

## Our VISION:

To support academic readiness, lifetime learning and success for all.

## Our MISSION:

To support a quality education for students through funding initiatives that help empower learning.

### GOAL

#### Communications & Community Outreach

**Develop a systematic, coordinated communications plan to establish and improve Foundation visibility and awareness across our service region.**

1. Develop a brand strategy that clarifies the Foundation's mission.
2. Develop a communication strategy to increase awareness of the Foundation (its work and impact).
3. Develop and cultivate relationships with school staff, students, parents, donors, alumni, and the community.
4. Expand storytelling to communicate the Foundation's vision, mission, and impact.

### GOAL

#### Grants & Programs

**Curate a comprehensive and responsive set of criteria to evaluate and fund our mission.**

1. Ensure programs and objectives of bylaws align with Organization's mission, vision, and brand strategy.
2. Develop a learning readiness focus and construct a responsive structure and criteria for programs and initiatives (Our WHAT and HOW).
3. Reflect, measure, and report out on our initiatives and impact (EVALUATE and RESULTS).

### GOAL

#### Human Assets

**Develop and maintain a strong, diversified high-functioning team of staff, board members, committees, and volunteers.**

1. Intentionally cultivate and maintain an expanded and diversified Board of Directors.
2. Establish and expand a diversified volunteer base.
3. Align Foundation staffing to meet Foundation goals.

### GOAL

#### Fundraising & Development

**Cultivate a comprehensive and diversified development program.**

1. Identify and implement methods of donating to the Foundation.
2. Develop a compelling plan to communicate our fundraising options to the community.
3. Cultivate existing and new sources of potential donors.