for planting within the Ames and surrounding towns. The grant is transformational in enabling the City of Ames to reach its goal of replacing all ash trees on public land by 2032. The Ames Foundation will maintain support of the Community Tree Planting events through advertising, raising awareness, and organizing volunteers. Other opportunities to support planting trees at businesses, residences, and schools will be explored by The Ames Foundation.

FUNDRAISING

Our fundraising efforts included the selling of candles, cards, t-shirts at our annual event. Total funds raised with candles, cards and t-shirts was: \$300.

We also participated in the Ames Rummage Rampage event and were able to raise \$434.41 for our volunteer efforts.

ANNUAL APPEAL LETTER

Each year in November, we send an appeal letter to our list of donors. In 2023, we sent 1,010 letters. At the time of this report, we are happy to share we received over \$5000 in gift giving from our generous donors.



Dear Valued Donor,

On behalf of The Ames Foundation (TAF), we want to share the gratitude we feel for you and the support you have shown over the years. Whether as a donor, a community partner, or a volunteer, you have made a *difference in our community* through your support of TAF. Thank you.

Our community partnerships are an essential part of our success. In the last year, we partnered with local businesses such as Oak Lane Candles and Ray Gun. With these community partners we were able to create TAF custom candles and t-shirts that we've sold and continue to sell for fundraising. In addition, one of our very own board members has created custom notecards of flowers and plants that include the TAF logo. Please contact us if you have not seen these items. They make excellent holiday gifts and are available for purchase at the Ames Chamber of Commerce!

We are also thankful for the many opportunities we have had to support community enhancements. We are proud to have played a role in the median improvements on Lincoln Way through Campusown and enthusiastically support the City of Ames' indoor aquatic center. As a board, we are always ready to do more, and look to you to help us continue to fulfill our mission of participating in public projects that beautify and enhance the quality of life in Ames.

Last year we were able to enhance our planting trailer with a beautifully designed wrap that highlights what we bring to our community. The trailer is heavily used during our fall and spring tree plantings to store and transport our equipment. We brought the trailer to downtown festivals like the art and music walks, and was a centerpiece for our board members who had great interactions and conversations with participants.

Our strategic planning goal of planting 2,031 trees around the city of Ames by the year 2031 will be achieved through a very large US Forest Service Urban Forest grant. City Forester, Gabriele Giovinetti attended the annual event to share the good news. Our fundraising efforts with the plantings will focus on areas outside of the scope of the grant such as the school districts, businesses, or private residences.

With your support, we can meet our goals, support new, important projects in our community and contribute to the beauty and quality of life in Ames. Please make a gift to The Ames Foundation to help us continue our work to enhance the quality of life in Ames. Your support makes a difference!

In gratitude,

Barb Vincent
Barb Vincent
2023 Fundraising Chair
The Ames Foundation Board of Directors

Tammy Stegman
Tammy R. Stegman
2023 Chair
The Ames Foundation Board of Directors

PARTNERS

We continued our partnership with Oak Lane Candle Co. to sell a custom scented candle with The Ames Foundation logo. We sold 11 candles at various events throughout the year. Any remaining candles will be utilized for additional opportunities in 2024.

NEW this year was custom made cards by our very own board member, Sammie Lyle. We are lucky to have her expertise and creativity when selling these cards toward our fundraising efforts.

NEW this year was a partnership with RayGun. We were able to collaborate with RayGun to create specialty TAF shirts. We purchased 100 shirts at a price of \$10.25 each. We then sold the shirts for \$20 each. Shirts are available for purchase at The Ames Chamber of Commerce, RayGun, and our events. We are thankful to RayGun for waiving the cost of the setup fee.

These are great shirts that our board members, volunteers, and community members can be seen proudly wearing and representing our organization. Additional shirts in our stock will be utilized in 2024.



THE AMES FOUNDATION CONTRIBUTOR OF THE YEAR

For 2023, our board nominated Jeff Iles. Jeff has served 2 terms on TAF board, he attends and trains new volunteers at the fall and spring tree plantings. Well over 1000 volunteers have been trained since 2015. He was instrumental in making TAF an affiliate of the Chamber, and he sponsors and attends our Annual Event!



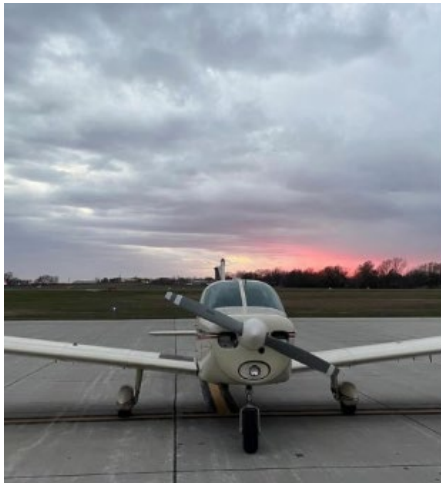
ANNUAL EVENT

Our annual event was a night to remember with a “Top Gun” theme. For the first time, our annual event was held at the Ames Municipal Airport (also a location for some of our beautification efforts)

Attendance: 125

Raised: \$24,035 (prior to expenses)

A huge thank you to all of our Annual Event sponsors and supporters:



BOARD MEMBERS

The 2023 board represented The Ames Foundation with professionalism and passion for our work. Board members for 2023 include:

Cathy Adams*, Chris Anderson, Bonnie Brown*, Danielle BrownWolf*, Arka Ghosh*, Xena Jolly*, Joni Kellen*, Carol Kisling, Renee Klaus, Sarah Lawrence, Sheila Lundt, Sammie Lyle, Deb Schildroth, Tammy Stegman, Barb Vincent, Jan Williams, Tanner Winterhof, and Kyle Woiwood.

**Indicates new member to the board*

Ames Chamber Staff Liaison is Shannon Thiele.

A special thank you to Jan M. Williams for serving 2 terms (6 years) on The Ames Foundation Board of Directors. Jan also served as chair for a term and led the board to support many Ames enhancements including the Miracle League Park and Inclusive Playground, improvements on Lincoln Way through Campustown, airport revitalization, the City of Ames' indoor aquatic center, and the tree planting trailer that greatly enhanced our tree planting program. We are thankful for Jan's impact and dedication to the Ames Foundation.



FUTURE PLANS:

- Iowa State University MBA Service-Learning Collaboration: We are excited to start a new partnership with the MBA students from Iowa State University and a Service-Learning Team! They will be researching and identifying areas of opportunity for us including:
 - Current Fundraising Strategy Analysis
 - Fundraising and Donor Management Best Practice Research
 - Fundraising and Donor Management Interviews
 - Fundraising Strategies & Marketing Plan Recommendations
- Traffic garden, Miracle League Field #2 opportunity, and an updated website

THANK YOU

We had a great year and are looking forward to continued success and partnerships in 2024.

Respectfully submitted,

Tammy R. Stegman
2023 Board Chair