

**The Foundation for Enhancing Communities  
2017-2020 Strategic Plan**

**Goals**

**\$100,000,000 in Assets  
December 31, 2020**

**Engage Donors and the Community in  
Building Legacies for the Future**

**Sharply Increase the Visibility of the  
Foundation**

**Community Leadership through the Lens  
of Measurable Impact**

**Continually Strive to be a High  
Performance Organization**

# COMMUNITY LEADERSHIP

**To continue our focus on the Early Childhood Initiative with our Discretionary grantmaking funds**

**To engage a community partner (s) to continue/enhance our work in the Early Childhood Education field**

**To enhance our scholarship program through donor, parent, school and student engagement**

**To develop a method for tracking and sharing the meaningful impact that our grantmaking, including scholarships, has in the communities we serve**

**To partner with other community organizations, such as the United Way, around important community initiatives**

# DEVELOPMENT

**To utilize our Regional Advisory Committees in a more effective way towards our goals and objectives**

**To rethink our involvement with Projects focusing on helping them make their stated purpose a lasting one**

**To emphasize growth in unrestricted contributions**

**To deepen relationships with current donors, increasing assets in current funds, promoting co-funding opportunities and promoting planned giving**

**To build relationships with new donors, seeking innovative strategies using technology to reach a younger and more diverse group**

**To continually work with Private Foundations educating them on how we can work together to still accomplish their stated purpose**

**To develop a process for tracking donor engagement**

# ORGANIZATION

To continually build a strong team through investments in Leadership, Team development

To continually build strength through governance in the Board of Directors and the Regional Advisory Boards by recruiting and engaging strong leaders and advocates for the Foundation's Mission

To develop and implement a Strategic Communications Plan emphasising the use of Technology in all possible facets

To build and sustain fruitful partnerships in pursuit of meaningful change

To continuously review the Investment Strategy and Results, making modifications as necessary

To capitalize on the 100<sup>th</sup> Anniversary publicizing the Foundation, its Mission and Values

To exercise leadership in the community in ways that add value to addressing issues