

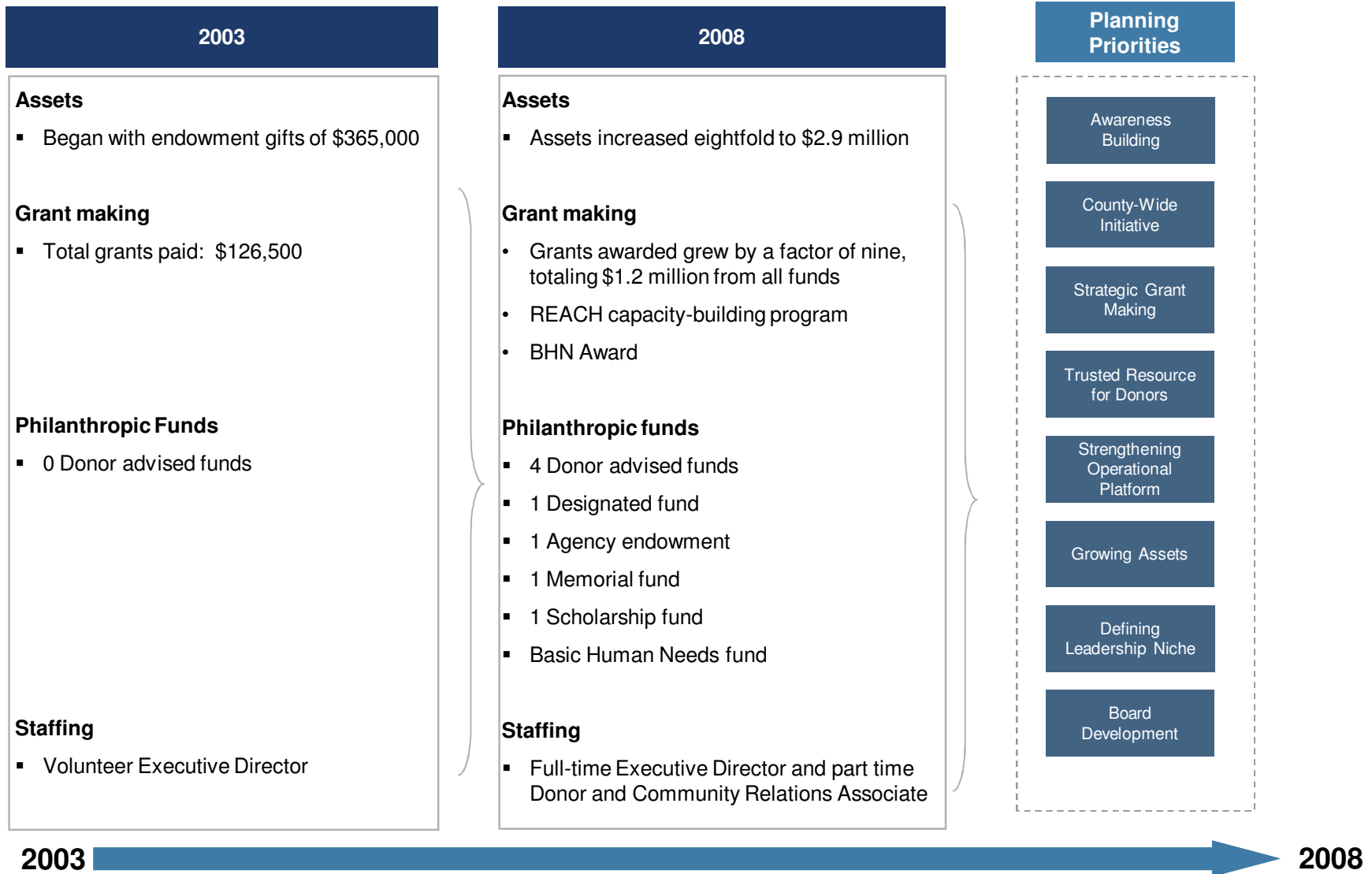
THE
LAKE COUNTY
COMMUNITY
FOUNDATION

AN AFFILIATE OF
THE CHICAGO COMMUNITY TRUST

