



AN AFFILIATE OF THE COMMUNITY FOUNDATION OF NORTH CENTRAL WISCONSIN
200 Washington Street, Suite 120, Wausau, WI 54403

Strategic Plan 2023-2027

Our Vision: Strengthen Community, Develop Resources, and Enrich Quality Of Life

Our Mission: To preserve and enhance Boulder Junction for present and future generations

GOALS

1. Raise funds to fulfill our mission; initial target goal: \$1,000,000
2. Increase public awareness of the Foundation and build relationships
3. Foster community endeavors through grant distributions
4. Provide professional stewardship of financial and leadership resources

GOAL 1: Raise Funds to Fulfill Our Mission. Target Goal: \$1,000,000 in Restricted Endowment Fund

Objective 1: Maintain Fund Plans

Strategies:

- a. Annually review Foundation funds
- b. Promote the Founders and Legacy Circles
- c. Create and distribute an annual appeals letter

GOAL 2: Increase Public Awareness of the Foundation and Build Relationships

Objective 1: Enhance and promote public awareness

Strategies:

- a. Maintain best practices and continue developing relevant publicity resources
- b. Generate and implement an annual communications calendar
- c. Create and distribute an annual report to donors

Objective 2: Build Relationships

Strategies:

- a. Maintain best practices and identify opportunities to increase public and community relations
- b. Communicate the Foundation's vision and mission through publications and electronic communications
- c. Increase and strengthen public and organizational relationships through grant giving

The Vision and Mission statements are the guiding light. By referring back to these statements when making decisions, the Foundation can ensure it is moving in the right direction and working towards our ultimate goals.



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GOAL 3: Foster Community Endeavors through Grant Distributions

Objective 1: Maintain and administer a grants program

Strategies:

- a. Maintain a Grants Committee
- b. Publish grant guidelines and procedures
- c. Review grant guidelines annually for best practices and relevance

GOAL 4: Provide Professional Stewardship of Financial and Leadership Resources

Objective 1: Continue to Grow and Develop the Foundation

Strategies:

- a. Continue develop and improve relationships with donors and community residents
- b. Grow the donor base
- c. Maintain annual operating budget

Objective 2: Maintain transparency and accountability

Strategies:

- a. Maintain and annually review Affiliate relationship with Community Foundation of North Central Wisconsin
- b. Oversee investment options for the Restricted Endowment Fund on an annual basis
- c. Revise board best practices, operational calendars and plans, as necessary
- d. Review strategic plan and update every four (4) years

Objective 3: Maintain and Grow Leadership Resources

Strategies:

- a. Develop future board members
- b. Evaluate composition, diversity and professional needs of the Board
- c. Identify and attend Affiliate programs for enrichment and continuing education

Revised 09/25/2023

Revised 03/07/2017

Revised 10/2015

Adopted 10/18/2014

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