



GIVING Matters

Greater Salina Community Foundation | Spring 2026



Mark Your Calendar!

- 06/05 - First Friday, 4-6 pm
- 07/01 - Responsive Grants Open
- 07/05 - Women Helping Women Grant Apps Due
- 08/01 - Responsive Grants Due
- 08/01 - Relationship-Based Philanthropy Grants Open
- 08/04 - Community Connect Lunch
- 08/05 - First Friday, 4-6 pm
- 08/27 - Community Needs Summit

Match Madness Celebrates 15 Years with a Record-Breaking \$1.39 Million Impact!

Match Madness proves that when our community comes together, extraordinary things happen. Celebrating its 15-year anniversary on March 12, Match Madness delivered its largest year ever, raising a record-breaking \$1,389,334.90 to support local nonprofits, making an impact today and transforming tomorrow.

During Match Madness, donors contributed \$1,061,059.13 to permanent endowed funds held at the Greater Salina Community Foundation. When combined with \$328,275.77 in matching funds and bonus prizes, the total impact surpassed all previous records.

“The love for our community was truly on full display,” said Jessica Martin,

President & Executive Director. “Reaching this milestone in our 15th year is incredibly meaningful. These gifts ensure our nonprofits have stable, lasting support, not just for today, but for generations to come.”

A Record Year in Every Way

This year’s Match Madness saw growth across the board:

- **109 nonprofits participated**, the largest number in event history—with every organization receiving a donation
- Donations to endowed funds exceeded **\$1 million for the first time ever**, reflecting a **20% increase** from last year
- **1,802 unique donors** participated,

a **15% increase** over 2024

- Total community benefit since the event began in 2012 has now reached **\$8.5 million**, supporting **124 local nonprofits**

What began as an innovative idea 15 years ago has grown into a signature community tradition, one that continues to evolve while staying rooted in the power of collective giving.

Inspiring the Next Generation of Givers

A highlight of Match Madness continues to be the involvement of local students. This year, 626 Salina County fifth graders went to the Salina Fieldhouse, each empowered

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Match Madness (cont'd)

with \$10 to donate to a nonprofit of their choice. Thanks to generous sponsors, these students had the opportunity to ask questions, explore causes, and make thoughtful decisions about where their dollars would go.

Together, the students supported 75 nonprofits, helping introduce the next generation to philanthropy and reinforcing the idea that everyone, no matter their age, can make a difference.

Community Spirit on Full Display

From longtime supporters to first-time donors, Match Madness once again demonstrated the incredible generosity of our region. The energy throughout the day reflected a shared commitment to strengthening our community and ensuring local nonprofits have the resources they need to thrive.

“This event is about more than fundraising,” Martin added. “It’s about connection, pride, and believing in the future

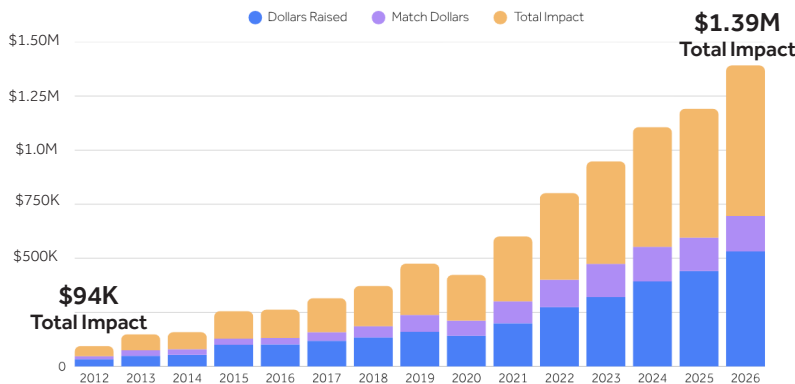
of our community. Thanks to our donors, sponsors, volunteers, and nonprofit partners, Match Madness continues to grow—and so does its impact.

After 15 unforgettable years, it is clear that Match Madness is still gaining momentum! And with \$1.39 million raised this year alone, we know our community’s future is bright and we could not be more grateful!



Match Madness Stats:

- \$1,061,059.13 dollars donated
- \$328,275.77 matching dollars & bonus prizes
- **Total Impact: \$1,389,334.90**
- **\$8.5M Total Benefit to 124 local nonprofits since 2012!**
- 109 nonprofits
- 4,116 gifts
- 1,176 donors
- 626 5th graders
- 607 nonprofit free throws
- 83 Fifth Grade Rep. free throws
- 2 half-court shots



5th Grader Top Five

- Love, Chloe Foundation- \$510
- Central Kansas United- \$300
- Rolling Hills Zoo- \$270
- Brookville Community Foundation- \$220
- Big Brothers Big Sisters of Salina- \$200

The following people have given to Match Madness every year for 15 years!

