



BRACE FOR IMPACT

JULY 2019 - JUNE 2022 STRATEGIC PLAN

Creating a new reality of collaborative philanthropy





VISION

To be the essential expert on philanthropy for an ever-widening audience.

PURPOSE

We're here to make smart investments in each other.

MISSION

We promote, facilitate, & increase philanthropy to create a sustainable impact within our community through responsible giving.

VALUES

Count on each other:

We build trusting and enduring relationships among fundholders, community partners, funders and beneficiaries of philanthropic resources.

See what's possible:

We strive for excellence and effectiveness in all we do, bringing greater innovation.

Engage everyone:

We put more diverse and inclusive approaches to work to invite people in all walks of life to participate in philanthropy.

Demand more from ourselves:

We are committed to the engagement, growth and development of our board and staff.

COLLABORATIVE PHILANTHROPY

High-impact philanthropy is based on understanding that no one organization and no one tactic can adequately address a significant community issue alone.

Central Carolina Community Foundation harnesses the collective resources of the community in a way that can mobilize action in areas vital to its long-term vitality and wellbeing. Over the next three years, we will implement a strategic plan to bring this model of efficacy and collaboration to life in the Midlands.

THREE-YEAR STRATEGIES



RESEARCH:

Identify and align the needs of our four key audiences – fundholders, funders, nonprofit organizations and the community.

KEY OUTCOME:

Develop a model for building high-impact philanthropy, including capacity-building programs for nonprofits, structures to connect key audiences and plans to address the Foundation’s relational gaps.



CONVENE:

Optimize engagement among the Foundation’s audiences and build more diverse philanthropic leaders.

KEY OUTCOME:

Using the Foundation’s signature initiatives, *On the Table* and Midlands Gives, expand the ‘tent’ of philanthropy to a geographically broader and demographically more diverse audience. With support of our philanthropy committees, the Foundation will engage and enlist the community in supporting diverse philanthropic leaders and their organizations.



ACTIVATE

Leverage community assets and minimize redundancies in philanthropic endeavors.

KEY OUTCOME:

Produce community philanthropic reports that detail the impact of the Foundation’s collaboration efforts.

At the end of this strategic plan, Central Carolina Community Foundation aims to be viewed as an organization that deeply understands its four key constituents, effectively connects community partners, leverages resources to increase leadership diversity and nonprofit capacity and engages a diverse array of donors in high-impact, collaborative philanthropy.

**Free enterprise demands focused enterprises.
And all the more when hearts fuel a venture.**

For while giving may be innately good, there is no such thing as innately effective. Impact must be engineered. Transformation, manifest. To reach its full potential, generosity must be levered on a fulcrum of analysis, insight and radical collaboration.

We are forged in precisely this crux.

Today, our community is poised to touch down in a new world of altruistic possibilities. One shaped by the essential work of dissecting need and harnessing resource. It's the work that sharpens aptitudes. That builds coalitions and ignites action. It's the work that suggests efficacy may be the greatest kindness of all.

It's the work we live for.

Welcome to the future of philanthropy in the Midlands.

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CENTRAL CAROLINA
**Community
Foundation**

www.yourfoundation.org