

GRAND TRAVERSE REGIONAL COMMUNITY FOUNDATION STRATEGIC PLAN



VISION

We envision a region where **every person** feels **connected, supported, and empowered** and where our communities have **resources** and **opportunities** for **everyone**.

MISSION

We **spark positive change** by **inspiring generosity, caring for resources, and supporting our communities**, now and **forever**

ROLE

We are a **catalyst for positive change**
We do this through essential and active enabling roles of:

→ **raising assets and stewarding resources**

→ **leading and visioning needs**

→ **convening partners** to build bridges that connect resources to priorities

PRIMARY PILLAR 1

STEWARDSHIP + TRUST

Deepen and **elevate stewardship** for greater impact to **advance trust, credibility, and strategic growth**

PRIMARY PILLAR 2

ORGANIZATIONAL STRENGTH

Leverage organizational resources to ensure **financial health** and **nurture the people** and **relationships** that **fuel our work**

PRIMARY PILLAR 3

BOLD AND CARING LEADERSHIP

Demonstrate bold and **caring leadership** through **empowerment, advocacy, partnership, and foresight**

ENABLING PILLARS

Embody diversity, equity, inclusion, and belonging throughout our work

Integrate data and insights to shape **decisions and priorities** and to **understand and communicate impact**

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Our hope is that generations from now, others may look back and say, 'they built the foundation for the future we're grateful to be living today'.

PRIMARY PILLAR 1

STEWARDSHIP + TRUST

Deepen and **elevate stewardship** for greater impact to **advance trust, credibility, and strategic growth**

- Enable continuous improvement, ongoing refinement, and sustained growth
- Accelerate the growth of Community Fund assets
- Reimagine stewardship and growth of Donor Designated Funds
- Nurture relationships and cultivate engagement with intention

PRIMARY PILLAR 2

ORGANIZATIONAL STRENGTH

Leverage organizational resources to ensure financial health and **nurture the people and relationships that fuel our work**

- Refine and advance our financial strategy
- Empower, inspire, and celebrate our exceptional team
- Strengthen a culture of board excellence
- Explore and build a strong, intergenerational pipeline of ambassadors
- Deliver operational excellence

PRIMARY PILLAR 3

BOLD AND CARING LEADERSHIP

Demonstrate bold and caring leadership through **empowerment, advocacy, partnership, and foresight**

- Adopt a bold, data-driven, and future-oriented approach
- Be a standard bearer for the community
- Build, deepen, and expand relationships with underrepresented and underserved communities
- Invest in our youth
- Ensure stable continuity and progression of key initiatives

ENABLING PILLARS

Embody diversity, equity, inclusion, and belonging throughout our work

Integrate data and insights to shape decisions and priorities and to **understand and communicate impact**