- Brad & Jane Anderson
- Karen Black
- Bill & Cheryl Cooke
- Bob* & Betty Garrison
- Alan & Kathy Hale
- Patricia Lertora
- Aaron & Jessica Martin
- Gayle & Jane McMillen
- Dave & Pat Mills
- John & Linda Ourada
- Kay Quinn
- Dale & Kathy Tolbert

*Deceased

Building a Stronger Future Together

New Organization Experiences Match Madness for the First Time



After years of relying on fundraising efforts simply to keep young athletes on the field, leaders of Central Kansas United recognized the need for a more sustainable, long-term approach to supporting youth soccer in Salina. In January, CKU established an

organization fund with the Greater Salina Community Foundation and participated in Match Madness for the first time in March.

“Success to us means making sure no child in Salina misses the chance to play soccer because of financial barriers, while still maintaining high standards for our

players,” said Victor Devora, CKU Board Member. The purpose of the fund is to provide scholarships that help cover registration fees, uniforms and travel expenses for local youth players. While CKU athletes receive priority consideration, the fund is intended to support soccer players across Central Kansas, regardless of team affiliation.

Participating in Match Madness also provided an opportunity for CKU to connect with the community and raise awareness of its programs.

One of the highlights of the day was interacting with Saline County fifth graders and watching them connect with some of CKU’s semi-pro players through a shared love of sports.

“It meant a lot to hear from the fifth graders that our programs matter,” said Devora. “CKU is ultimately about creating opportunities for kids in Salina, and we hope to build something the entire community can be proud of.”

Together Since the Start: Rolling Hills Zoo & Match Madness

For 15 years, Rolling Hills Zoo has participated in Match Madness, making it one of the longtime nonprofits involved in the community-wide day of giving.

Linda Henderson, Director of Development & Marketing for the zoo has watched the event evolve over the years—from its early days at the original Mokas on Santa Fe to today’s large-scale event at the Salina Fieldhouse, bringing together more than 100 nonprofits from across the region.

“Match Madness has grown tremendously over the years, but what has remained constant is the incredible community support for local nonprofits,” Henderson shared. One of her favorite additions to the event has been the involvement of Saline County fifth grade students, and sharing the zoo’s mission of wildlife conservation, education and regional tourism with these young philanthropists.

As one of the original endowed organizations with the Greater Salina Community Foundation, Rolling Hills Zoo also understands the long-term value of growing permanent charitable resources.

“Each year, Match Madness reminds us that every

gift, no matter the size, helps build a stronger future,” Henderson said. “Through the power of matching dollars and generous donors, we’re not just sustaining the zoo—we’re creating opportunities to grow, improve and expand our impact for generations to come.”

After 15 years of participation, Match Madness continues to strengthen the Zoo’s connection to the community while helping advance its vision for the future.

“Thanks to Match Madness and the generosity of this community, our vision of a fully funded, sustainable future feels more achievable each year.”



The Power of Endowment: Giving That Lasts

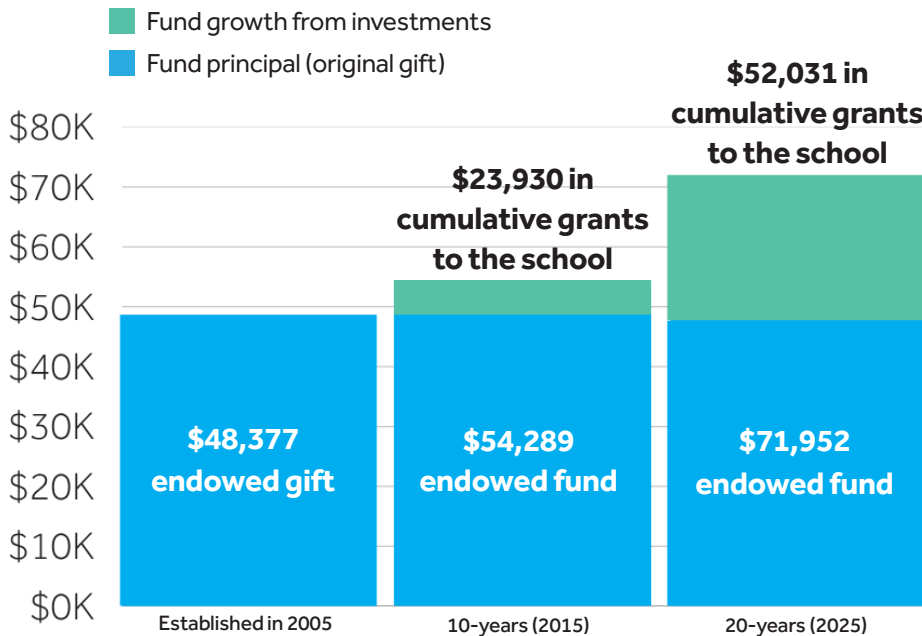
There is no wrong way to support the causes you care about, but **how you give** can shape your impact for years to come.

