

GOALS		Strategy/ Objective?
Goal 1: Assess and improve organization practices and culture continuously through a diversity, equity, inclusion and justice lens	A	Conduct regularly scheduled DEI organizational assessments
	B	To select and engage in board/staff shared experience DEIJ coursework, readings, discussions, videos
	C	Assure diversity in our decision-making processes: Board, committees, review teams, staff, volunteers, consider a BIPOC only advisory group
Goal 2: Foster community-driven strategies to enhance the quality of life of the communities we serve	A	Prioritize the values of Trust-based Philanthropy: Striving toward multi-year, unrestricted funding, with limited and streamlined paperwork
	B	Develop a plan to deploy staff and volunteer ambassadors to public community meetings on a wide variety of issues and concerns, develop a process for reporting back to others at CF who can learn from these reports even if they didn't individually attend
	C	Act as convener of events as well as sponsorship and support of events by others
Goal 3: Grow and diversify our funds and assets to serve Tompkins County and the region	A	Conduct capital campaign feasibility study, Clarify Major Gift objectives and working goal and timeline
	B	Develop an impact investment strategy and begin local impact investing
	C	Explore all merger/acquisition/joint effort opportunities inside and contiguous to Tompkins County, TCGF, UW, Cortland CF, etc including private foundation conversions and DAF remainder transfers
Goal 4: Expand awareness/visibility of Community Foundation and our impact on positive change	A	Create a Strategic Events Plan: ours, co-sponsored with others and visible participation in community events offered by others
	B	Engage grantees in telling their Community Foundation story to their audiences and to share DEI in their organization
	C	Develop a method to expand awareness among leadership, faculty and staff of Cornell, IC and TC3
Goal 5: Catalyze conversations, information-sharing , and actions that enrich our community	A	Ripple Effects Mapping with grantees, donor advisors, donors, professional advisors
	B	Transfer of Wealth study
	C	Let's Talk Sessions
Goal 6: Increase operational effectiveness and capacity	A	Action: Expand assets beyond financial; articulate philanthropy is time, talent, treasure, ties, and voice
	B	Review all software needs, develop a comprehensive plan to purchase appropriate tools for development, donor relations, grant application and review, and communications
	C	Engage a process improvement plan to review and recommend changes to our grant making and gift acknowledgement processes