Indian River Community Foundation Strategic Framework 2020-2025

Our Mission
Indian River Community Foundation’s mission is to build a better community through donor-driven philanthropy.

We Carry Out Our Mission By
• Helping generous people to simplify their donations and give to the causes they care about through donor advised funds.
• Inspiring generous people to create and leave a charitable legacy to support causes they love through permanent endowments.
• Using our community knowledge and the philanthropic capital entrusted to us to find, fund and follow effective charitable organizations, programs and projects that make our community better.

Our Core Strategic Priorities
1. Growing, stewarding and deploying our clients’ and our own philanthropic capital to make our community better.

2. Developing and sharing community knowledge about Indian River County’s needs and nonprofit charitable organizations, programs and projects that we believe merit philanthropic investment.

Our Aspirational Strategic Priorities
1. Convening and connecting philanthropists and community advocates to learn about the practice of effective philanthropy and about opportunities that we believe can make our community better.

2. Leading philanthropic initiatives that we believe can achieve collective impact and result in measurable, lasting improvements in our community.

Key Performance Indicators / Measures of Our Mission
1. Growth
   • Assets
   • Accounts/Funds
   • Outright Contributions
   • Planned Contributions via the Alma Lee Loy Legacy Society
   • Grants

2. Impact
   • Client, Professional Advisor and Grantee Satisfaction
   • Grants and Nonprofit Services Results
     o Nonprofit Search Profiles
     o Earned Media and Published Reports
     o Grant Reports of Meaningful Results
   • Board and Staff Team Satisfaction and Effectiveness