Twenty years ago, an anonymous donor thoughtfully considered how to leave a legacy that would benefit local school children forever. A year before the donor passed away, a portion of the donor's estate was designated to the Foundation to establish a permanent endowed fund that would make annual grants to the school with no restrictions.

As the chart below illustrates, endowed gifts continue to grow and give over time, often exceeding the original contribution. That is exactly what this fund has done, already granting more than the initial gift amount while continuing to support the students and school it was created to benefit.

Match Madness reflects this same spirit. Each year, people come together to build endowed funds that provide support not just today, but for years to come.

Ready to create your legacy? We'd love to help! Contact our office to explore how you can support your favorite causes for generations to come through an existing fund or one in your name.



Twenty years later, this endowed gift has already surpassed its original value in grants—creating a lasting legacy to support local school children.

This example assumes a 5% annual payout, a 1% administrative fee, a 0.029% investment fee, and a 10-year annualized return of 8.7% through our Vanguard Investment Pool (as of June 30, 2025). Fund balances have been adjusted to protect donor privacy while preserving the overall growth pattern.

New GSCF Funds (established 01/01/26-03/31/26)

- Brad and Jane Anderson Legacy Fund
- Homestead Ministries Fund
- Larry and Joy Smith Family Fund
- Let it Flow- Smoky Hill River Renewal Campaign
- Linda Smittle Legacy Fund
- Looney Family Fund for Sunset Elementary School
- Mustard Seed Fund
- Sacred Heart Cathedral Fund
- Saline County Youth Charitable Giving Fund

Funds for the Future:

- Ed Harlowe
- Delwin & Lisa Newman
- Leroy* & Norma Munk
- Luke & Teale Ryan

New Give Back 5 Pledge (as of 05/18/2026)

- Margie John
- Robert John
- Natalie Wood

*Deceased

NEWS & Impact

Beyond the Application: A New Approach to Grantmaking

The Greater Salina Community Foundation is proud to announce the first grant recipients from its new Relationship-Based Philanthropy grant cycle—an approach rooted in trust-based philanthropy.

This relational funding model allows the Foundation's Grants committee to visit nonprofits onsite, experience their work firsthand, and gain a deeper understanding of both the organization's mission and funding request through conversation and collaboration.

"At its best, philanthropy is about more than funding programs — it is about building trust and strengthening community. Relationship-Based Philanthropy recognizes that when funders and nonprofit organizations invest in authentic relationships, they gain a deeper understanding of the challenges and opportunities facing the community," said Maggie Hemmer, GSCF Board Chair. "After experiencing our first round of this type of grantmaking, we have a much better understanding of community needs and are well-suited to help organizations realize their missions."

The inaugural grant recipients include:

- \$10,000 to Episcopal Social Services, Inc. for the Resilience Clubhouse Garden. Clubhouse members will gain hands-on experience in construction, landscaping, food production, teamwork, and responsibility.
- \$10,000 to Central Kansas Mental Health Center to expand their parent peer support group that connects families through meals and hands-on activities.
- \$6,000 to Blessed Hope Family, Inc. for HOPE Mobile to deliver practical resources and support directly to the doors of foster and adoptive families.

- \$5,000 to the Salina Rescue Mission for Healing for the Homeless, helping provide access to medical care to uninsured individuals experiencing homelessness.

These grants were funded in part by the Dane G. Hansen Community Grant Fund, Fund for Greater Salina, George & Jeanne Frisbie Family Fund, Kansas Health Foundation Fund for GSCF, L.P. "Pat" Mullen Fund, and a local donor through their donor advised fund.



Resilience Clubhouse Members in front of their new building purchased for them by an anonymous donor.



Angie Lobato, CBS Case Manager, Molly Pierce, Parent Peer Specialist, and Julie Clayston, CBS Coordinator, celebrating the Holidays at the initial event that inspired the program to expand their parent peer support group.



"An African proverb says, 'If you want to go fast, go alone; if you want to go far, go together.' Relationship-based philanthropy is about building trust, listening well, and working alongside our nonprofit partners to create meaningful change that lasts."

~Jessica Fuller, Director of Grants & Scholarships

Connecting with Our Community



One of our goals at Greater Salina Community Foundation is to create meaningful opportunities to connect with the community we serve. Through events like Match Madness, First Fridays, and Community Connect, we hope to bring people together not only around community causes, but also around a shared sense of place and belonging.

