Community Foundation of Northeast Alabama

Strategic Plan 2019 to 2022

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

**Inspire**

**PHILANTHROPY**

Strategic Result: We will expand our donor base and as a result grow our assets and grant making capacity.

- Establish & Maintain Trust
- Build Relationships with Donors and Potential Donors
- Build Relationships with Professional Advisors
- Increase Assets through more Funds, Donors, & Planned Gifts

**Enhance**

**GRANT MAKING**

Strategic Result: We will strategically and effectively allocate donor and community resources to maximize community well-being.

- Educate and Assist Grantees
- Connect Donors to Grantees
- Award Scholarships & Grants
- Support Charitable Projects and Fiscal Sponsorships
- Manage Grantee Relationships
- Ensure Grants are Awarded

**Achieve**

**REGIONAL PRESENCE**

Strategic Result: We will have a significant presence in each of the counties we serve.

- Continue to expand our Leadership Presence
- Serve as the region’s primary charitable partner
- Understand how others perceive us

**Expand**

**GROWTH**

Strategic Result: We will expand our philanthropic leadership role into new areas, continue to grow, and prepare for future change.

- Serve as the region’s philanthropic thought leader
- Partner with other funders to achieve local aspirations
- Prepare for CFNEA’s future leadership
- Connect to the younger generation

**GOALS**

**OBJECTIVES**

- Host Fund Holder/Donor Events
- Communicate with Fund Holders & Anvil Members & select Donors to ensure all are contacted by phone/in person at least annually
- Cultivate New Donors
- Cultivate New Anvil Members
- Initiate annual meetings with Fund Beneficiaries’ NFP Boards
- Build Professional Advisor Relationships

- Host Donor/Grantee Events
- Host Grant and Scholarship Recipient & Applicant Workshops, Processes, Trainings, and Events
- Complete alignment of regional needs assessment with grant making – E2 Program
- Expand E2 Program to additional counties
- Manage Charitable Projects and Fiscal Sponsorships
- Conduct grantee site visits for all grants awarded

- Ensure staff spend time in all nine counties
- Ensure Donors and Grantees from all counties served
- Execute Perception Surveys for Donors, Grantees and Community
- Execute and Promote Susie Parker Stringfellow 100 Year Legacy Project
- Continuous Trustee Education

- Host events that fulfill the role of convener, connector, advocate and catalyst
- Create a larger physical office space
- Increase State, Regional & Nat’l Funding Partnerships
- Create CEO Succession/Continuity Plan
- Create Youth Philanthropic Leadership
- Create Multi-Generational Marketing Materials & Communication

Approved 5/9/19