



Strategic Plan 2020

Mission Statement

To cultivate equitable and innovative experiences for students with compassionate people who have generous hearts.

Vision Statement

Our vision is of students who feel connected and are joyfully engaged in discovering who they are while making a positive impact in the community.

Values

Equity All students have equal dignity and value. We aim to provide each student with what they need to be successful.

Compassion We keep students at the core of all we do.

Integrity We are honest and forthcoming in every interaction, and we do what's right.

Collaboration We realize our best work involves others.

Resourcefulness We are thrifty and responsible stewards of our resources.

Impactful We provide students with opportunities to succeed in higher education, careers, and life.

Social Responsibility We believe that better students make better communities, and that better communities make a better world.

Strategic Priorities

1. ***Advancing Talent and Opportunity Development.*** Increase opportunities for all students, respective to academics, athletics, and arts, beyond what has traditionally been referred to as “Gifted and Talented” for high achieving students.
 - *Grant awards to provide access for students who otherwise are not able to participate in talent and opportunity development. Grant awards to individual teachers, schools and programs to increase opportunity exposure and development.*
 - *District-wide grant awards to further student talents and opportunities in academics, arts, and athletics.*

2. **Expanding Career and College Readiness.** Prepare students for life after graduation. By its nature this includes graduation rates (a state priority).
 - *Pursue grant-seeking in partnership with the Anoka-Hennepin School District.*
 - *Identify opportunities to fund district-wide grant awards.*
3. **Enriching Early Childhood Education.** Focus on pre-K through Grade 5.
 - *Pursue grant-seeking in partnership with the District.*
 - *Identify opportunities to fund district-wide grant awards.*
4. **Increasing community connections.** Internally, focus attention needed to build connections (friend-raising, fundraising, expanding our volunteer base) so that we increase capacity to meet our other strategic goals.
 - *Strengthen relationships with district volunteers and parent involvement coordinators to establish a pool and pipeline of potential volunteers for AHEF.*
 - *Leverage Bloomerang, the donor management system, for more systematic and data driven fundraising strategies.*
 - *Build an annual donor appreciation and recognition plan.*
5. **Grow fundraising to meet other goals and ensure organizational sustainability.** Continue to increase funds raised through annual events, employee giving, and donor appeals to retirees, community members, businesses and others.
 - *Create an annual process of evaluating fundraising for ROI and overall fit in immediate, medium, and long-term strategies for organizational health and sustainability.*
 - *Increase participation and income at events (“Putt-ing” Kids First golf tourney and Northern Stars Celebration).*
 - *Increase participation in the employee giving program to counter the natural attrition from retirements.*
 - *Increase engagement and retention of retired employees as donors.*
 - *Increase engagement and donations from community members via appeals, grant requests, sponsorships.*

Opportunities to grow fundraising:

- A. Publicize smile.amazon.com
- B. Create matching gift promotional materials for employee giving campaigns.
- C. Engage board in more prospect identification.
- D. Launch a legacy circle for bequests/estate gifts.