

DRAFT STRATEGIC PLAN 2025



PASO DEL NORTE
COMMUNITY FOUNDATION

25
Years



PASO DEL NORTE
HEALTH FOUNDATION



FUNDACIÓN
PASO DEL NORTE®

Para la Salud y Bienestar

VISION + VALUES + IMPERATIVES

Vision: to ensure that the residents of our region have the knowledge, resources, environment and support to live health, happy, and productive lives.

Values: Leadership, Collaboration, Integrity, Inclusion, Stewardship

3 Imperatives:

1. To ensure that our core values show up in our work on a daily basis
2. To invest in our human capital including board members, staff and community partners; and
3. To ensure highly-effective grantmaking, programming and communications focused on community impact.

PASO DEL NORTE HEALTH FOUNDATION

- The **mission** of the PDN Health Foundation is to lead, leverage and invest in initiatives, programs and policies that promote health and prevent disease in the binational, tri-state region.
- **Approaches:**
 - ✓ Grantmaking to nonprofit organizations and regional institutions;
 - ✓ Engaging networks/collaborations to work on policy and systems change;
 - ✓ Deploying health education/promotion campaigns;
 - ✓ Providing individual and organizational leadership; and
 - ✓ Leveraging resources to expand impact.

| HEALTHY LIVING \$15M | DISEASE PREVENTION + MANAGEMENT \$20M + \$10M leverage | HEALTH LEADERSHIP \$15M + \$25M leverage |
|--|---|---|
| <p>Healthy Eating - Make healthy eating a priority in our community by providing health education, policy and promotion.</p> | <p>Diabetes - Develop, lead and fund organizational and systems improvements, evidence-based programs and awareness for diabetes prevention, screening and management.</p> | <p>Health Leaders - Advance the ability of individuals and organizations to lead improvements to health in the region through REALIZE Executive and REALIZE Board.</p> |
| <p>Physical Activity - Make physical activity the easy choice for the residents of our region through promotion of exercise, outdoor activity and trail and park development and use.</p> | <p>Mental Health and Emotional Well-being – Develop, lead and invest in multi-institutional partnerships, organizations, programs and communications to reduce the stigma associated with mental illness and increase access to and ease of navigation of mental and behavioral health and continuity of care.</p> | <p>Leverage Resources - Leverage Health Foundation grantmaking in the areas of diabetes, mental health and built environment, and expand impact with continued support for the Paso del Norte Community Foundation and Fundacion Paso del Norte.</p> |
| <p>SmokeFree/VapeFree Paso del Norte – Continue the coalition and messaging work required to prevent youth smoking/vaping, and help people quit smoking.</p> | | <p>Strategic Initiatives - Invest in community initiatives and transformative projects that promote health and prevent disease in the region.</p> |
| <p>Positive Opportunities for Youth - to provide quality out-of-school time activities to engage youth ages 5-17 in positive behaviors to improve health outcomes</p> | | <p>Community Resilience - Provide leadership for crisis response and other emergent health needs in the region.</p> |

PASO DEL NORTE COMMUNITY FOUNDATION

- The **mission** of the PDN Community Foundation is to support the philanthropic goals of individuals, families, corporations, foundations and nonprofit organizations to improve education, health, social services, economic development, and quality of life in the region.
- **Approaches:**
 - ✓ Major gifts fundraising;
 - ✓ Leadership and convening with community leaders and organizations;
 - ✓ Partnerships with nonprofit organizations; and
 - ✓ Leveraging resources to meet community needs and expand impact.