Strategic Plan

2010 – 2015

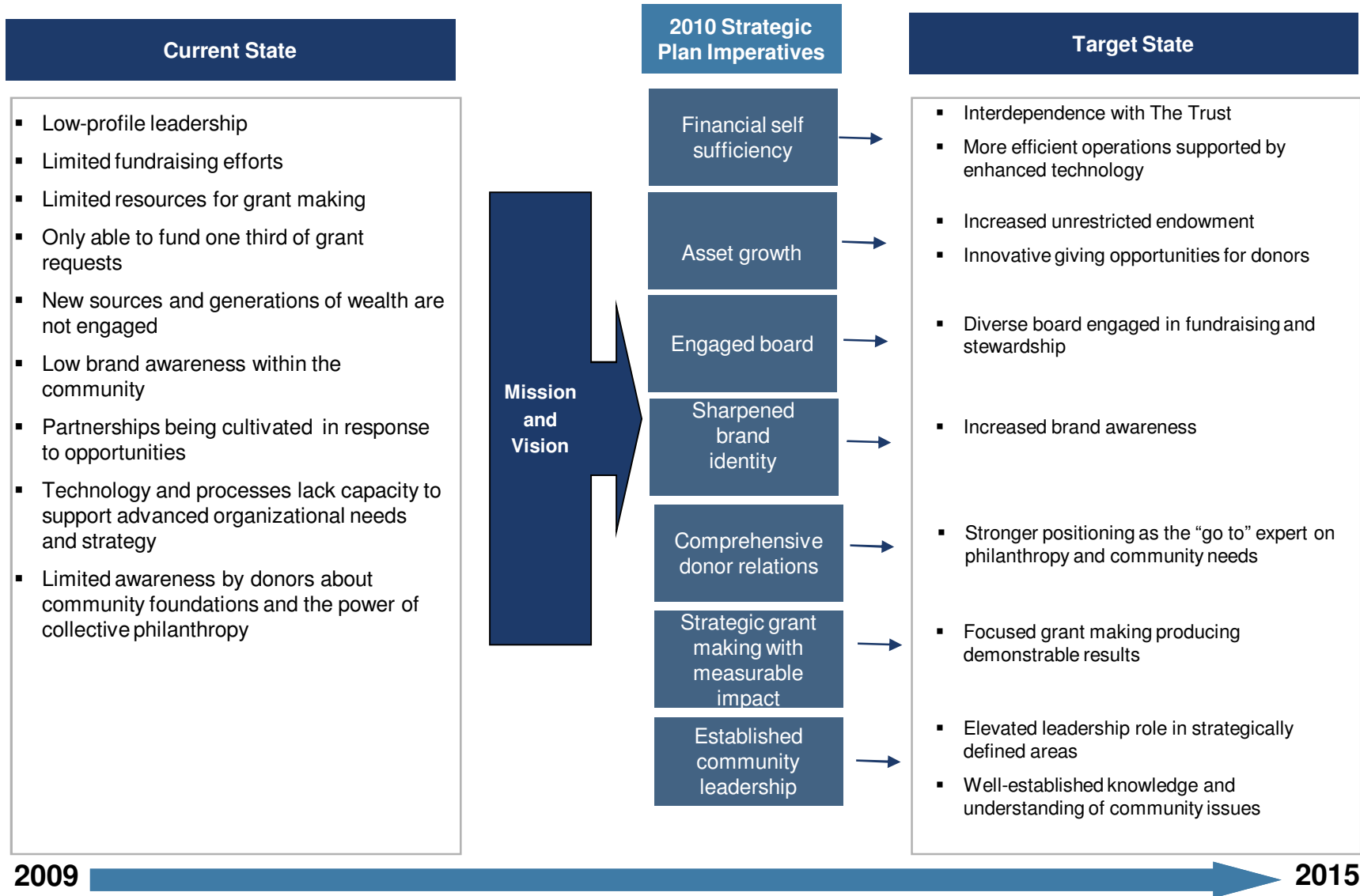
The first five years brought growth, visibility and innovation



