



## 2019 Strategic Plan

### Mission

*To provide financial support for the schools of ABC in order to maintain consistently high quality educational opportunities for the children of the communities served*

### Vision

*Every ABC Student, Every ABC School Succeeds*

### Guiding Principles

- The entire community benefits from public education.
- Our tax dollars alone provide insufficient funding for a great public school district.
- Supporting a great public school district requires participation from the entire community.
- A great public school education isn't free.

### Core Values

<b>Community</b>	We seek to strengthen our community as a whole by ensuring that our children receive an excellent education. We support each other in our efforts to raise money for the Foundation.
<b>Integrity</b>	We act with ethical and fiscal responsibility as good stewards of the gifts that have been entrusted to us. We are committed to being open and sharing information about our decision-making. We hold ourselves and others accountable for doing what is in the best interest of our children.
<b>Success</b>	We strive for success in everything we do, working to better ourselves, our children and the ABC Education Foundation.

### Strategic Goals

Each of the three strategic focus areas are long-term (3-5 year) goals. Below each goal we've identified short term (1-2 year) strategies. In determining the focus of the Foundation, the ABCUSD's Strategic Plan was also consulted to ensure the Foundation is aligned with the District's goals. Many of our events throughout the year and fundraising efforts focus on health and wellness which supports the District's goal of Healthy Students – Healthy Adults. The fifth goal under the District's Strategic Plan is Effective Resource and Facilities Management. The Foundation through its mission, vision and planning is focused on becoming an important

resource to the ABC Unified School District by raising additional funds in support of important programs, providing a resource for managing individual school donations and creating overall awareness of the District within the community.

### **Focus Area 1: How We Promote Ourselves**

Create a consistent and compelling fundraising message that is delivered through diverse strategies to a community-wide audience.

#### **Objectives:**

- Increase awareness of the Foundation, its mission and goals.
- Increase commitment and participation of donors based on annual new and repeat numbers.

#### **Strategies (1-2 year)**

- Create process for promoting our grants with donors and potential donors
- Increase public relations efforts and awareness of the Foundation with the community
- Recruit new board members and establish a process of recruitment
- Create a portfolio of our successes and celebrate our accomplishments
- Foundation Board to increase attendance at District events
- Continue to host our annual Donor Acknowledgement and Grant Awardee Event every January to showcase our grant program and thank our donors

### **Focus Area 2: How We Raise Our Money**

Promote a culture of giving that provides annual, sustained support from all District residents.

#### **Objectives:**

- Create a consistent source of income to the Foundation to fund ongoing initiatives for the District.

#### **Strategies (1-2 year)**

1. Create long-term, sustainable donors and funding
2. Continue to host the annual ABC Fun Run and grow participants and sponsors
3. Offer a Summer Academy with opportunities for students while fundraising for the Foundation

### **Focus Area 3: How We Give Our Money**

Develop a process by which all stakeholders communicate to establish District-wide funding priorities that have a clear, lasting educational value for as many students as possible.

**Objectives:**

- Create global, equitable fair and non-discriminatory funding for ABCUSD schools and programs.

**Strategies (1-2 year)**

1. Continue to provide Education and Special Mini-Grants to ABCUSD schools annually
2. Continue to provide backpacks with school supplies to low income students at all ABCUSD schools each summer
3. Develop a process to request Foundation support (outside of our mini-grant program) with criteria for the types of projects that could be considered for funding