

HURON VALLEY EDUCATIONAL FOUNDATION

2012 Strategic Plan



We, the Board of Directors, share these **core beliefs** and have integrated them into every aspect of our strategic plan:

- Effective education is essential for a positive future.
- Education is a societal obligation.
- Life's experiences provide opportunities for continuous growth.
- Education promotes responsibility, honesty, and integrity.
- Every person has value and deserves to be treated with care and respect.

Our Mission:

We will create an impact on education in the Huron Valley community by: providing greater opportunities to enhance learning experiences; generating and distributing financial resources to benefit citizens in the Huron Valley community; and collaborating with like-minded organizations.

Our Objectives:

- Every person in the Huron Valley community will be aware of the HVEF and its activities.
- We will increase revenues by 10% annually.
- We will increase our communication to the Huron Valley School District.

Parameters:

- We will support only Huron Valley community programs.
- We will consider/support only initiatives that are in alignment with our strategic plan.
- We will remain a volunteer driven organization with limited administrative expenses.

Strategies:

1. Expand program funding by 10% annually.
2. Continue to increase our Endowment Fund annually.
3. Enhance communication throughout the Huron Valley Community.
4. Re-examine our grant process/programs.

Strategy suggestions:

Expand program funding by 10% annually:

- Direct mail fund raising
- Take advantage of big community events
- Every five years ask students for \$1 donation
- Seek out a venue to use gambling license
- Explore other revenue sources within the community
- Look for people who would be willing to donate a certain level each year

Continue to increase our Endowment Fund annually:

- Investigate matching sources, such as Kellogg Foundation
- Communicate status of fund and performance of organization to contributors
- Direct mail fund raising

Enhance communication throughout the Huron Valley community:

- Contact Board alumni for a variety of reasons
- Annual presentation to the school board
- Continue building presentations to grant recipients
- Continue presentation opening day to entire HV staff
- Put the “Eight little words” in letters/brochures/website
- Update website
- Display HVEF information on the HVS TV station
- Designate a process/person to orient new board members of board expectations/history

Re-examine our grant process/programs

- Have a board dialogue on future parameters
- Form an adhoc committee to commit process and parameters in writing
- Consider the board adopting “Foundation Grants” that would be awarded yearly utilizing discretionary funds
- Have the new parameters/process in place for the 2013 grant process