

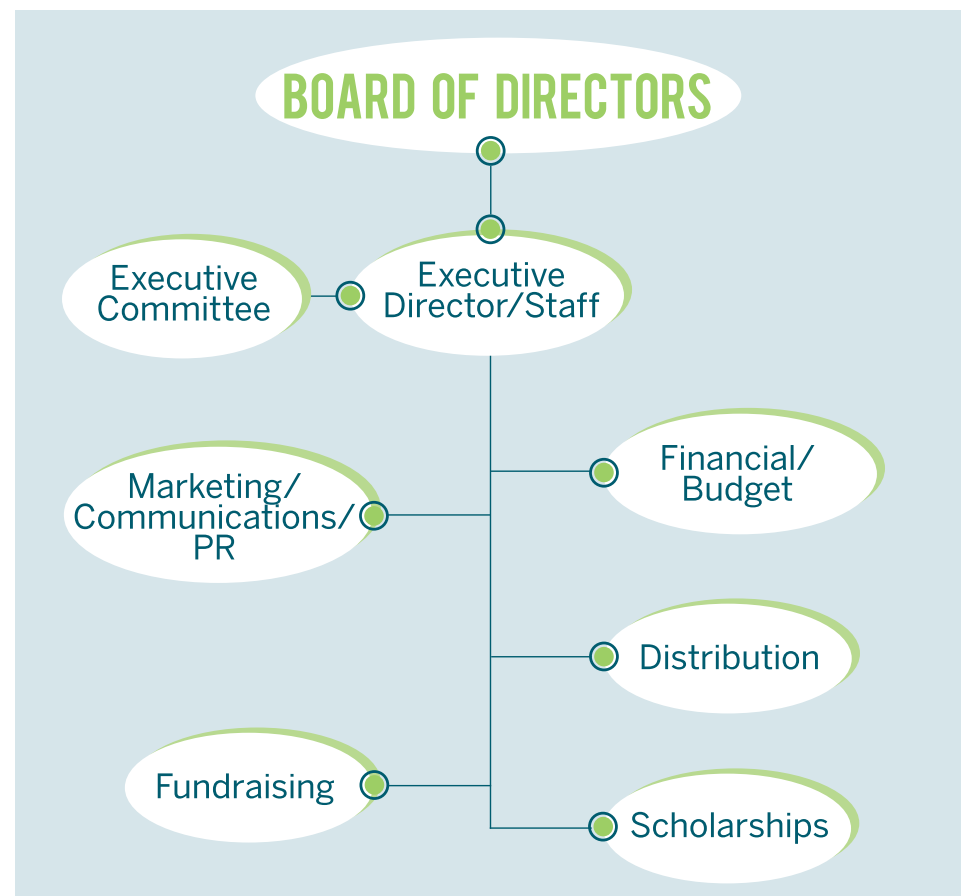
BOARD OF DIRECTORS

Organizational Structure

The Community Foundation Board of Directors is comprised of 16 volunteers from various local businesses and individual residents. They are generally responsible for providing fiscal and operating governance, advocating the Foundation's Mission, cultivating prospective donors and serving on the Foundation Committees.

As part of the Strategic Planning process, the Board participated in a SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats). In addition, a Community Survey was sent to representatives from 8 segments: Volunteers, Small Businesses, Large Businesses, Donors at Large, Donors(Endowment), Volunteers, Government Officials (State and Local) and Community Leaders.

The results of the SWOT Analysis and the Community Survey, identified one of the strengths of the Foundation to be; having a good reputation in the Community, but as a weakness, there is inadequate awareness of the Foundation's Mission. These results prompted the Board to form a Marketing/ Communications/PR Committee that will be responsible for increasing the visibility of



the Foundation's **Mission** and programs.

The Board also approved the update of the Foundation's website, www.cfmonroe.org. The website is more user friendly and new features have been added that include our Facebook feed, easier access to our scholarship and grants applications, and a link to our Annual Report(s).

