



ATHENS AREA
**Community
Foundation**

2021-2023
STRATEGIC PLAN
EXECUTIVE
SUMMARY



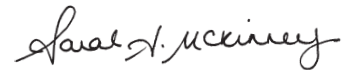
A Message from Sarah

Philanthropy has a role in every aspect of our world, and we are dreaming big for this region. Equipped with a culture of integrity, engaged leadership, and a passion for great giving, our Athens Area Community Foundation has embarked on a wonderfully aggressive, two-year strategic plan.

Over the last five years, the commitment and generosity of Athens Area Community Foundation fundholders has ignited remarkable growth in assets managed and grants. To move forward meaningfully, we need a roadmap. A great strategic plan provides purpose, direction, and clearly defined goals. Our first ever strategic plan defines six key focus areas: Board and Staff, Operations and Facilities, Finance,

Marketing and Development, Fundholder Experience, and Community Leadership. This plan is usable and ambitious, and we are excited to get started.

Together, let's keep **growing giving for the community we love.**



Sarah McKinney
President & CEO

OUR GROWTH

2016

\$5.2M
NET ASSETS

\$1.5M
GRANTS

77
FUNDS



2021

\$18.3M
NET ASSETS

\$11M
GRANTS

164
FUNDS

OUR Mission

The Athens Area Community Foundation helps passionate donors leave permanent legacies, serves as a well-informed grantmaker, and shapes effective responses to community needs through collaboration.

OUR Vision

We envision a community with sufficient philanthropic resources, harnessed to enhance civic engagement, a vibrant regional economy, a nimble workforce, effective schools, affordable housing, accessible healthcare, efficient public transportation, supportive services for the most vulnerable, strong cultural amenities, and environmental sustainability.

WHO We Are

- ▲ Trusted Guide for Local Philanthropy
- ▲ Trusted Partner for Local Organizations
- ▲ Trusted Community Leader

OUR Commitment

Champion
Strategic
Philanthropy

Create Joy
in Giving

Inspire
Philanthropy

Serve as a
Point of
Connection

Offer Local
Community
Expertise

OUR Values



Key Focus Areas



Board & Staff

The Board and Staff has a culture of integrity through being engaged, consistent, knowledgeable, forward thinking, and trusted community leaders.



Operations & Facilities

The Athens Area Community Foundation is accredited by the National Standards for U.S. Community Foundations, representing operational effectiveness, and has a facility plan that considers community needs.



Finance

The Athens Area Community Foundation has excellent budget, audit, and investment practices.



Marketing & Development

The Athens Area Community Foundation is a trusted leader, partner, and guide for local philanthropy.



Fundholder Experience

Fundholders experience exceptional customer service, ease in giving, and consistent opportunities to engage in, network with, and learn about their community.



Community Leadership

The Athens Area Community Foundation is a trusted community leader, organizational partner, and philanthropic guide creating a better future for all by pursuing the community's greatest opportunities and addressing critical challenges.