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.

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

- INITIATIVES
  - 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

Enhance

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

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

- INITIATIVES
  - 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

Achieve

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

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

- INITIATIVES
  - 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

Expand

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

- OBJECTIVES
  - 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

- INITIATIVES
  - 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

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