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**Strategic Plan 2020**

**Approved March 18, 2020**

**Mission Statement**

The mission of the Community Foundation of North Central Florida is to promote and sustain philanthropy in the communities of North Central Florida.

**Strategic Plan Goals**

The Community Foundation of North Central Florida will:

* grow its assets under management, with a priority to grow endowed funds;
* deepen and widen donors’ engagement with the Community Foundation and in addressing community needs;
* increase public awareness of the mission and role of a community foundation and strengthen connections between the Foundation and its prospective and current donors
* continue to strengthen its financial position through prudent fiscal management, high quality investment management and development of a diversified revenue stream;
* lead efforts to build the capacity of the nonprofit sector in North Central Florida to fulfill its mission more effectively; and
* be a leader in building social capital, identifying and addressing community issues, and finding opportunities to build connections to address critical issues key to the community.

Community Foundation of North Central Florida Strategic Plan with Action Items

2020

**Goal 1: To grow assets under management with a priority to grow endowed funds and a goal of reaching $22 million by end of 2020; 10% coming from advisor referrals**

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| **Strategy 1.1 – Increase advisor engagement through our Professional Advisor Council and Board liaisons program and outreach to the Estate Planning Council** | | | | | |
| **Action** | **Responsibility** | **Timeline for Completion** | **Resources Needed** | **Indicators of Success** | **Current Status** |
|  |  |  |  |  | Will announce honorees in fall but not convene til 2021 |
|  |  |  |  |  | Completed |

Create a section for reach goal…