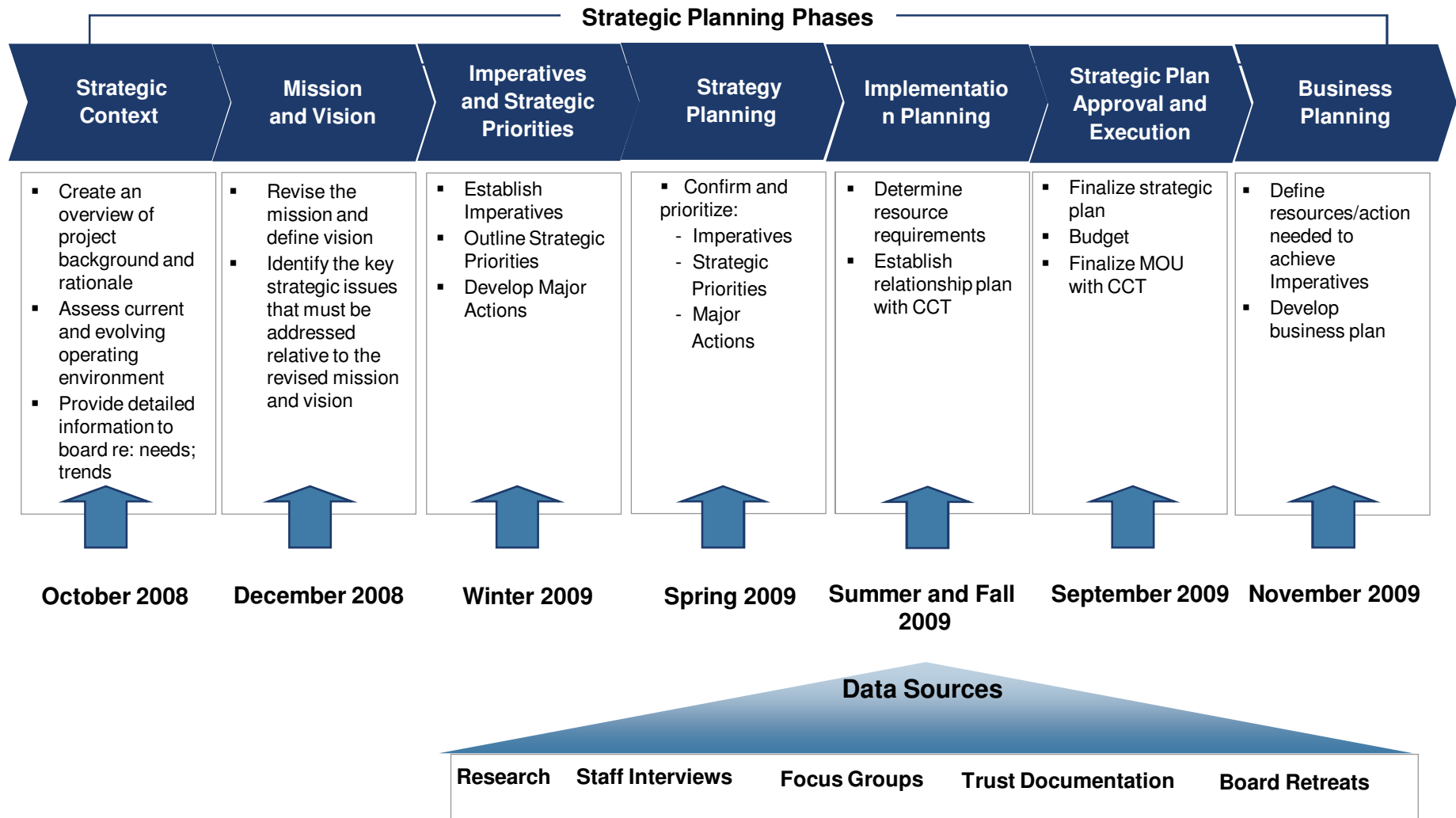
The strategy should build on LCCF's strengths and address its weaknesses

Strengths	Weaknesses
<ul style="list-style-type: none"> ▪ Leadership/influence/wealth ▪ Passion ▪ Knowledge/experience/access to CCT ▪ Track record ▪ Location ▪ Stories ▪ Variety of giving vehicles ▪ Communication between staff and board 	<ul style="list-style-type: none"> ▪ Reactive, unfocused grant making ▪ Lack of value statement/roadmap ▪ Lack of diversity on board ▪ No benchmarks for progress ▪ Financial limitations ▪ Some board members uninvolved ▪ CCT bureaucracy ▪ Board/committee gaps ▪ Low profile
Opportunities	Threats
<ul style="list-style-type: none"> ▪ Donor education/awareness ▪ Engage Lake County business community, faith-based organizations and elected officials ▪ Board enrichment ▪ No competition ▪ Economy 	<ul style="list-style-type: none"> ▪ Economy ▪ Differentiation from United Way ▪ Relationship with partners/elected officials weak

