Strategic Framework

How we make decisions and understand the purpose of our organization

Tagline

Connecting our Community through Enduring Philanthropy

Mission

Our mission is to improve the quality of life in our community by inspiring, facilitating and supporting enduring philanthropy and building the capacity and success of our nonprofit organizations.

Vision

A thriving community where philanthropy makes a lasting positive impact

Approved by LACF Board of Directors: October 16, 2019
Due for review: October 2021
What is important to Los Alamos Community Foundation and what goals will guide our work and strategic planning over the next two years?

I. Fundraising Goals

For Endowments and Legacy Gifts
Provide the opportunity for people and organizations to create endowments that benefit our local community’s nonprofit organizations.

Offer a range of charitable giving options for people who are inspired to give capital funds to benefit the charitable causes they value far into the future, including planned gift vehicles like annuities and trusts.

Offer knowledge about our community’s unique and changing needs and issues so donors are aware of and inspired to give locally.

For Operating Expenses
Develop a dependable donor support network to fund operating expenses so that LACF can provide the quality of services necessary to fulfill its mission.

II. Finance Goals

Provide educational support for the Board of Directors and support their responsibilities as ultimate fiduciary agents for the LACF financial assets.

Support and maintain an engaged and informed finance and investment committee that will advise the BOD on prudent and market-responsive management of financial assets. Maintain and update the investment policies guiding the FIC using industry-standard guidelines.

Keep BOD, staff, and donors fully informed on financial activity and status of the LACF.

Implement and subscribe to robust internal financial controls.

Provide full and prompt communication to reporting agencies, including the IRS, NM Attorney General, and NM Secretary of State.

III. Operating Goals

For the Board
Maintain a community-minded group of members who are committed to advancing the mission of LACF and contributing financially.

Commit to regularly meeting, being informed, making sound decisions and offering background experience which benefits LACF and accomplishes its goals.
Represent LACF to the community.

**For Staff**
Employ a qualified and experienced executive director who provides leadership, identifies issues, maintains a professional, motivating, productive environment for all staff, accomplishes tasks and works with the board to bring this growing organization to the next level.

Create excellent working conditions for the executive director position, including adequate pay and office space, and offer clear direction and work well with the executive director to make the position one that would be a fulfilling job.

Empower executive director to add and manage additional staff and/or seek outside resources as LACF continues to grow.

Utilize volunteers to provide key administrative services as LACF continues to grow.

**IV. Marketing/Communications Goals**

Increase community awareness of and trust in LACF as an effective organization that inspires philanthropy and builds nonprofit capacity.

Inspire donor giving and deepen donor relations through regular communications, including newsletters, social media, videos, and targeted giving campaigns.

Maintain regular, open communication with local nonprofit organizations to understand their training and funding needs, and seek to serve those needs.

Ensure and maintain a professional brand image by using consistent marketing and messaging standards in all collateral.

**V. Grantmaking Goals**

Improve the quality of life in Los Alamos.

Provide funding for local organizations that has a measurable benefit to them and to the community.

Measure the benefit of funding on local organizations and communicate that impact to the Los Alamos community to raise awareness.