

Contact: Kevin Waetke  
Volunteer, Clive Community Foundation  
Office: 515-223-2638, National Pork Board  
Mobile: 515-608-2558  
[kwaetke@pork.org](mailto:kwaetke@pork.org)

**FOR IMMEDIATE RELEASE**

## **Clive Community Foundation Formed**

*New nonprofit group announces three key initiatives to benefit the Clive community*

CLIVE, IOWA – December 1, 2014 – The newly formed Clive Community Foundation will begin the public phase of fundraising and promotion this week. This new non-profit – an affiliate of the Community Foundation of Greater Des Moines – is designed to connect Clive residents and businesses to local initiatives within Clive and the immediately surrounding area.

“Our mission is focused on igniting the passion of philanthropy among Clive residents and businesses,” said Andrea Westmeyer, president of the foundation board. “Every vibrant community is naturally focused on identifying needs and providing outreach to its residents. Clive is no different, and that’s why we’re focusing our efforts on activities which best meet Clive’s immediate needs.”

The Clive Community Foundation began board development and strategic planning a year ago. From that work three core areas of focus were identified including quality of life initiatives, community health and wellness, and defining and developing new opportunities of broad collaboration with other local cities.

“From feeding the hungry to improving access to public art or our beautiful parks and trails, we know a lot of good work happens here every day. This foundation will be laser focused on connecting the dots on each of these efforts to both grow financial resources and better coordinate outreach. I’m pleased with the board’s work and that 100 percent of the members contributed to our operating budget to get the foundation off the ground,” Westmeyer said.

The Clive Community Foundation will fundraise and distribute money to qualifying causes. Additionally, the foundation will launch annual campaigns for high-profile, signature projects and establish permanent endowments to assist with long-term funding of key efforts. With this announcement, fundraising will begin immediately. Contributions to one of the foundation’s permanent endowments can qualify for a 25 percent *Endow Iowa Tax Credit*. This tax credit offers residents and businesses an additional incentive to give back.

### **Holiday Campaign Now Underway**

The first major activity of the Clive Community Foundation comes just in time for the holidays. The Foundation is joining forces with the Clive Lions Club to distribute holiday gift baskets to needy families during the month of December.

“We are well underway in collecting food and personal care items from various partners and donors,” said Ed Johnson, Clive Lions Club. “At this point we have collected just over half of what we need to deliver baskets to 55 families. The support of the Clive Community Foundation will allow us to meet our goal and provide baskets to more families this year than last.”

Food basket recipients will include low-income families in Clive, most with students that attend Crestview Elementary. Currently, more than 65 percent of Crestview’s students qualify to receive free and reduced-priced school lunches.

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“These holiday baskets are the right gift at the right time for these families,” said Stephanie Horak, Crestview’s PTC outreach chair. “It may be surprising that low-income needs exist in a community like Clive. But hunger is very real for some families and these baskets will provide nourishment at a critical time of year where many family resources are stretched thin.”

“One in 10 Clive families struggle to make ends meet. That’s why we are excited to have such a worthy project to support in our first month of operation,” said Westmeyer. “We know Clive residents are generous and are willing to give both their time and money to efforts which address feeding Clive’s hungry and meeting the needs of our less fortunate residents.”

The baskets will be delivered on Saturday, Dec. 13. Additional participating partners include city of Clive employees, several local churches, residents and businesses. A complete list of holiday basket supporters can be found at [clivecommunityfoundation.org](http://clivecommunityfoundation.org).

### **About Us**

*The Clive Community Foundation was formalized in December 2013 as an affiliate of the [Community Foundation of Greater Des Moines](#). The CCF is a conduit for residents, businesses and other stakeholders to donate funds for the betterment of our community.*

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