



STRATEGIC PLAN 2019-2023

Our Mission

We grow community giving.

Our Vision

A philanthropic and engaged Loudoun and Northern Fauquier citizenry in support of a healthy and thriving community.

Our Core Values

We respect the philanthropic vision of our donors.

We value and steward their generosity.

We respect the mission of nonprofits.

We honor the passion they bring to their diverse causes.

We earn the trust of our grantees, donors, and partners through transparency, accountability, and excellence.

We embrace equity, inclusion, and unity in diversity in all our work.

Our Strategic Goals

The Community Foundation will promote **LEADERSHIP** and serve as a strategic leader for positive change in the communities we serve.

As a **GRANTMAKER**, the Community Foundation will grow community endowment and diversify its sources of funding, develop cost-effective business strategies, and make funding decisions that are aligned with our donors' wishes and in the best interest of the communities we serve.

The Community Foundation will invest in **PARTNERSHIPS** for a better community through education, collaboration, and communication.

Our Strategic Objectives

Goal 1

The Community Foundation will promote **LEADERSHIP** and serve as a strategic leader for positive change in the communities we serve.

Objectives:

- Identify key community issues that the Community Foundation can impact and support, through innovation and advocacy.
- Provide learning, coaching, and networking opportunities, that benefit and strengthen our nonprofits and their leaders through our programs and new nonprofit training center.
- Serve as the local voice for philanthropy, raising awareness of the need in the communities we serve.
- Serve as the leading source of philanthropic knowledge in our community.
- Strengthen our presence and develop customized strategies to better serve the donors and nonprofits of Loudoun and Northern Fauquier County.

Goal 2

As a **GRANTMAKER**, the Community Foundation will grow community endowment and diversify its sources of funding, develop cost effective business strategies, and make funding decisions that are aligned with our donors' wishes and in the best interest of the communities we serve.

Objectives:

- Empower philanthropic leaders and nurture emerging grantmakers to build the future of philanthropy.
- Support grantmaking processes that are guided, effective, and impactful.
- Engage our fund holders by ensuring they are well-informed about the performance of their respective funds, the impact of their grantmaking, and the needs of the charitable sector.
- Steward our endowment and funds through sound investment policies, adherence to U.S. National Standards for Community Foundations, and independent financial audits.
- Develop an annual fundraising strategy that seeks to engage donors and secure operating and program funding from individuals, government, corporations, and foundations.
- Conduct a community-wide giving program that raises awareness of the need in our community and invites everyone to support the causes of their choice.

Goal 3

The Community Foundation will invest in **PARTNERSHIPS** for a better community through education, collaboration, and communication.

Objectives:

- Build strategic relationships with individuals, nonprofits, businesses, and government agencies in support of our mission.
- Support local initiatives that connect donors, nonprofits, businesses, government agencies to benefit our community.
- Promote and advance the spirit and dedication of volunteerism in our community.
- Pay tribute to donors and nonprofits, celebrate the accomplishments of the Community Foundation and engage the public to grow philanthropy.