



SOUTH CENTRAL COMMUNITY FOUNDATION

2023 - 2024 STRATEGIC PLAN

BOARD OF DIRECTORS:

- Chair** - Seth Filbert, Stafford County
- Vice Chair** - Brenda Fry, Comanche County
- Treasurer** - Luke Kumberg, Pratt County
- Secretary** - Judy Schrock, Barber County
- Member-at-Large and Past Chair** - Lance Dixon, Kingman County

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- Fred Kerr, Pratt County
- Jennifer Slater, Pratt County
- Derrick Ploutz, Rice County
- Hannah Sallee, Stafford County

STAFF:

- Executive Director** - Holly Launchbaugh
- Program Associate** - Hannah Brummer

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LETTER FROM THE BOARD PRESIDENT & EXECUTIVE DIRECTOR:

Dear South Central Kansas Communities,

Welcome to our newly created Strategic Plan for 2023 to 2024!

Thanks to a very challenging past few years, the Board of Directors and staff were eager to create a plan that allowed flexibility but also equally focused on creating lasting change in our seven county service area.

As a regional Foundation, we recognize the many communities we serve and hope to help with their similarities while also appreciating their differences.

This plan was designed by our Board of Directors, Staff, and input from many community members over the past year. We crafted this plan with measurable goals in mind and hope you enjoy reading through our intention!

Thank you for your continued support of SCCF and please let us know if you have any questions or input for the Foundation's goals.

Sincerely,



Seth Filbert
SCCF Board Chair
sethfilbert@gmail.com



Holly Launchbaugh
SCCF Executive Director
ed@sccfks.org

PURPOSES, MISSION STATEMENT, & VISION

COMMUNITY FOUNDATION DEFINED:

South Central Community Foundation recognizes the following definition for Community Foundations --

A community foundation is a tax-exempt, nonprofit, autonomous, nonsectarian philanthropic institution supported by the public with the long-term goals of:

- Building permanent, component funds established by many separate donors to carry out their charitable interests
- Supporting the broad-based charitable interests and benefitting the residents of a defined geographic area, typically no larger than a state
- Serving in leadership roles on important community issues

MISSION STATEMENT:

Our mission is to enhance the life, culture, and community of South Central Kansas by connecting people who care with causes that matter.

Tagline: Connecting people who care with causes that matter.

VISION:

Our vision is to create a thriving rural region of supported communities.

SUMMARY:

In the upcoming months SCCF will focus its time, energy, and resources on the four key goals:

- 1. STRENGTHENING & EXPANDING IDENTITY:**
Strengthen and expand the identity of South Central Community Foundation, Community, Education, and Outreach.
- 2. INCLUSIVE GROWTH:**
Raise more unrestricted dollars allowing SCCF to expand its reach.
- 3. GRANT MAKING:**
Continue the evolution of SCCF's competitive grant cycle.
- 4. CONNECTION:**
Continue connecting with current and potential donors to support their philanthropic goals.

SCCF BOARD S.W.O.T. ANALYSIS:

STRENGTHS:	WEAKNESSES:
<ul style="list-style-type: none">▪ Growth of portfolio▪ Position as a “regional” Foundation▪ Longevity▪ Scholarships▪ Focus on Youth▪ Online giving	<ul style="list-style-type: none">▪ Awareness▪ “Branding”▪ Potential grant increases▪ Greater exposure to young people▪ Greater donor connection/cultivation
OPPORTUNITIES:	THREATS:
<ul style="list-style-type: none">▪ Building on current reputation▪ Past success▪ Dedication of board and staff▪ Connect with attorneys, CPA, etc.▪ Strong donor history and success stories	<ul style="list-style-type: none">▪ Economy▪ Tax Structure▪ Thought of giving directly to charity▪ Turnover/succession▪ Uncertainty of focus of all counties

The Board was asked what they would like to see happen in the next 2 to 5 years?

- Continued accreditation with Council on Foundations National Standards
- Greater awareness of where and how funding has improved education
- More education of donors as well as increased ways to facilitate their wishes
- Stronger awareness of who and what SCCF is in all communities
- Stronger connection to each community

2023 – 2024 SCCF STRATEGIC PLAN: GOALS & ACTION STEPS

GOAL 1 - STRENGTHENING & EXPANDING IDENTITY: Strengthen and expand the identity of South Central Community Foundation with regards to community, education, and outreach.

ACTIVITIES	RESPONSIBILITY	TIMELINE
Visit all counties including civic organizations, senior centers, health fairs, schools, rotary, etc.	Staff with input from Board Members	January 2023, ongoing as needed
Update the Foundation Friends Policy	Staff and Board Members	January 2023, ongoing annually.
Develop marketing materials to promote our agency funds, identifying potential nonprofit fund holders.	Staff and Marketing Committee	February 2023, ongoing
Create a report to show the impact of annual grant making.	Staff	June 2023, ongoing

2023 – 2024 SCCF STRATEGIC PLAN: GOALS & ACTION STEPS

GOAL 2 - INCLUSIVE GROWTH: Raise more unrestricted dollars allowing SCCF to expand its reach.

ACTIVITIES	RESPONSIBILITY	TIMELINE
Focused Fundraising efforts	Staff and Board Members	January 2023 to September 2024
Create Marketing Campaign spotlighting services SCCF provides to its service area	Staff and Marketing Committee	January 2023
Create and professionally print updated brochure for: general, grants & scholarships, YMAD Council	Staff	January 2023

2023 – 2024 SCCF STRATEGIC PLAN: GOALS & ACTION STEPS

GOAL 3 - GRANT MAKING: Continue the evolution of SCCF's competitive grant cycle to strengthen nonprofits.

ACTIVITIES	RESPONSIBILITY	TIMELINE
Develop a plan and guidelines using the information gathered from the 2022 Listening Tours	Staff and Board Members	Grant Cycle 2023 - 2024

2023 – 2024 SCCF STRATEGIC PLAN: GOALS & ACTION STEPS

GOAL 4 - CONNECTING: Continue connecting with current and potential donors to support their philanthropic goals.

ACTIVITIES	RESPONSIBILITY	TIMELINE
Provide consistent quarterly statements and newsletters	Staff	Ongoing
Continue promotion of Estate Planning to ensure every community member has access.	Staff and Board Members	Ongoing
Identify events for Legacy Society members and/or a separate Legacy Society Event.	Staff and Board Members	Started in April of 2022, continue annually
Lunch and Learn opportunity	Staff and Board Members	Quarterly online or annually in each County?

CONCLUSION:

“Strategic planning is an organization’s process of defining its direction and making decisions on allocating its resources to pursue this plan.”

Thanks to numerous volunteers, community members, and the Board of Directors input, South Central Community Foundation has identified our goals for the next two years, ending shortly after our 30th Anniversary.

We take so much pride in the responsibility to serve you and we hope this plan provides a clear snapshot of our intentions.

The Board of Directors and Staff will be reviewing this document annually, and we welcome input or feedback at any time.

Please reach out to the Foundation at (620) 672.7929 or ed@sccfks.org.

Holly Launchbaugh
Executive Director