Going forward, the Board and Staff will be tasked with imple-

menting the Strategic Plan to achieve long and short term goals associated with: fund development, donor centered fundraising, organizational development, strategic marketing, community outreach and maximizing investments and revenue.

Contact Us

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5 YEAR

Community Foundation of Monroe County Strategic Plan 2017 - 2021



LETTER

from the Executive Director

Since inception, in 1978 the Community Foundation of Monroe County has been fueled by individuals, families and corporate donors who joined forces to “do things that needed doing” in our community. Now, modern philanthropists are looking to us to support local causes that they are passionate about. This has caused us to rethink our business model and embark on a new and modern plan for the future. We need to be the catalyst that continues to usher our County into the 21st century.

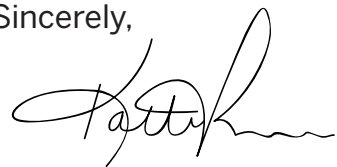
Subsequently, I am pleased to announce that the Board of Directors and the Foundation staff, recently completed a 5 Year Strategic Plan. The Strategic Plan will commence with our fiscal year April 1, 2017 and continue through 2021.

We invite you to review to our Strategic Plan and we welcome your comments.

If you would like more information, please do not hesitate to contact me at (734)242-1976 or you may visit our website at www.cfmonroe.org.

On behalf of the Board of Directors, we thank you for your support and we look forward to continuing to serve our community.

Sincerely,



Kathy Russeau
Executive Director



We revised our **Mission Statement** and created a **Vision** and **Values Statement**...

OUR MISSION

“We Invest in a Better Future for our Community.”

OUR VISION

“Where Everyone has an Opportunity to Thrive.”

OUR VALUES

We strive to successfully fulfill our mission, by committing to the following values:

Stewardship – Maintain the highest standards of integrity and transparency in donor relations, community service, organizational governance and fiscal responsibility.

Local Impact – Promote philanthropy that will have an impact on the community at large.

Community Partnerships – Form collaborations with local non-profits, community leaders, and volunteers, to provide funds that address issues such as education, health, poverty, community development and others.

Inclusion – Embrace diversity in our philanthropic decision making.

Legacy – Operate to produce significant, widely shared and long-lasting results.



3 PRIORITIES

Five Year Strategic Plan



With the completion of our Strategic Plan, The Foundation is now in a position to broaden its visibility, improve upon its donor-centered programs, and operate more strategically. Our **Values** will guide us as we strive to successfully fulfill our **Mission**. Philanthropy will continue to be an important focus for the Foundation to sustain a long-term impact on the Community.

As part of the Strategic Planning process, the Board identified three Strategic Priorities: **Education**, **Health and Well-Being**, and **Community Enrichment** and here's why”.

1. PRIORITY EDUCATION

In the most impoverished area of Monroe County educational attainment levels of high school completion is less than 60%. Currently the percentage of Monroe County adults (ages 25-64) with at least an associate degree is 29.2% (US Census Bureau).

GOAL—By 2025, the goal is to increase the post secondary achievement of Monroe County residents to 60%, by promoting a postsecondary education culture and supporting education programs aimed at improving the academic performance for all students.

2. PRIORITY HEALTH & WELL-BEING

Monroe County recently published 2015 Community Health Assessment found that nearly one third of Monroe County adults were obese; and that 82% of the youth population in the County were overweight or obese.

GOAL—The Foundation will support and provide programs that promote public health, healthy living, and physical and mental well-being for all residents of all ages of Monroe County.

3. PRIORITY COMMUNITY ENRICHMENT

Michigan Council of Arts and Cultural Affairs has identified Monroe County as one of the 45 underserved communities for art opportunities.

GOAL—The Foundation will provide opportunities to enhance: community infrastructure, arts and entertainment programs, diverse cultural experiences and all around community engagement.