



# Dallas Community Foundation

## *our mission*

IS TO ENHANCE  
THE QUALITY  
OF LIFE IN  
THE DALLAS  
COMMUNITY  
BY BUILDING  
A CULTURE OF  
GIVING.

## The Dallas Community Foundation Strategic Plan 2013-2018

Through a comprehensive planning process, the board of directors has identified four goals that will enable the Foundation to grow and more effectively serve the needs of the Dallas community, now and into the future.

This plan represents the Foundation's commitment to its donors and to the Dallas community, utilizing our assets strategically, balancing responsible investment and addressing local needs.

## *our goals*

### Financial Capacity

**We will increase our financial capacity to fulfill our mission**, enhancing the quality of life in the Dallas community by building a culture of giving. To effectively serve and address community needs, we will engage with donors and reach out to potential donors to facilitate opportunities to give back. We will also cultivate a planned giving program as an additional vehicle for community members to carry out their charitable goals. We will continue to prudently invest funds for maximum return while responsibly allocating interest income to meet community needs.

#### **Building Assets**

- Achieve \$2.5 million in assets by 2018
- Establish a planned giving program by 2014

### Community Impact

**We will make a measurable and meaningful impact in the Dallas community**, making a significant difference in the lives of those who need a hand up. In addition to awarding grants to non-profit organizations, we will provide outreach education to strengthen their ability to serve the community. We will seek participation in collaborative projects to leverage dollars. Our grant distribution will balance immediate needs with long term solutions. We will measure and evaluate our impact to ensure our community investments are meaningful.

#### **Serving Dallas**

- Convene trainings for non-profit organizations
- Participate in collaborative projects
- Make annual grant distribution to local non-profit organizations
- Produce an annual report of grant activities

The Dallas Community Foundation was established in 1995 by a group of individuals that shared a common vision of a local fund that could give back to the Dallas community.

*Through the Dallas Community Foundation, you can make a difference in the causes you care about. Whether you establish your own named fund and play an active role in making grants from your fund or choose to contribute to our unrestricted fund, your gift is an investment in the future of Dallas.*



## *our vision*

OUR VISION IS A COMMUNITY WHERE GENEROSITY IS VALUED AND PRACTICED BY ALL PEOPLE IN SERVICE TO THE COMMON GOOD.

## Public Outreach

We will be known as the preeminent avenue for community support, engaging the community in philanthropy. Through public outreach, we will share opportunities for donors to make a meaningful connection between community needs, causes they care about and their own charitable goals. Education will help donors understand that a gift to the Foundation will support the community now and in the future. We will build awareness of the Foundation as a significant community resource, both as a place to give and a place that gives back.

### **Connecting with donors**

- Build community awareness of the opportunities to realize philanthropic goals
- Educate the community about the Foundation and the difference it makes.

## Organizational Capacity

We will be a strong and effective organization poised to address the needs of the Dallas community, now and in the years to come. We will ensure that the values on which the organization was established will be honored and reflected in our decision making. We will continue to assess our internal performance, follow best practices and operate transparently. We will engage in the community to fully understand needs, opportunities and challenges.

### **Effective governance and transparent operations**

- Develop and strengthen the Foundation's capacity and long-term sustainability
- Actively engage in the Dallas community

The board will use this plan to guide decisions, charting the future course for an organization that will be poised to serve the Dallas community for years to come. As the fund grows, we will focus our resources strategically, operate sustainably and respond to changing donor interests and community needs. We will evaluate the plan annually to measure our progress and revise specific actions as necessary to maintain relevancy and accomplish our goals.

## *our values*

- *Stewardship*
- *Community*
- *Integrity*
- *Respect*
- *Collaboration*
- *Independence – encouraging self-reliance and initiative*

Our values speak to the way in which we conduct our business – the investments we make, the transparency under which we operate, the grants and scholarships we give.

We believe that every donor can make a difference. Through the Foundation, donors can support the causes they care about, right here in their own community.

It is our responsibility to ensure our investments in the Dallas community reflect the spirit in which each gift is made. Our values guide our decisions and establish understanding and trust with our donors.