Community Foundation of Northeast Alabama

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

**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
- Build Relationships with Professional Advisors
- Increase Assets through more Funds, Donors, & Planned Gifts

**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
- Increase # and amount of grants and scholarships

**REGIONAL PRESENCE**

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

- Expand our Leadership Presence
- Be recognized as Northeast Alabama’s trusted philanthropic leader
- Serve as the region’s primary charitable partner

---

**OBJECTIVES**

**Inspire**

- 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

**Enhance**

- 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

**Achieve**

- 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
- Convene regional donor and grantee listening sessions

---

Approved 8/11/16