

STRATEGIC PLAN 2018 - 2022

LOOKING AHEAD

In 2018 The Community Foundation celebrated 20 years as a philanthropic leader serving San Luis Obispo County. While honoring the first 20 years of service, the Board of Directors looked to the future and identified a new vision for the next five years which is shared in this Strategic plan. This vision aligns the next five years with the core values that have built the Foundation to be the catalyst and connector it has become for community growth and development through our grantmaking, scholarship and philanthropic programs serving and supporting our donors.

Thank you for being a part of our journey and for joining us as we serve **our communities** across San Luis Obispo County.

MISSION

The Community Foundation makes a difference through *philanthropic leadership*.

VISION

We envision San Luis Obispo County to be an enduring, thriving & engaged community.

CORE VALUES

Collaboration • Excellence • Inclusion Integrity • Stewardship



GOALS

Promote Community Leadership for Impactful Change

Convene, leverage and focus our work to effect meaningful impact.

- **Fully utilize** substantiated, data-based research in decisions and collaborative funding for all grantmaking programs and community initiatives
- Convene regional funders around substantiated data research and collaborative funding
- **Expand and diversify** the pool of community leadership to strengthen relationships throughout the county

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Engage & Serve Our Donors

Increase the visibility of The Foundation and the engagement of key audiences to foster impact and growth.

- Develop services for and strengthen relationships with Professional Advisors in supporting their clients' philanthropy
- Deepen relationships with donors and engage them to participate in funding opportunities within the general grants programs, funding collaboratives and program initiatives

Exemplify Organizational Excellence

Ensure sufficient resources, systems and staffing in order to meet the needs of our donors, grantees and community.

- **Ensure** our internal systems and services meet or exceed the needs of our donors, grantees and community, as well as those of the community foundation national standards
- **Expand** the scope of, and revise the evaluation metrics for, grants and scholarship programs

Photo Credits

San Luis Obispo Symphony

San Luis Obispo Children's Museum

Jenny Ashley Photography, courtesy of Paso Robles Youth Arts Foundation

Peoples' Self-Help Housing

Rob DeGraff



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