



STRATEGIC PLAN

2024 – 2029

Crafton Hills College Foundation:

Crafton Hills College provides quality instruction and support services that allow our students, many of whom face serious obstacles to completion, to pursue and achieve their educational goals. We are extremely proud to be the pathway to social and economic advancement for many who would otherwise not have the opportunity to pursue a college education.

The Crafton Hills College Foundation was established in 1972 to support the students and programs at Crafton Hills College. Board members are actively involved in governing developing resources development, and serving as ambassadors in the community.

For over 50 years, the Crafton Hills College Foundation has supported CHC in advancing the educational, career; and personal success of our diverse campus community through engagement and learning. The Foundation is a non-profit 501(c)(3) organization, meeting the needs of Crafton Hills College and its students by:

- *Developing resources to successfully supplement programs and support students: honors, transfer, student scholarships, emergency grants, and textbook loans, and also working collectively with Crafton Hills College and donors to determine new high-priority initiatives as opportunities arise;*
- *Increasing its visibility, both within the Crafton Hills College campus and externally in the greater community by fully engaging its board of directors and implementing a comprehensive marketing and communications strategy; and*
- *Sustaining the organization through continued cultivation, relationship building, fundraising, and stewardship.*

Through these efforts, the Crafton Hills College Foundation will impact the lives of a greater number of students and further maximize its philanthropic mission.

Mission:

The Crafton Hills College Foundation is dedicated to cultivating meaningful relationships and raising funds that remove barriers, enhance opportunities, and empower students to strengthen our community.

Vision:

Sustainable philanthropy that lifts student achievement and fortifies our community.

Values: IDEAL

Integrity: Committed to honesty, transparency, and accountability in the management of resources.

Dedication: Foster an equitable educational environment with the necessary resources to support students' individual needs.

Equity: Encourage a respectful environment that embraces and respects the differences among individuals to create a stronger and more inclusive organization.

Alliance: Create opportunities for interaction and collaboration amongst individuals, groups, and organizations for mutual support.

Leadership: Promote advocacy and provide leadership and expertise to ensure that resources are available for students' educational success.



Strategic Directions

Strategic Direction 1:

Enhance opportunities and remove barriers for students.

Supporting Action 1.1:

Raise funds through annual and major gifts.

Key Results 1.1:

- Increase community awareness of the need for charitable gift support.
- Identify lead gifts from community leaders, Foundation board, retirees, and alumni.
- Increase board understanding of volunteer leadership. "People give to people."
 - Incorporate training into board meetings. Focus on cultivation, solicitation, and stewardship.
 - Each Foundation board member will make introductions to potential donors through their personal and professional networks.
- Develop an alumni engagement plan.
- Increase annual giving through the annual fundraising event, President's Circle, employee giving campaign (#TEAMCrafton), an annual appeal, and grants.
- Increase major and planned giving through naming opportunities, sponsor-a-seat campaign, and endowed scholarships.

Strategic Direction 2:

Develop and foster a culture of philanthropy.

Supporting Action 2.1:

Raise awareness of the Foundation's impact on students and the need for support.

Key Results 2.1:

- Develop an organization-wide value and responsibility for supporting students.
- Hold cultivation events such as the friend's luncheon, and leadership briefings, and host community groups on campus.
- Engage with alumni through newsletter and events.
- Be present in the community through presentations and active participation in service clubs, chambers of commerce, and city events and activities.
- Regular stewardship of existing donors including:
 - Sending individual scholarship information cards and thank you letters, and birthday cards.
 - Holding special events for President's Circle members.
 - Sending timely acknowledgment letters for all gifts.
 - Holding an annual scholarship reception.
- Recognize donors through press releases, personal contacts, and events such as the legacy wall unveiling and naming ceremonies.



Strategic Directions

Strategic Direction 3:

Enhance financial stewardship.

Supporting Action 3.1:

Protect assets, adhere to grantors' and donors' guidelines, and manage finances with accuracy, efficiency, and transparency.

Key Results 3.1:

- Increase the overall return on investments by properly managing funds.
- Process payments quickly and efficiently
- Maintain accuracy in the chart of accounts.
- Conduct a thorough annual audit to identify irregularities, inefficiencies, or areas of improvement.
- Regular reporting to the Foundation Executive Committee, Finance Committee and full board for full transparency, accountability, and accuracy in financial reporting.
- Send end-of-year tax letters to all donors with cumulative giving over \$100.
- Send end-of-the-fiscal-year donor fund update letters to all account holders with endowed scholarships or endowed program support funds.