



# **DeKalb County Community Foundation**

**Strategic Plan 2006-2008**

## **Mission Statement**

*The DeKalb County Community Foundation's mission is to enhance the quality of life in DeKalb County by proactively addressing community needs and expanding, managing, and distributing philanthropic resources.*

## **Core Values Statements**

- *We maintain traditions while seeking new approaches*
- *We maintain the original vision of DCCF; generous and humble*
- *We maintain integrity in the management and distribution of funds*
- *We maintain a diverse and inclusive board, representative of DeKalb County*

## **Strategic Goals, Objectives, and Actions**

*The DeKalb County Community Foundation engaged in two strategic planning sessions in the Fall of 2005. As a result of those sessions, a revised mission statement was created as well as a listing of predominant values guiding the Foundation. Strategic goals were identified and objectives written to address the issues. Staff and Board input led to specific, measurable action items designed to accomplish the objectives.*

***Strategic Goal One: Identify and improve the quality of life in the DeKalb County community.***

Objective: Identify quality of life indicators for our currently identified need areas of Arts & Culture, Health & Human Services, Education, and Community Development & Civic Affairs.

- Action: With community partners, conduct a needs assessment.
- Action: Convene meetings of grantees to assess community needs.

Objective: Support non-profit organizations by assisting them in the development of effective planning.

- Action: Explore option of funding workshops focusing on strategic planning, organizational sustainability, grant writing, and board and staff development.
- Action: Consider changes in Foundation grantmaking.

Objective: Encourage organizations to explore opportunities for collaboration.

- Action: Continue to give special consideration to collaborative grant proposals.
- Action: Continue to expand and facilitate networking opportunities for community organizations.
- Action: Implement E-Newsletter to share information with and between organizations.

Objective: Ensure diversity and inclusiveness in grant-making.

- Action: Target outreach to segments of the community in order to maximize diverse and inclusive participation.
- Action: Continued effort to recruit diversity in our Board of Directors.
- Action: Conduct community workshops inviting input to Foundation on issues of diversity.

Objective: Improve grant follow-up and evaluation.

- Action: Develop tools to measure specific grant effectiveness.
- Action: Re-design current grant follow-up questionnaire.
- Action: Establish a schedule of ongoing visitation to grantee sites.

## ***Strategic Goal Two: Assure the long-term sustainability of the Community Foundation.***

Objective: Identify and achieve targeted growth in endowment and donor base.

- Action: Develop a five year sustainability plan.
- Action: Increase the number of Community Foundation funds by at least 10% each year.
- Action: Increase the total asset size of Community Foundation by at least 5% each year, in addition to any investment gains.
- Action: Develop and implement a systematic plan to identify and inform a broad base of donor-prospects of the advantages of working with the Community Foundation as a vehicle for philanthropy.
- Action: Explore credit card utilization for accepting donations.

Objective: Monitor and comply with established fiscal standards.

- Action: Ensure annual review by Finance Committee of current investment policy guidelines.
- Action: Hold annual review of Foundation portfolio to be conducted by financial advisor(s).
- Action: Implement National Standards, coordinating with Council on Foundations.

Objective: Engage broader community representation within the Community Foundation by expanding ad hoc committees.

- Action: Create a Financial Advisors Committee.
- Action: Create a Professional Advisors Committee.
- Action: Continue CommunityWorks and Technology Committees.

### ***Strategic Goal Three: Expand community “ownership” of the Community Foundation.***

Objective: Refine a marketing campaign to target specific groups (i.e. donors, grantees, organizations) using methods and media that include diversity and inclusiveness.

- Action: Increase media play through ongoing news release program.
- Action: Continue to expand our mailing list utilizing board member review.
- Action: Expand publication and postcard programs with emphasis on people and funds.
- Action: Explore additional methods of marketing the DeKalb County Community Foundation.

Objective: Encourage participation in town meetings.

- Action: Ensure timely news release information.
- Action: Ongoing program of personal invitations.
- Action: Engage community organizations and donors in the development of town meetings.

Objective: Ensure donor participation in Foundation activities.

- Action: Improve ways to communicate with present donors, including exploring electronic donor access to fund activity.
- Action: Implement E-Newsletter as a means of regular communication.
- Action: Establish program of ongoing personal visits/calls to donors.

Objective: Use grants to heighten awareness and interest in Community Foundation.

- Action: Ensure media play on every grant awarded, with emphasis on people and how they are impacted by the grant.
- Action: Explore new ways to distribute grant awards (i.e. Award Luncheon).
- Action: Encourage agency testimonials regarding the Foundation and grants.