



## Kansas Health Foundation

### **Foundation exploring communication technical assistance opportunities**

For more than a decade, the Kansas Health Foundation has been proud to partner with community foundations across the state. Through our GROW Healthy Kansas initiative, we've been able to work directly with community foundations, and in addition to providing matching funds on challenge grants, we've been pleased to provide technical assistance in a number of different areas. This includes everything from operational management, to board governance, to fundraising.

Now, as we continue working with KACF and the foundations involved with the GROW initiative, we are exploring ways we can provide technical assistance on a variety of communication-related strategies. The first step in this process comes as the result of the Foundation commissioning Wichita State University to do an update of the Transfer of Wealth Study. When this study was originally released in 2008 it drew significant media attention and helped make communities in Kansas aware of local community foundations. We believe a similar amount of attention can be garnered this time around, which makes the release of this study a unique launching point of any comprehensive communication plan.

The draft of that study has been submitted, and it is currently being vetted for accuracy by experts in the field. As we prepare for the release of this study, we will also begin the process of examining other ways to assist community foundations from a communication perspective, which could include identifying target audiences and testing different communication messaging.

We look forward to continuing our relationship with community foundations in Kansas, and see this form of technical assistance as a logical next step to strengthening the field. As progress is made on these efforts, we will certainly keep you updated.

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