



Branch County
community foundation
For good. For ever.

2008 – 2010 Strategic Plan
“Building Relationships – Building Community”

Mission: To build a permanent endowment, by attracting funds from and providing services to a wide range of donors, and to grant the income from those funds back to our community.

Goal 1: Increase the amount and consistency of giving by current donors

Objective: Build relationships with current donors

- Increase personal contacts with donors
- Increase recognition of current donors
- Increase marketing of giving opportunities & advantages of gifting through BCCF
- Encourage donors to become more involved with guiding the future of BCCF

Goal 2: Increase the number of new donors

Objective: Build relationships with professional advisors

- Increase personal contacts with professional advisors
- Increase professional advisors' knowledge about what we do & the benefits of charitable gifts through BCCF

Objective: Increase the community's understanding of our distinctive value

- Expand annual event
- Create messages for different types of philanthropists
- Create messages aimed at businesses

Goal 3: Increase the effectiveness and long-term impact of our grantmaking and leadership role.

Objective: Increase proactive and focused grantmaking

- Determine/implement an effective grant evaluation process
- Set funding priorities for unrestricted dollars
- Make grants of larger dollar amounts
- Increase publicity of grant impact
- Focus collaboration within the community
- Explore ways to assist students with higher education without reducing other financial aid.

Objective: Increase our leadership role in the community

- Sponsor/support leadership & entrepreneurial training
- Seek community leaders for BCCF Board
- Enhance our reflection of the community we serve
- Distribute media releases showing our leadership in the community
- Support the HomeTown Competitiveness initiative