

# Central Washington Catholic Foundation

## 2017 Strategic Planning Goals

### April 27, 2017

#### #1 Increase Board Capacity

In an effort to better represent the greater geographic and diverse community and to meet the ever growing demand for Catholic education, and to provide for a better distribution of work, the Foundation will increase the capacity of the Board of Trustees by increasing trustee membership to 17 in 2017, 18 in 2018, and 19 in 2019. The board will also seek to add advisory representation to each committee by adding a minimum of 2 in 2017, 4 in 2018, and 6 in 2019.

The Board of Trustees will meet 4 times a year – February (Retreat), May (Annual/Strategic), August, and November. The board will continue to utilize the consent agenda and seek to further define committee roles in order to increase efficiency. Each meeting will include training and connection to cause components.

#### #2 Planned Giving

In an effort to meet the ever growing demand for funding for Catholic education, the Foundation will create and launch a formalized Planned Giving Program. In 2017 the Foundation will establish an endowment for Catholic education and a Legacy Society, pursue Planned Giving training for the Executive Director and focus on program development. By utilizing the program and donor analytics, the Foundation seeks to build the endowment to \$100,000 in 2017, \$300,000 in 2018, and \$500,000 in 2019. The goal for Legacy Society commitments is \$1 million in 2017, \$3 million in 2018, and \$5 million in 2019.

#### #3 Sustainable Income

In an effort to provide sustainable income for administration and overhead, the Foundation seeks to secure a self-sustaining income. The Foundation will investigate potential sources of income in 2017, with a plan to launch a program or business in 2018. This income producing endeavor would ensure the Foundation was self-sustaining by the year 2027.

#### #4 Professional and Program Development

In an effort to advocate for effective, transformative Catholic education in our parishes and schools and to increase the number of youth who seek to remain active in the Faith as adults, the Foundation seeks to provide increasing support for professional and program development for Religious Education Catechists and Catholic school teachers.

A formalized plan addressing the current need for professional and program development will be prepared through feedback from Deanery meeting participation and DRE representatives in 2017. The Foundation seeks

to increase the level of Celebration of Faith funding that is dedicated to professional development and to prioritize funding and support for parishes that are determined to be in greatest need of assistance.

In 2018, the Foundation will seek to initiate, support, and provide additional funding for Catechists and Catholic school educators through professional development opportunities.

#### #5 Celebration of Faith

In an effort to meet the ever growing demand for funding for Catholic education, the Foundation seeks to ensure that tuition assistance remains available to all current recipients and 20 additional students annually, and in order to move progressively toward a 2/3 and 1/3 split between Catholic school education and parish religious education support, the Foundation seeks to increase the Celebration of Faith event goal by \$25,000 a year for the next 3 years.

The goal of \$345,000 in 2017 will require that the Foundation establish a Celebration of Faith Advancement Committee to coordinate Partner and Table Recruitment and increase board connections in each of the geographic areas. An increase or elevation of 6 Partners and 6 tables annually will ensure that 75% of the event goal is met before the night of the event.

The Celebration of Faith Planning Committee will seek to provide dynamic videos and speakers to ensure that the 2018 goal of \$370,000 and 2019 goal of \$395,000 are attainable.