



## Our Mission

Building a better community through creative philanthropy, vision and leadership.

## Our Vision

Continue to be the trusted resource for growing philanthropy and leading change to improve our community.

## Strategic Overview: Increase Assets to Increase Impact

- Increase Leadership Assets to drive community progress
- Increase Financial Assets to better respond to community needs
- Increase Awareness Assets to inspire community philanthropy
- Increase Staffing Assets to better serve the community



### Strategic Goal #1

Serve as a strong, effective community leader

#### ACTION STEPS

- Develop tools to address community needs
- Match Donor resources with community needs
- Respond to community needs with special attention to: Education, Economic Vitality, Quality of Life.

#### MEASURES

- Foundation leadership in key community projects/initiatives
- Engage advisors of DAF and FOI fund in 20% of grants.
- Support for three priority areas reach 70% of funding



### Strategic Goal #2

Continue Financial Asset Growth

#### ACTION STEPS

- Enhance and Implement Development Plan
- Provide high level customer service to donors
- Maintain strong ties with professional advisors
- Ensure investment results equal to or greater than peer group

#### MEASURES

- Fifteen new funds per year
- Five new legacy members per year
- Yearly meetings with 80% of professional advisors
- Quarterly review of investments



### Strategic Goal #3

Increase Awareness and Understanding of HCF

#### ACTION STEPS

- Improve marketing and communication efforts
- Utilize social media effectively
- Increase visibility in the community
- Share stories to increase community interest in partnering with the Foundation.

#### MEASURES

- Hiring of marketing consultant
- New presence on social media
  - FaceBook
  - LinkedIn
  - Twitter
- Consistent publications using online and paper newsletters, annual report



### Strategic Goal #4

Ensure adequate staffing to effectively meet community need.

#### ACTION STEPS

- Strategically grow staff to fill needed areas
- Ensure staff are well trained and supported
- Provide professional development and community engagement opportunities for staff

#### MEASURES

- Evaluate needs using benchmark data
- Develop new organizational chart
- Job descriptions to match the needs
- Training and support for new and existing staff