



IMPACT GIVING at Iowa Public Radio

IPR has identified these strategic initiatives we believe will advance the mission of public radio as we head into a second century of service to Iowans.

The Innovation Fund

A generous commitment from The Heartland Mitzvah Fund of \$250,000 over 5 years created a seed fund that supports new projects and programs which have the potential to better serve our existing, and develop new, diverse audiences. The fund provides the flexibility and support needed to develop and test innovative ideas. Some of the projects that this fund helped launch are *Here First*, a new daily news podcast featuring all of the local news from IPR's reporters, a *Talk of Iowa Book Club* and podcast, and *Studio One All Access*, a new weekly music show.

Interest in this fund has quickly grown as staff from all areas of the organization have the opportunity to bring their ideas forward and request support to develop them. Gifts to this fund support innovation.

The Journalism Impact Fund

This fund was established after a year in which we experienced a global pandemic, a racial justice movement, a derecho and a contentious election cycle. The Journalism Impact Fund provides flexibility to the IPR newsroom, making it possible for our reporters to better respond quickly and creatively to major news developments in ways that can best serve our audience. It also helps IPR adapt to the evolving media landscape while improving and expanding our capacity to provide a vital service across the state of Iowa and beyond.

Donors interested in the Journalism Impact Fund are asked to commit a minimum of \$5,000 for two years.

Second Century Endowment Fund

Iowa Public Radio celebrates 100 years of broadcasting in 2022! In fact, Iowans helped pioneer radio as early as 1915 and Iowa Public Radio's WOI and WSUI were two of the first 100 stations licensed in the U.S. This is a remarkable achievement. Growing Iowa Public Radio's future is an important and exciting investment in the civic and cultural life of Iowans. Endowment earnings provide a permanent source of revenue and can support critical, but hard to fund behind-the-scenes operations in radio broadcasting. With a gift to this fund, you are adding to the foundation on which IPR's future will stand for the next century with the same vigor and vitality that our predecessors demonstrated.

For more information on Impact Giving at IPR, please contact us:

If you are considering making an Impact Gift of \$5,000 or more, we welcome the opportunity to work with you personally. If you wish, we can help identify specific areas of interest where you want to make an impact and how to best recognize you for your contribution.

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