

Community Foundation of Greater Birmingham: Strategic Plan 2019-2029

**Vision:** A just, prosperous and unified region where every person is empowered to reach their full potential.

**Mission:** To ignite passion for transformational change.

**Values:** Lead, Inspire, Innovate, Include

Community Foundation Differentiators (Who We Are)

**The Foundation is systems-focused.**

We know that systemic issues are complex and potential solutions to these problems require a long-term view and commitment. We are focused on addressing root causes by: examining systems, policies and practices; being honest about who is excluded or disadvantaged by systems; supporting thoughtful people-centered programs and ideas that take bold steps toward meaningful change.

**The Foundation is people-powered, proactive, and focused on the long-term.**

We know that people lead change. Leading demands taking risks, and achieving transformational change requires long-term commitment. As stewards of permanent resources we are focused on the future, and are building on the history of our region's generosity and bold social change to achieve our vision.

What We Believe

Our people and places are diverse and unique assets to celebrate, nurture and grow.

By empowering people with the education, tools and resources they need to succeed, we tap into the unlimited potential that is inherent within us all.

By harnessing our collective energy and resources and channeling them for the greater, common good, we will build an inclusive and prosperous community.

Our Foundation is comprised of a community of givers that take action to affect positive change. We're committed to working with them to make our region stronger.

Our region can flourish when each of us goes beyond our own self-interests to embrace the mutuality of our fates and our futures.

We must acknowledge systemic barriers and be intentional in seeking equitable solutions to address them.

To build a network of civic leaders we must invest in efforts to inspire, equip and connect people.

By honoring donor intent in perpetuity, we ensure the resources entrusted to us are invested in positive, sustainable outcomes for our region.

People are changed through meaningful relationships, and it is important for diverse populations to interact and integrate in significant ways for our region to prosper.

By acknowledging our past and taking responsibility for our future, we can begin to address the underlying issues of poverty and racism in our community.

Diversity of thought is a critical ingredient for creativity and innovation. Communities are smarter, stronger and more prosperous when they embrace a wide variety of experience, perspective and wisdom.

By leveraging the resources and knowledge of the Foundation, donors and community partners, transformational change is possible.

The importance of combating apathy and injustice.

Long-Term Strategic Priorities

**Building Community**  
*for the greater good*

**Building Opportunity**  
*for everyone to be prosperous*

**Building Capacity**  
*for transformational change*

**Building Philanthropy**  
*in partnership with donors*

Our Commitments

Create opportunities to connect people and places across the community, celebrating what is good and diverse, bridging cultural differences and inspiring a sense of shared possibility for the future.

Work to remove barriers that prevent people from reaching their full potential, focusing on root causes of inequity and creating a clearer path to economic security and well-being for all.

Build on the strengths and diversity of the Foundation, community partners, and individuals in the community, increasing our collective capacity to lead and drive positive transformational change.

Nurture a community of givers, connecting people, ideas and resources in innovative ways. Steward resources, focusing on sustainable outcomes, accountability and enduring philanthropy.

Our Focus Areas

**Thriving Communities.** Recognize, connect and strengthen assets of communities and neighborhoods in our region to support and enhance quality of life for all.

**Economic Opportunity for All.** Support efforts to attract, develop and retain quality jobs in our community and pathways for people to access those jobs through training and education. Have a strong focus on equity, ensuring opportunity for those facing the greatest systemic barriers.

**Convening and Leading.** Bring people and funders together for strategic dialogue, planning and partnership building to solve community problems and build on community assets.

**Communication.** Engage with the community to share our work and build opportunities to learn together.

**Equity and Inclusion.** Our region is strengthened when we acknowledge past injustices and work towards healing, while finding ways to work together to build trust and common ground.

**Overcoming Persistent Poverty.** Identify and work to remove key barriers that keep individuals from realizing economic security and well-being.

**Research and Learning.** Utilize intensive research and learning to develop a deep understanding of issues, effective models and possible solutions.

**Asset Growth.** Grow the assets of the Foundation by building and strengthening partnerships with donors and implementing a fund development strategy to ensure funding for future impact.

**Regional Cooperation.** Support cooperation among communities and municipalities to build, sustain and promote assets and resources.

**Creative Problem Solving.** Work collaboratively with community and national partners to develop effective solutions to community-identified challenges and opportunities. Value diversity of thought, experience and background in shaping solutions that are effective, equitable and well supported.

**Innovative Philanthropy.** Serve as a center for innovative philanthropy through thought leadership, best practices, community-based philanthropy, technology and activities that promote philanthropy in the community.

**Organizational Culture and Structure.** Operate effectively, efficiently and through a lens of equity and inclusion; creating a culture that embodies our values.