

Lilly Endowment Inc.

GIFT VII Community Leadership Implementation Grant Proposal

Executive Summary: The Hendricks County Community Foundation (HCCF) chose Community Unity as the most important issue affecting our community. As a diverse, generally urban-to-rural community, HCCF understands that without Community Unity, we cannot solve problems, big or small, that affect Hendricks County. Outcomes for Community Unity were defined as 1) More civic engagement (voting, volunteerism, and community participation), 2) More collaboration and increased streamlining of services, and 3) Stronger sense of Hendricks County pride/brand.

At HCCF's Addressing the Needs: A Conversation on Community Unity (January 28, 2020), a task force was elected to take the collective community input and finalize the following Implementation Grant proposal. Over four weeks, the task force finalized outcomes, measurables, tactics, and a budget and timeline that will move the needle on this issue. This proposal includes the following tactics:

1. More civic engagement
 - a. Production of leader stories to humanize community leaders (2020-2022)
 - b. Engaging diverse population training and consulting for community leaders (2020-2021)
 - c. Centralized information on local government meeting notices (2020-2025)
 - d. Wide-spread, accessible Meet the Candidate Nights (2021-2025)
 - e. A voter guide delivered to every registered voter in the County (2022)
 - f. Needs assessment update (2022 and 2025)
2. More collaboration and increased streamlining of services
 - a. Training around and promotion of the Hendricks County Resource Guide (2020)
 - b. Create a holistic review of service effectiveness (2020-2025)
 - c. Needs assessment issue convenings (2020-2021)
 - d. Participation in Turning Outward by the Harwood Institute (2021)
 - e. Guided nonprofit organization roundtables (2021-2025)
 - f. Large-scale, high quality Community Unity Summit (2021-2023)
3. Stronger sense of Hendricks County pride/brand
 - a. Community brand/branding assessment (2020)
 - b. Development of diverse representation stock images for community use (2020)
 - c. Implement a County-wide PR campaign (2021)

We built the community leadership process around community collaboration which builds a strong foundation for the tactics described above aimed at increasing community unity. HCCF will coordinate results and review overall success toward Community Unity; however, each of the following partners has a specific role to play as outlined in the full proposal. Partners in this process include: Chambers of Commerce (four), County political parties, the two county-wide papers (The Republican Newspaper, and the Hendricks County Business Leader and ICON), the Hendricks College Network, the Hendricks County Alliance for Diversity, Hendricks County Economic Development Partnership, Hendricks County Health Department, the Hendricks County Health Partnership, Leadership Hendricks County, various elected Town leaders, Visit Hendricks County, and Shayla Webb of the State of Indiana and Ellipsis Consulting.

HCCF respectfully requests \$200,000.00 to implement the tactics outlined above. Some of the tactics will be one-time endeavors while others will be ongoing tactics. Co-investment by HCCF and partners bring the total project to \$382,900.

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