



The West Anniston Foundation

**5 - Year Strategic Plan
2014 - 2018**

Goals

Success Indicators

Vision Statement

The West Anniston Foundation is recognized as the pre-eminent and most trusted community revitalization organization in the region.

Mission Statement

The mission of the West Anniston Foundation is to provide health, educational, and developmental resources that will create a sustainable community.

Community Outreach - Funding

Expand community outreach and services.

How do we measure our success?

- Increase scholarship awards by 100% by December 31, 2018 (Currently 10 awards are given annually)
- Hold at least one fund raiser annually starting in March 2015 - 2018
- Maximize financial assets of the WAF to ensure stability and long-term growth by having a Corporate Donors Program in Place by June 30, 2018

Organizational Performance

Improve the efficiency and effectiveness of the West Anniston Foundation.

How do we measure our success?

- Have a tracking system for working board member's participation in place by February 23, 2014 (this will include attendance, committee reports, financial contribution, participation at events, etc.)
- Have board gaps filled by December 31, 2018

What must go right?

Critical Success Factors •Fund raisers must be successful in order to raise the revenue desired for WAF activities •Must have reliable financial source(s) to be able to award scholarships and to ensure WAF stability and long-term growth •Must have connection to educational institutions in order to select students for scholarships •Budget must be monitored to ensure balanced spending and intake

What could hinder success?

Barriers •Lack of applications for scholarships •Not enough revenue collected to award scholarships •Quality of applicants not meeting the standards established by the WAF •Not enough staff to advertise scholarships and to thoroughly evaluate applications

How will we achieve the goal?

Strategies •Develop a corporate and individual funding list that will be used to solicit support for fund raiser(s) •Establish the kind of fund raiser(s) to be held annually •Develop an educational institutional contact list - utilize for scholarship awards and to identify school principals and counselors

What must go right?

Critical Success Factors •Must determine the kind of system to use software; Excel, Microsoft, etc. •Must define what constitutes a successful working board member •Different committees must meet often and compile reports •Board chair must have an effective mean of giving feedback to committee members etc. •The responsibility of developing and inputting tracking system information must be assigned •Must identify gaps in board representation for needed support (education, financial institutions, etc)

What could hinder success?

Barriers •Not selecting a tracking system that will capture targeted information in a timely manner •Not identifying user-friendly software quickly •No effective communication between individuals assigned to developing the tracking system

How will we achieve the goal?

Strategies •Utilize present board list to match desired representation with potential board members •Research and identify a tracking system that will meet requirements

The West Anniston Foundation

Action Plan

2014 - 2018

Opportunity / Task	Responsible Party	Target Date
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COMMUNITY OUTREACH - FUNDING

1. Research and compile a corporate and individual list of potential funders.	Kay Beard Jerry Glover	February 28, 2014 Ongoing through 2018
2. Determine level of sponsorship needed for long-term support of foundation.	Board and Staff	Ongoing
3. Contact potential funders - list will be divided among board and staff.	Board and Staff	April 30, 2014 Ongoing through 2018
4. Analyze kind of fund raisers that will yield the highest profit.	Board Chair	February 23, 2014 Ongoing through 2018
5. Contact institutions and set up visit with principals and counselors.	Board and Staff	Ongoing through 2018
6. Identify and match Board Members and Staff with potential corporate and individual sponsors/donors.	Board Members	Ongoing

ORGANIZATIONAL PERFORMANCE

1. Research and select software for tracking system.	Kay Beard Jerry Glover	January 31, 2014
2. Assemble tracking reports - Board chair will receive reports and present quarterly. Reports will highlight board's attendance, participation, etc.	Kay Beard Jerry Glover	Quarterly through 2018
3. Report tracking system finding to each committee.	Board Chair	Monthly Meetings - 2018

2018

Opportunity / Task

Responsible Party

Target Date

ORGANIZATIONAL PERFORMANCE - continued

4. Evaluate gaps in board representation and make decision to change present structure if necessary - Board will determine (set criteria for successful board member).

All Board Members

Ongoing

5. Review current by-laws and determine if action is required for ineffective board member.

All Board Members

June 30, 2014

ACKNOWLEDGEMENT

Thanks to each individual who participated in the exciting and dynamic process of updating the strategic plan for the West Anniston Foundation. Without your vision and enthusiasm, this plan would not be possible. Your commitment to serving will help make the West Anniston Community sustainable.

Participants

Kay Beard, Director of Operations
Jerry Glover, Board Member
Dennis Gibson, President of Board of Directors
Tycoma Miller, Outreach Coordinator
Cassandra Roberts, Vice President of Board of Directors
Alma Turner, Board Member

COMMITTEES

Community Outreach - Funding

Kay Beard
Jerry Glover
WAF Board
WAF Staff

Organizational Performance

Kay Beard
Jerry Glover
WAF Board

The Economic and Community Development Department of Alabama Power Company.



Always on.SM