Community Foundation of Northeast Alabama

**Strategic Plan 2016 to 2019**

Our mission is to achieve positive change through the generosity of donors, now and for generations to come.

<table>
<thead>
<tr>
<th>Inspire</th>
<th>Enhance</th>
<th>Achieve</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PHILANTHROPY</strong></td>
<td><strong>GRANT MAKING</strong></td>
<td><strong>REGIONAL PRESENCE</strong></td>
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<td>Strategic Result: We will expand our donor base and as a result grow our assets and grant making capacity.</td>
<td>Strategic Result: We will strategically and effectively allocate donor and community resources to maximize community well-being.</td>
<td>Strategic Result: We will have a significant presence in each of the counties we serve.</td>
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**GOALS**

- Establish & Maintain Trust
- Build Relationships with Donors
- Build Relationships with Professional Advisors
- Increase Assets through more Funds, Donors, & Planned Gifts
- Develop and maintain relationships with Fund Holders/Anvil Members to ensure all are contacted at least annually
- Cultivate New Donors
- Build Professional Advisor Relationships

**OBJECTIVES**

- Educate and Assist Grantees
- Connect Donors to Grantees
- Award Scholarships & Grants
- Support Charitable Projects
- Increase # and amount of grants and scholarships
- Expand our Leadership Presence
- Be recognized as Northeast Alabama’s trusted philanthropic leader
- Serve as the region’s primary charitable partner
- Increase staff time spent in all nine counties developing relationships
- Increase # of NFPS achieving Standards for Excellence® accreditation through greater promotion and assistance
- Increase # of NFP partnerships and charitable fiscal sponsorships
- Achieve regional board diversity
- Plan, promote, & execute Susie Parker Stringfellow 100 Year Legacy Project

**INITIATIVES**

- Host Fund Holder/Donor Events
- Increase communication with Fund Holders/Anvil Members to ensure all are contacted at least annually
- Cultivate New Donors
- Build Professional Advisor Relationships
- Promote CAP Program
- Launch a Donor Portal
- Improve Marketing Materials
- Host Grant Recipient & Applicant Workshops and Trainings
- Improve scholarship and grant processes for greater effectiveness
- Launch and manage competitive grant processes for new field-of-interest and unrestricted funds
- Complete alignment of regional needs assessment with grant making
- Improve and increase grantee site visits

Approved 8/11/16 & Revised 11/9/17