The Army Heritage Center Foundation Board approved a strategic plan at their June 20, 2020 meeting. The plan was developed through a process that included the Board, community members and stakeholders, and the leadership of the U.S. Army Heritage and Education Center.

1. **Purpose.** The plan will guide the Foundation during the period of 2020 to 2025 as the organization seeks to support the U.S. Army Heritage and Education Center and build its own internal capacity.

2. **Foundation Mission Statement.** The Army Heritage Center Foundation supports the development and expansion of the U.S. Army Heritage and Education Center and its programs. The Foundation also seeks to sustain and enhance the Center’s and the Foundation’s ability to inform and educate the American public on contributions by Soldiers and the U.S. Army to our nation’s history.

3. **Goals and Objectives.** The Board approved four broad goals with associated objectives.

   - **Enhance Facilities**
     - Complete construction of the Hall of the American Soldier
     - Support the facility through facility planning and development of hotel, catering, and convention assets

   - **Grow Programs & Services**
     - Provide enhanced access to expanded and searchable archives and allow for content management
     - Improve quality of immersive experience
     - Enhance user experience
     - Grow Educational Programs into a national resource
     - Expand offerings, including offering food services

   - **Enrich Board Engagement**
     - Strengthen geographic representation
     - Enhance professional experience and gender and age diversity
     - Increase committee involvement and provide more social interaction

   - **Foster Resource Development**
     - Fundraising: Raise Funds necessary to maintain current operations and support the strategic plan
     - Develop Infrastructure: policies, processes, tooling, and personnel to support growth
     - Grow Donor List: Develop better identification and cultivation
     - Launch Capital Campaign: Develop compelling message aligned with our strategic goals

4. **Management of the Plan.** The Board reviewed and approved an annual plan for the years 2020 to 2025 to meet each of the objectives and associated subtasks. The plan will be reviewed annually during each board meeting and adjusted to meet the changing environment.