| PHILANTHROPIC GIVING 25 new funds and 10 planned gifts \$10M in donor-advised, designated, unrestricted and corporate funds | COMMUNITY PROJECTS \$30M in commitments | NON-PROFIT INVESTMENT \$5M EPGD \$5M designated | COMMUNITY RESPONSE + RESILIENCE \$500-\$5M |
|---|---|--|---|
| Donor-Advised + Designated Funds - Grow individual and family legacy giving to meet the immediate and long-term needs in El Paso/Cd. Juarez including funds from new/younger donors. | Designated Fund Projects - Support charitable projects in partnership with fund partners to improve quality of life in the region. | Nonprofit Endowment Funds - Support the growth of nonprofit/designated funds including endowment funds for nonprofit sustainability. | Community Response Funds - Launch new community response funds to address immediate community needs. |
| Planned Giving - Serve as a resource for estate planning professionals as they work with individuals on planned giving. | Star Ceiling - Partner with the El Paso Museum of Art Foundation to build and maintain the Star Ceiling (El Paso) Installation. | El Paso Giving Day - Host the annual El Paso Giving Day to inspire charitable giving from new and younger donors. | COVID-19 Funds - Grow resources for COVID-19 response and community recovery. |
| Corporate Partnerships - Partner with corporations to build corporate community giving programs to support emergent and on-going needs in the region. | Downtown Park Foundation - Provide leadership to develop and implement the transformative Deck Plaza over I-10 in the Downtown Corridor. | Nonprofit Capacity Building - Provide ongoing training for nonprofit organizations including an annual conference for capacity building and growth. | Advocacy - Advocate for policies and issues relevant to effective operations and delivery of programs/services by nonprofit organizations in the region. |
| Unrestricted Funds - Develop new strategies to build unrestricted endowment funds to help address community needs. | Health Foundation Initiatives - Support Health Foundation initiatives including Diabetes, Mental Health and Trails. | Matching Funds - Pursue matching fund opportunities to leverage and inspire giving and increase impact. | Leadership + Convening – Engage diverse groups of individuals and organizations to meet the needs in the region. |
| | | Scholarship Funds - Work with organizations and individuals to grow scholarship funds to support access to higher education | |

FUNDACION PASO DEL NORTE

- The **mission** of the Fundacion Paso del Norte is to advance partnerships and initiatives to improve the health and well-being of the people and community of Ciudad Juárez.
- The **vision** is to be a solid organization committed to transparency and accountability that invests in high-impact initiatives in our community.
- Pillars:
 - **Culture:** *Promote a mindset change to motivate people to increase their happiness and well-being.*
 - **Leadership:** *Connect donors and initiatives whose work is focused to increase the quality of life in the community .*
 - **Philanthropy:** *Increase resources and funds to support programs with a high impact on health.*

| ORGANIZATIONAL CAPACITY 10 new funds + 10 planned gifts \$500K for challenge grants \$3 million Hunt Challenge grant | LIFE SKILLS 200 Escuelas de Bienestar Unidos contra la Violencia de Genero / Ficosec- IMM-FPDN Partnership \$1.25M | EMOTIONAL WELL-BEING IMM-FPDN Partnership \$1.25M | HEALTHY LIFESTYLE 17,000 Juárez en Acción volunteers Social media communications |
|---|--|---|--|
| Donor-Advised and Designated Funds - Grow individual and family legacy giving through donor-advised and designated funds to meet the immediate and long-term needs in Cd. Juarez | Positive Opportunities for Youth - engage youth ages 5-22 in positive behaviors, health physical activities and emotional well-being for a healthy community. | Emotional Well-being – Develop, lead and invest in multi-institutional partnerships, organizations, programs and communications to increase the quality of life in Ciudad Juarez | Community Engagement - promotion of volunteer service to contribute to increase the sense of belonging and citizen participation to improve the quality of life of Ciudad Juarez. |
| Challenge grants – grow and inspire charitable giving from new donors to support diverse non-profit organizations that promote health and well being programs in Cd. Juarez. (Reto por la Salud) | Access to Higher Education - Increased resources for secondary and higher education for youth ages 17=22. | | Community Resilience - Provide leadership for crisis response and other emergent health needs in the region. |
| Capacity Building - Advance the ability of individuals and organizations to lead improvements to health initiatives through REALIZE Executive and REALIZE Board. | | | Healthy tips – Permanent social media publications to promote healthy lifestyle |
| Health Foundation Initiatives - Support the Health Foundation initiatives in Ciudad Juarez with non-profit assessments, site visits and support for their grantees. | Strategic Partnerships - Partner with diverse stakeholders to build giving programs to support key Cd. Juarez | Community projects to improve quality of life in in | |

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