

# Strategic Plan 2023-2028

## Our Mission

Enhance the quality of life for current and future generations through impact grant making.

## Our Vision

Be the philanthropic leader and a catalyst to maximize available resources in our county.

## Our Values

Engagement  
Grace  
Innovation  
Transparency  
Trust

## SDoH focus areas



Neighborhood Environment



Economic Stability



Education



Healthcare and Food



Community Involvement



### Strong Community Leadership

**Measurement:**  
To have a pulse on Morgan County and fulfill our purpose as a philanthropic leader.

- Increase effectiveness of nonprofit organizations serving Morgan County to meet untapped potential.
- Measure and communicate the impact of CFMC's work to build trust and alignment with our communities' needs.



### Transformational Grantmaking

**Measurement:**  
Greater collaboration among individual providers and less inefficiency in the overall system of delivery.

- Empower potential grantees to be forward-thinking, innovative, and organizationally sustainable.
- Pursue communications and continued relationships with nonprofits to drive awareness and quality grant applications.



### Growing Assets for Impact

**Measurement:**  
Grow endowment dollars for lasting sustainability.

- Cultivate, retain, and attract legacy dollars (endowment funds) to strengthen CFMC for future generations.
- Establish and maintain an ongoing network of financial advisors who will recommend CFMC as a benefactor in establishing wills and in-kind gifts.



### Strengthen Organizational Capacity

**Measurement:**  
Obtain Accreditation by the Council of Foundations.

- Implement policy changes included in the Accreditation by the Council of Foundations.
- Provide professional development opportunities for staff to align with best practices and procedures.