

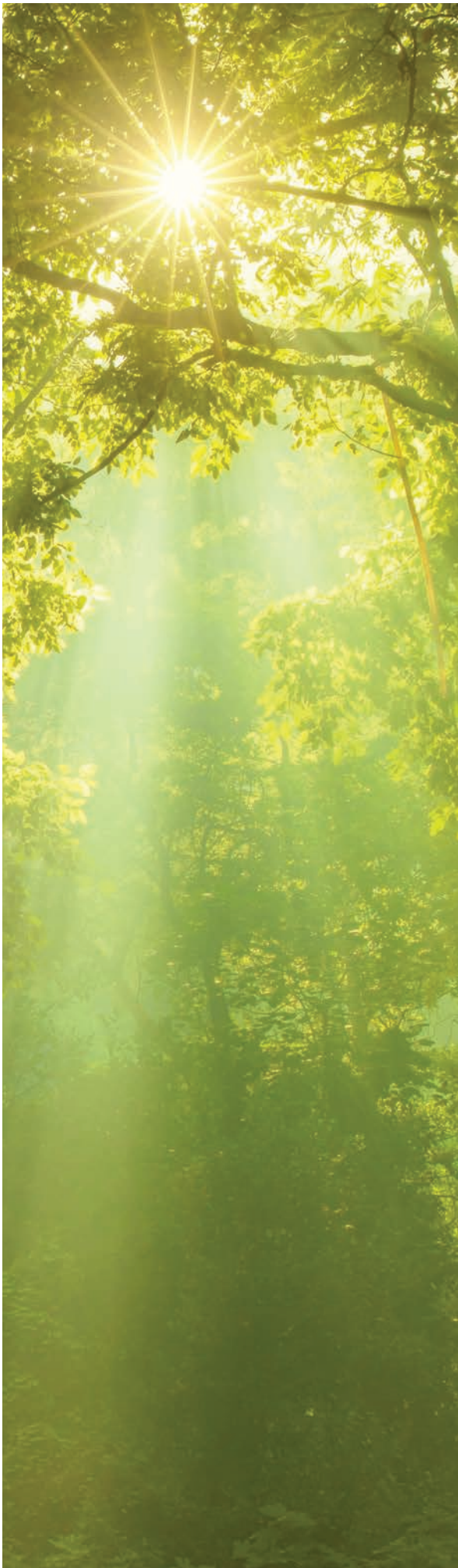


**2025-26 STRATEGIC PLAN**  
**Executive Summary**



ATHENS AREA  
**Community  
Foundation**





## A Message from Our President & CEO

In a recent board meeting, newly elected Chairman, Dr. Myron Downs, delivered a vision that challenges us all: “In all that we do, we must seek to be the very best Community Foundation in the world.” These words inspire us to push boundaries and set new standards of excellence.

The best of our Athens Area Community Foundation seeks to continually strike balance between asset growth and community leadership impact. By listening deeply, building bridges, and creating meaningful connections, we unlock the full potential of financial, social, intellectual, and relational capital. We continue our commitment as a trusted leader, partner, and philanthropic guide.

As we move forward, we are excited to unveil our strategic plan for 2025–2026. Our focus:

- **Grow our assets by \$10 million**, enabling greater impact in our region.
- **Expand giving opportunities**, making it easier for you to give to, through, and with the Athens Area Community Foundation.

This bold plan reflects our unwavering commitment to the community we serve. Together, we can achieve something extraordinary, creating lasting change and ensuring a brighter future for all.

Together, we will build and be the best Community Foundation.



**Sarah McKinney**  
President & CEO



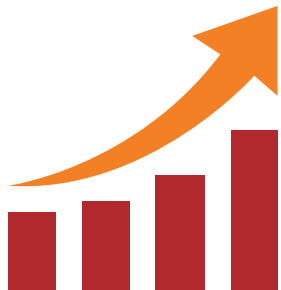
**Dr. Myron O. Downs**  
Board Chairman

## Our Growth

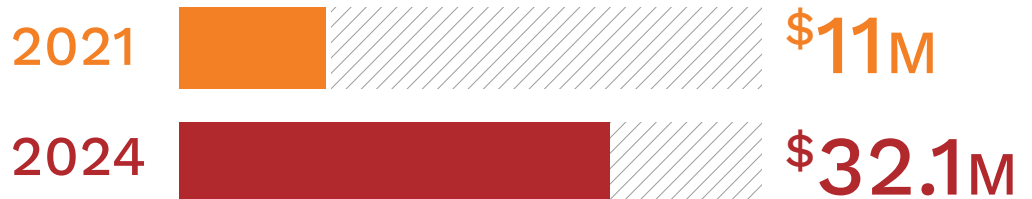
Our last strategic plan was 2021-2023. With your support, we grow giving for the community we all love.



### NET ASSETS



### GRANTS



### FUNDS



## Dr. Down's 2024-26 Vision:

*Be the very best Community Foundation in the world.*



### 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.

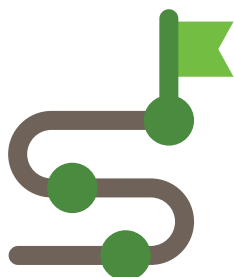


### OUR STRATEGIC ANCHORS

Trusted Community **LEADER**

Trusted **PARTNER** for Local Organizations

Trusted **GUIDE** for Local Philanthropy



### OUR STRATEGIC PLAN

**\$10 Million Net New Assets by 2027.**

**Making More Possible.**

Growing Assets so that our *community impact can be bigger.*

Growing Assets so that we have the *long-term ability* to make our community better.

## OUR COMMITMENT



**CHAMPION** STRATEGIC  
PHILANTHROPY



**CREATE** JOY IN GIVING



**INSPIRE** PHILANTHROPY



**SERVE** AS A POINT  
OF CONNECTION



**OFFER** LOCAL COMMUNITY  
EXPERTISE



*Photos by: Cassie Wright*

## Defined Focus Areas for Growth



### BOARD & STAFF

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



### OPERATIONS

The Board and staff displays operational effectiveness in all its endeavors. The mission of the foundation is funded for sustainability and future growth.



### ASSET DEVELOPMENT

The Athens Area Community Foundation is the most sought after place for charitable giving. Our asset development is seen as a way to collectively impact your community's greatest needs.



### MARKETING & DEVELOPMENT

The Athens Area Community Foundation is known widely in the community as a trusted leader, partner, and guide for philanthropy and is a source of knowledge on effective and impactful charitable giving throughout our regional footprint.



### COMMUNITY LEADERSHIP

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



### FUNDHOLDER EXPERIENCE

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



## Lead. Partner. Guide.

Trusted Community Leader. Trusted Nonprofit Partner. Trusted Philanthropic Guide.

