2020-2022 Strategic Plan

STRATEGIC PLANNING GOALS
In advance of Asian Pacific Community Fund’s 30th anniversary in 2020, this strategic plan has been drafted by Staff for review, discussion, and finalization by the Board of Directors at the Annual Board Retreat scheduled for November 2019. After approval by the Board, the plan is officially implemented for 2020-2022.

Our mission is to cultivate philanthropists to invest in organizations that empower underserved Asian & Pacific Islanders (API) to prosper by:
- Building healthier communities
- Developing API leaders
- Creating a stronger API voice

Our vision is a thriving API community fostered by a culture of philanthropy:
- We believe strong and successful API communities begin with people supporting one another.
- We value creating collaborative relationships with a range of community-focused individuals and corporate leaders.
- We demonstrate responsibility in resource management and advocate for equitable giving to all communities.
- We appreciate the intricacies of our evolving communities in achieving a stronger society.

OUR HISTORY
The Asian Pacific Community Fund (APCF) was founded in 1990 by API community leaders in response to the need for alternative funding for Los Angeles-based non-profit organizations serving API communities. Prior to its incorporation, less than 0.3% of all local foundation funds went to API agencies, according to a 1988 study by A3PCON (Asian Pacific Policy & Planning Council). In 1986, the United Way of Greater Los Angeles funded only five organizations serving APIs. To raise funds for community organizations serving API communities, APCF initiated employee giving campaigns at various workplaces, including private companies, federal agencies, state agencies, county agencies, city agencies, and nonprofit agencies.

OUR EVOLUTION
APCF is a 501(c)(3) community-based fund that was created to fulfill a need for a unified effort to educate and encourage donors to direct their charitable giving to benefit community organizations serving the rapidly growing population of APIs in Greater Los Angeles and beyond. In the past decade, APCF has diversified its fundraising efforts by developing other avenues for giving. With the growth of donor-advised funds, giving circles, grant making, and scholarship funds, APCF has been able to cultivate philanthropy among APIs while providing multiple vehicles for donors to support communities in need.
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In support of our mission to cultivate philanthropy to invest in organizations serving APIs, APCF’s long-term strategy will include expanding these donor services. As a safe and trusted option for donors, APCF provides philanthropists a collaborative approach to raise funds for the API community. With step-by-step support, APCF offers a variety of giving options and resources that align with the donor’s giving preferences, including:

- **Create a Scholarship** for local youth pursuing higher education, as one designated option.
- **Donor-Advised Funds** – to centralize the donor’s charitable dollars into one convenient account, this user-friendly fund provides maximum tax advantages and flexibility in donor designation.
- **Giving Circles** for collective donations through a group of friends, family members, or colleagues to designate a grant toward a cause that fulfills donors’ giving priorities.
- **Workplace Giving Campaigns** to encourage and offer employees the convenience of making charitable contributions through payroll deductions.

**STRATEGIC PLAN**

The Strategic Plan provides a roadmap for APCF to grow and manage our services for the next decade. This plan is designed to focus around three overarching goals. The Board and Staff will regularly evaluate our progress and make appropriate adjustments to continue on the journey of realizing our Vision and Mission.

The THREE overarching strategic goals include:

**Goal 1:** Strengthen and expand the identity, community education, and outreach of APCF.
- Ensure nonprofits, donors, and community partners as a whole are more aware of APCF’s vision, mission, and impact.
- Provide Capacity Building Workshops, “Meet the Funders,” Board Leadership Program, and API Community Van Tour to increase nonprofits’ understanding of APCF’s role.
- Create and share success stories of APCF’s impact with the community.

**Goal 2:** Effectively steward all APCF funds by utilizing best practices.
- Engage key community leaders in APCF’s works.
- Share meaningful outcomes with APCF’s donors.
- Conduct “cultivation” events to meet existing and potential donors to learn more about their fund intent.

**Goal 3:** Support and highlight nonprofits and their community role.
- Feature nonprofit partners’ success stories with APCF’s donors.
- Engage and increase awareness of nonprofit partners outside of Southern California.
- Better inform community members regarding pressing issues and opportunities to assist and opportunities for corporate and donor engagement.