

Harper Creek Community Schools Educational Foundation

Vision: “Create a legacy of growth, opportunity and giving.”

Mission: “Connect the Harper Creek community through effective philanthropic and civic engagement.”

<u>Goals</u>	<u>Corresponding Objectives</u>
1) Establishment of an endowment fund.	a) Raise \$100,000 by October 2016.
	b) Establish a grant awarding process by 2019.
	c) Create a specific marketing strategy for the endowment.
2) Total fund balance of 1 Million Dollars by October 2018.	a) Conversation with school board regarding the district contributing funds.
	b) All funds reach awarding level by October 2016.
	c) Increase the number of new funds.
	d) Create a specific marketing strategy to increase total fund balance.
3) Increase awareness through marketing efforts.	a) Have a presence at ten or more school events during the 2015-2016 school year.
	b) Establish a HCCSEF website.
	c) Print media – newsletter, Shopper articles
	d) Social Media presence – Facebook, etc.

<u>Goals and Objectives</u>	<u>Actions to Meet Objectives</u>
1) Establishment of an endowment fund.	
a) Raise \$100,000 by October 2016. (ongoing)	→ End-of-year appeal letter, alumni lists
b) Establish a grant awarding process by 2019. (future)	
c) Create a specific marketing strategy for the endowment. (3-6 months)	
2) Total fund balance of 1 Million Dollars by October 2018.	
a) Conversation with school board regarding the district contributing funds. (ongoing)	→ Continuing conversations with the Board of Education – February/March 2016
b) All funds reach awarding level by October 2016. (current)	→ Focus on Beatrice B. Forward Fund, Nicholas Rocca Fund, and Dave Studer Fund
c) Increase the number of new funds. (ongoing)	→ Compiling of possible donor list to Fundraising Committee
d) Create a specific marketing strategy to increase total fund balance. (3-6 months)	
3) Increase awareness through marketing efforts.	
a) Have a presence at ten or more school events during the 2015-2016 school year. (current)	→ Outreach Committee collects all school calendars and recommends events
b) Establish a HCCSEF website. (3-6 months)	→ Outreach Committee works with HC staff to learn how to add a webpage for HCCSEF
c) Print media – newsletter, Shopper articles (ongoing)	→ Late November Shopper article on the horizon. HCCSEF has an article? Letter from donors, etc.?
d) Social Media presence – Facebook, etc. (current)	→ Outreach Committee will create a HCCSEF Facebook page, linked to Harper Creek Community Schools