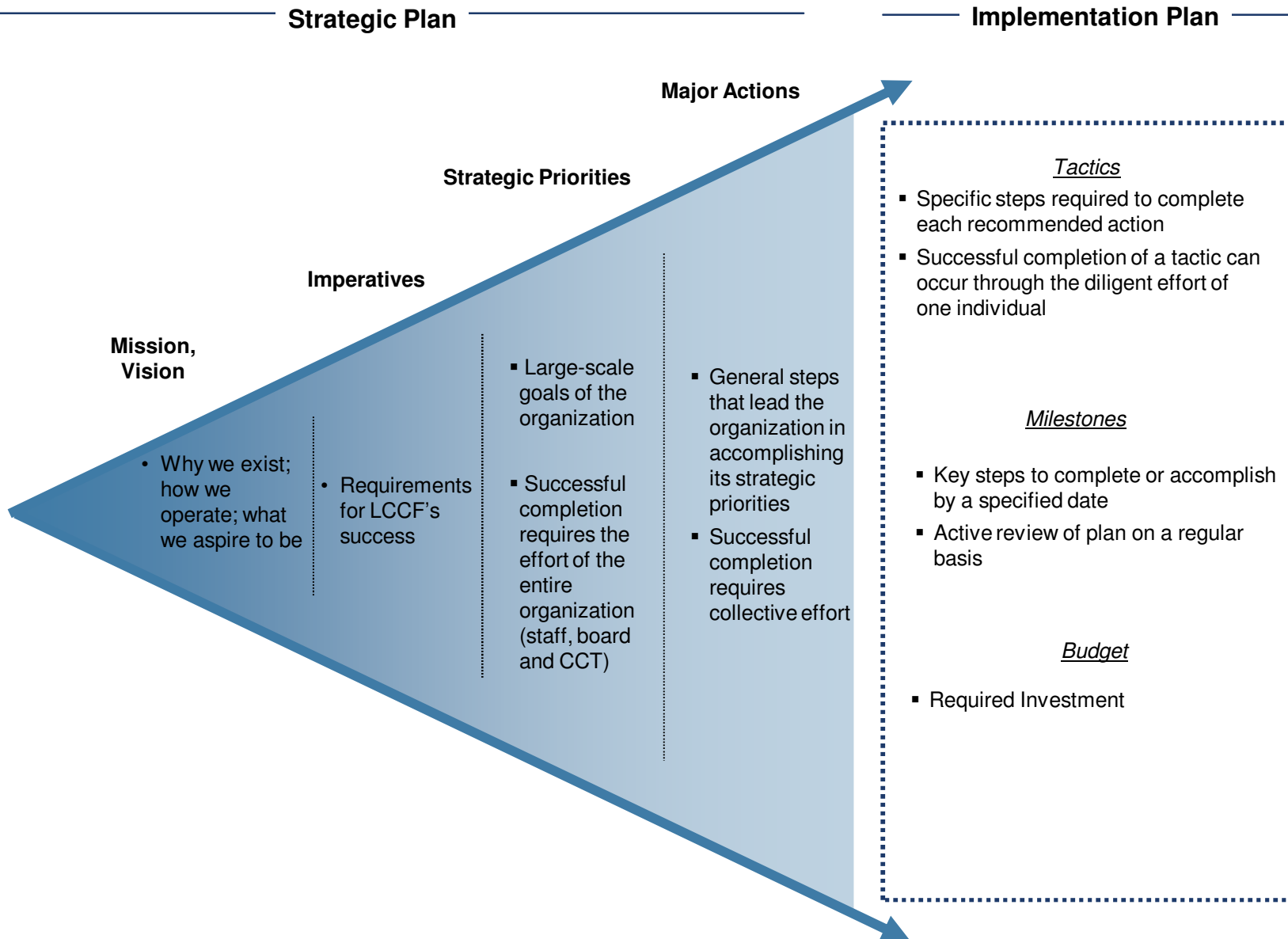
LCCF's 2010 strategy aims to establish our value to the region



Strategic planning approach



The strategy framework is guided by our mission and vision



Mission and Vision

Mission Statement

The mission of the Lake County Community Foundation is to improve the quality of life of the most vulnerable residents of the county by providing civic leadership, promoting collective philanthropy, and partnering with our grantees.

Vision Statement

The Lake County Community Foundation serves as the center of knowledge of community needs, a strategic resource for the not-for-profit sector, and a valued collaborator with donors who consider the Foundation as the premier partner for their collective philanthropy.

Mission

To improve the quality of life of the most vulnerable residents of the county by providing civic leadership, promoting collective philanthropy, and partnering with our grantees.

Vision

The Lake County Community Foundation serves as the center of knowledge of community needs, a strategic resource for the not-for-profit sector, and a valued collaborator with donors who consider the Foundation the premier partner for their collective philanthropy.

