## Strategic Framework
### 2020-2025

### Mission
The Williamsburg Community Foundation enhances the quality of life in greater Williamsburg by connecting people with causes that matter, managing charitable funds, and providing grants and scholarships for our community’s most pressing needs and promising opportunities.

### Values
- Community Focus
- Diversity and Inclusiveness
- Education
- Innovation and Flexibility
- Integrity and Stewardship

### Goals
- **PROVIDE** charitable resources to greater Williamsburg through community focused grants and scholarships.
- **REPRESENT** all members of the community by engaging diverse individuals and groups in the work of the Foundation.
- **ADVANCE** the benefits of philanthropy through education, exchange of information and participation.
- **INSPIRE** participation in philanthropy throughout the community by matching donors with community needs and opportunities, providing flexible ways to give for professional advisors and their clients, and working with civic, nonprofit, government, and community groups to build innovative funds that fulfill their goals.
- **SERVE** as a responsible steward of charitable funds and donor intentions.

### Metrics
<table>
<thead>
<tr>
<th>Metric 1</th>
<th>Metric 2</th>
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<tbody>
<tr>
<td>Increase of administrative budget from fees</td>
<td>Overall growth in endowed funds over 5 years (compared to cohort)</td>
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<tr>
<td>Grants per resident</td>
<td>Overall growth in assets over 5 years (compared to cohort)</td>
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<tr>
<td>Increase assets in unrestricted and field-of-interest funds</td>
<td>Charitable contributions in greater Williamsburg (Giving USA?)</td>
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### Vision
A vibrant community with a commitment to ensure that everyone has the opportunity to thrive.