

ASSIST

We pledge to continue to financially assist the Catholic parishes, schools, parents, students and ministries in our Diocese with educational needs that promote a Catholic education for all those who desire it.

GROW

We pledge to continue to develop and maintain programs, financial viability, and donor engagement that not only address immediate educational needs but anticipates the complex needs of the future.

INSPIRE

We hope, through the financial support we share with our Catholic community, that ethical, faith-filled leaders and followers of Christ will continue to share our mission and spirit of giving to others that reflect our Catholic values and care for others.

TRANSFORM

We hope that through the support of our generous donors, Board of Trustees and those who we support our mission, that Catholic education will continue to flourish and transform the lives of all those impacted by our programs, directly and indirectly.



2022-2027 STRATEGIC PLAN



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Our Mission
To Support Catholic Education

Our Vision
To provide enduring support for Catholic education and ministries of Central Washington

CW CATHOLIC FOUNDATION GOALS

VISIBILITY & MARKETING

Increase awareness of Foundation programs, grants, and opportunities for giving in our community.

- a. Attend, participate, or plan Masses, school events, reunions, and religious education events throughout the Diocese as a representative of the Foundation.
- b. Advance marketing efforts to outreach to include a strong online social media presence.
- c. Develop and establish a permanent Marketing Committee that will take initiative of creating, reviewing, and publishing necessary items including the Newsletter and other Foundation documents.



DONOR DEVELOPMENT

Continue to build meaningful relationships with new and existing shareholders in all regions of the Yakima Diocese and beyond.

- a. Continue to build and recruit at least two new Board Members a year that more fully represent the community of our schools and Parishes
- b. Increase Donor Engagement by holding at least two social events a year across the Diocese to share successes and program updates
- c. Work more collaboratively with the Parishes and Schools to target possible new donors, in addition to sharing more information about the Foundation to a larger audience by visiting each school and at least six parishes annually.
- d. Increase Donor Database engagement



FISCAL RESPONSIBILITY

Continue to strengthen the financial future of the CWCF.

- a. Endowment
 1. Continue to build the endowment portfolio to reach 8 million dollars by 2027.
- b. Donor Advised Fund Program
 1. To create a marketing plan that clearly communicates the Foundation's DAF program to the public and establish at least 5 DAF's by 2026 with a total value of at least \$500,000
- c. "Leaving a Legacy" Planned Giving Program
 1. Continue to expand outreach and knowledge of the Foundation's Planned Giving Program and Legacy Society through a variety of methods