Imperatives

1. Financial self sufficiency

2. Asset growth

3. Diverse and engaged board

4. Sharpened brand identity

5. Comprehensive donor relations

6. Strategic grant making with measurable impact

7. Established community leadership

Strategic Priorities

- Assets total \$20 million
- Diversify and manage investments
- Offer a variety of giving vehicles

- Provide innovative philanthropic opportunities for donors
- Work with financial advisors
- Increase unrestricted endowment
- Increase total assets

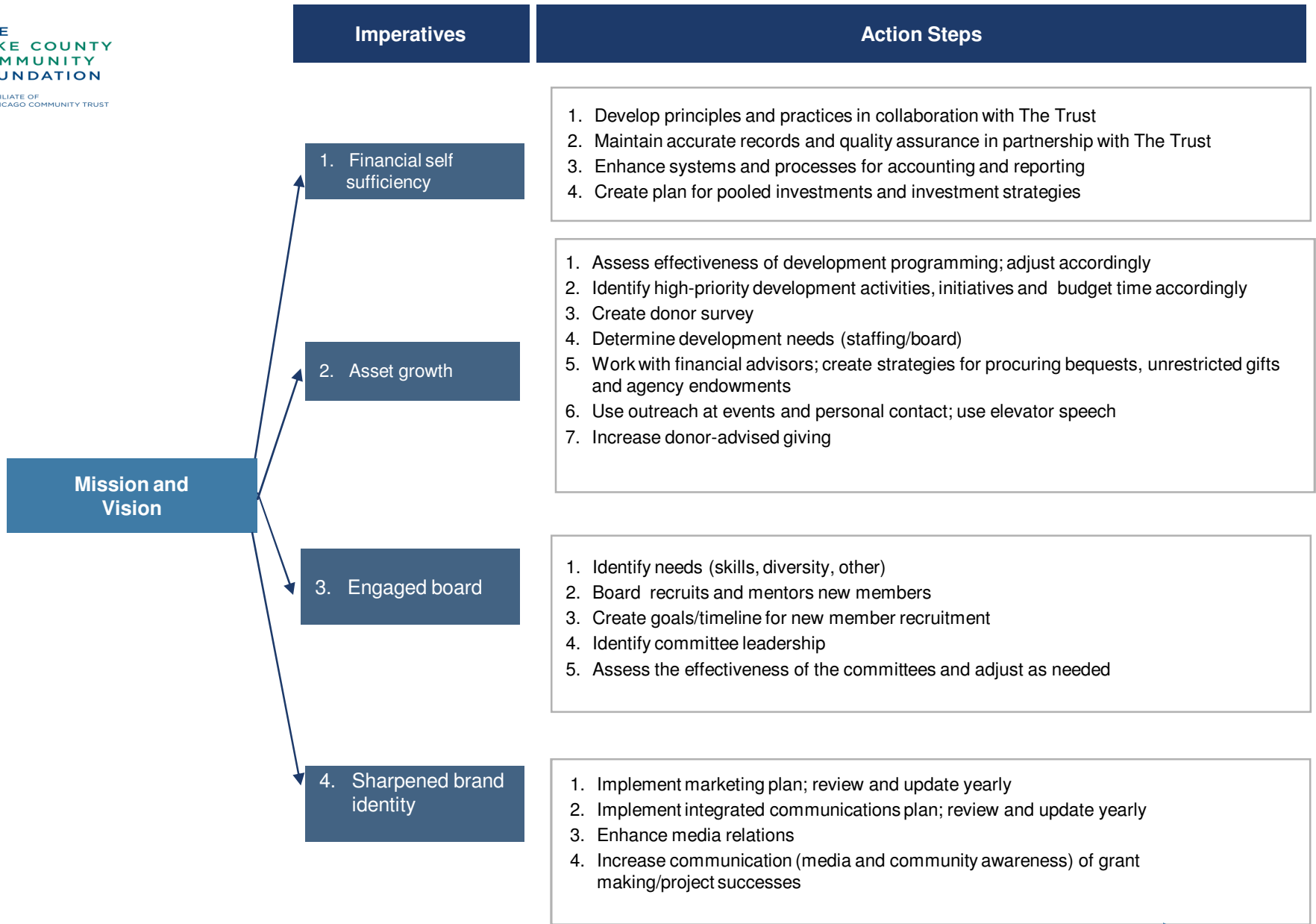
- Effective committee structure
- Board engagement in development/leadership
- Enhance board stewardship

- Increase community visibility through marketing and integrated communications efforts

- Emphasize donor outreach
- Effective donor relations
- Utilize website and other technological tools to increase donor contact opportunities and community visibility

- Grants align with mission, community needs and best practices
- Grant making is comprehensive and based upon outcomes-driven platform
- Invest in evaluation of grant making impact

- Convene organizations around critical issues
- Convene donors around areas of interest
- Strengthen private/public partnerships that yield impact in community
- Sponsor funders collaboratives and/or leadership group
- Raise visibility of staff and board in community
- Ongoing compliance with national standards for community foundations



Mission and Vision



Continued