Match Madness

Anyone who knows me knows that Match Madness is one of my favorite days of the year. The idea that my gift that day will forever impact the nonprofits of my choice is incredibly powerful. Beyond the dollars raised, what makes the day special is the energy in the room and the pride people have in supporting the organizations that strengthen our community.

First Fridays

Our First Friday Artist Receptions have also become a terrific way to connect people through creativity and conversation. Since February 2024, more than 1,400 people have visited our space to experience the work of 20 local artists while taking in the sunset views from the 8th Floor of the United Building. Every featured artist has been local to the GSCF service area, and their work often reflects the places we live and the stories we share.



April First Friday Artist: Thomas Zimmerman

Recent featured artists included art photographer Thomas Zimmerman of Quinter, whose images of the Great Plains capture the beauty of western Kansas, and a never-before-seen private collection from Lester Raymer presented in partnership with The Raymer Society. Raymer's work, including his famous Red Barn Studio, was created largely from recycled materials and reflects the



May First Friday Artist: Lester Raymer & Red Barn Studio

creativity and character of our region. Fun fact: The Raymer Society also has an Organization Fund through our affiliate, Smoky Valley Community Foundation.

Community Connect

Each quarter, GSCF also hosts Community Connect events that allow fundholders and community members to meet personally with our nonprofit partners. Recent sessions have featured Women Helping Women partner agencies and GSCF Organization Fund representatives sharing their missions, current needs, and impact.



These events continue to remind us that strong communities are built through connection — by creating opportunities for people to gather, learn from one another, and feel invested in the place they call home.

~ Michael Chambers, VP of Community Impact

Connect with Us!

- June 6, First Friday: GSCF Staff art work and collections
- August 4- Lunch & Learn: Arts & Culture
- August 7- First Friday: Salina Photography Club & Tanner Colvin

Stay up to date on our events at www.gscf.org

In the Region: Affiliate Match Days

The spirit of Match Madness *continues to grow across North Central Kansas* as affiliate community foundations create their own local giving events focused on building permanent charitable resources and strengthening their communities for generations to come.

This spring, both the Solomon Valley Community Foundation and Republic County Community Foundation hosted successful match day events that inspired local generosity, supported nonprofit organizations and encouraged long-term sustainability through endowed giving.

Solomon Valley Give to Grow

The Solomon Valley Community Foundation's annual Give to Grow event raised a total of \$134,519.31 for 32 local nonprofit organizations in a single day of giving. Now in its third year, Give to Grow has generated a cumulative investment of \$379,606.31 in local nonprofits, helping organizations build endowed funds and create lasting support for the future.

"Give to Grow is an incredible day for Mitchell County," said Julia Rabe, Executive Director of the Solomon Valley Community Foundation. "Generosity comes from all over the county to support the things that mean the most to people. We had 32 nonprofits benefit and the number keeps growing each year!"



Republic County Fund the Future

Similarly, the Republic County Community Foundation's Fund the Future of Republic County Match Day generated a total of \$133,291 to support local communities and nonprofit organizations across Republic County.

"From start to finish, Fund the Future was a day full of heart," said Molly Williams, Director of the Republic County Community Foundation. "Our community showed up in a big way, and the impact will be felt for years to come."

Like Match Madness, the event also highlighted the importance of engaging future generations in philanthropy.



"Our fifth graders stole the show," Williams shared. "Their enthusiasm and involvement reminded all of us why investing in the next generation matters so much. They brought energy, curiosity and a sense of pride that inspired the entire day."

Did you know? Many Match Day donations support nonprofit Organization Funds, helping nonprofits build long-term sustainability and support their mission for years to come.

Fun Fact: GSCF and its affiliates manage 250 Organization Funds for local nonprofits across the region.



Serving 10 regional affiliates and 13 counties throughout north central and western Kansas.



PO Box 2876 • 119 W. Iron Ave., 8th Floor
Salina, KS 67402-2876

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Director's Message

Spring is a season of renewal and a reminder that what we plant today will continue to grow for years to come.

That spirit was evident in this year's record-setting Match Madness, with more than \$1.3 million raised in a single day for 109 local nonprofits, including \$1 million that is permanently endowed to support the needs of our nonprofits and future generations.



By building permanent charitable resources, we can continue to respond to community needs as they arise. You can see this impact in action through our recent grants on page 5, helping provide:

- Support for foster and adoptive families through HOPE Mobile
- Healthcare access for individuals experiencing homelessness
- Purpose and skill-building through the Resilience Clubhouse Garden
- Stronger families through connection and support programs

These grants were made possible through endowed funds established by local donors who chose to plant a seed—one that will continue to improve lives and enrich our community for years to come.

Impact Today. Transform Tomorrow!

Our mission is to improve lives and enrich communities.