



**COMMUNITY
FOUNDATION**
of the
TEXAS HILL COUNTRY

Strategic Framework

Community Change

Through thoughtful resource allocation and investment as well as aggressive leveraging of additional resources, the Foundation will contribute to a thriving Texas Hill Country by:

- *Grantmaking* by Issue-Area, Initiative, and through Donor-Advised Funds;
- *Nonprofit Development* through Education, Investment Support, and Relationships;
- *Community Leadership* through Grantmaking, Convening, and Stewardship;
- *Resource Development* by Coordinating and/or Obtaining the Funding, Intelligence, or Activities to Realize Change.

Awareness

Continual communication to donors, partners, nonprofits, and community members about the mission, vision, and services of the Foundation will support its other strategic priorities through:

- 24/7 Online Access to Foundation and Fund Information that Achieve *Transparency*;
- *Clear, Consistent Messaging* that demonstrates Competent Leadership;
- *Special Events and Activities that Resonate* with Audiences and Achieve Objectives;
- Demonstrate *Thought Leadership* on a Range of Issues Locally and Nationally.

Organizational Excellence

By operating a Foundation with excellence, cost efficiencies will be realized, donors and stakeholders will have positive experiences, and good stewardship will be demonstrated with:

- Superior *Customer Service* for All Who Interact with the Foundation;
- *Compliance* through a Timely Completion of the Annual Form 990, Audit, and *National Standards for U.S. Community Foundations* Certification;
- Professional, Efficient, and Resourced Working *Environment*;
- *Technology* to Effectively Support Financial, Programmatic, Staff, and Trustee Functions.

Resource Development

With solid relationship-building and prudent investment management, the Foundation's assets will continue to grow and therefore have an even greater impact on the Texas Hill Country by:

- Executing a *Resource Development Plan* on an Annual Basis;
- *Links* Resource Development Goals with Other Strategic Priorities;
- Maintains a *Development-Oriented Culture*;
- Conservatively and Wisely *Manages Foundation Assets* for Preservation and Growth.