

TELLING STORIES

Fans of the Kansas City Chiefs were disappointed this year with both the game and the commercials. Years ago, the commercials told great stories and often would tug at our heartstrings. The 2013 Budweiser/Clydesdale commercial tops the list for commercials that told a good story. And if you are much older you surely remember the 1979 Mean Joe Greene/Coca-Cola commercial.

Using a narrative to communicate a story or using storytelling marketing makes the viewer or reader feel something – enough that it'll inspire them to take action. A psychologist, Jerome Bruner, found that we are 22 times more likely to remember a fact when it has been wrapped in a story.

The Greater Sabetha Community Foundation has partnered with seven more nonprofits that wish to reach people with their message. The mission of the foundation is to share stories about these nonprofits and match people who have a charitable intent with them for support.

In 2020, six new “funds” are listed on our webpage. These funds each have a story, a message, a reason for existing and more important, they exist because people love their story.

The new funds and a little story to entice you to learn more:

- **The Grains for Hope Foundation Fund:** Providing Decision-Making Opportunities for Tomorrow's Leaders. Addressing hunger, both in our community and worldwide.
- **Lunch Lady Angels Endowment:** Provides flexible monies to improve the health and well-being of USD 113 families with limited resources who have immediate needs not met by traditional funding resources within the community.
- **Sabetha City with Heart Assistance/Recovery Fund:** In response to the 2020 COVID-19 pandemic, GSCF created the Sabetha City with Heart Assistance and Recovery Program. This fund will continue indefinitely to provide an emergency fund for the community.
- **The Sabetha Community Food Pantry Fund:** The Community Pantry is located at 808 Main Street in Sabetha. The pantry is open on Tuesday and Thursday from 1:00 PM - 4:00 PM.
- **Sabetha Saddle Club Fund:** Bringing community members together to embrace the western way of life that includes God, Country, and the Golden Rule.
- **The Stephen Ukele Scholarship Fund:** To uphold Sabetha area students who have participated in the Sabetha Kids Wrestling Program and support wrestlers who want to attend a wrestling camp -- All in honor of Stephen Ukele.
- **The Peggy Brant Scholarship Fund** Peggy was active in the Business & Professional Women's Club at the local, state, and national levels. She served as State President of the Business & Professional Women's Club of Kansas, and on the board of the Business & Professional Women's Club of USA.

Sixty-nine nonprofit funds can be found at www.sabethafoundation.org. Donations are accepted to any nonprofit fund through the online giving portal or by mailing a donation to GSCF, P.O. Box 111, Sabetha, KS. 66534.