



Our Mission

Building a better community through creative philanthropy, vision and leadership.

Our Vision

Continue to be the trusted resource for growing philanthropy and leading change to improve our community.

Strategic Overview: Increase Assets to Increase Impact

- Increase Awareness Assets to inspire community philanthropy
- Increase Leadership Assets to drive community progress
- Increase Financial Assets to better respond to community needs
- Increase Staffing Assets to better serve the community

Strategic Goals

Increase Awareness and Understanding of HCF

ACTION STEPS



- Continue to grow marketing and communication efforts
- Utilize social media effectively
- Increase visibility in the community
- Share stories to increase community interest in partnering with the Foundation
- Create Grant Catalog or non-profit portal to raise support nonprofits
- Highlight HCF 75th Anniversary

MEASURES

- Continue presence on social media – Facebook & LinkedIn
- Consistent online & paper publications
- Nonprofit organizations receive full funding for projects
- Create and implement 75th Anniversary plan

Continue Financial Asset Growth

ACTION STEPS



- Continue to work Development Plan
- Provide donors quality customer service
- Maintain strong ties with professional advisors
- Ensure investment results equal to or greater than peer group
- Encourage Board participation in Legacy Society
- Focus on growing unrestricted dollars

MEASURES

- Twenty-five new funds annually
- Five new legacy members annually
- Increased “touches” with donors
- Yearly meetings with 80% of professional advisors
- Quarterly review of investments
- 100% of Board in Legacy Society
- 25% increase in gifts to unrestricted funds

Serve as a strong, effective community leader

ACTION STEPS



- Develop tools to address community needs
- Match Donor resources with community needs
- Respond to community needs with special attention to: Education, Economic Vitality, Quality of Life

MEASURES

- Foundation leadership in key community projects/initiatives
- Engage advisors of DAF and FOI fund in 30% of grants.
- Support for three priority areas reach 70% of funding

Ensure adequate staffing to effectively meet community need

ACTION STEPS



- Strategically continue to grow staff to fill needed areas
- Ensure staff are well trained and supported
- Provide professional development and community engagement opportunities for staff

MEASURES

- Evaluate needs using benchmark data
- Develop new organizational chart
- Job descriptions to match the needs
- Training and support for new and existing staff