The Elevator Escalator Safety Foundation is the leading resource for educational programs on the safe use of elevators and escalators.

OUR VISION
A world free of elevator and escalator accidents.

OUR MISSION
To promote public safety and prevent accidents by educating the public on the proper use of elevators and escalators.

OUR GOALS

Marketing/Communications: Develop a marketing plan to communicate the Foundation’s programs.

- Objective #1: Promote program awareness through both online and “offline” marketing efforts.
- Objective #2: Increase email communications.
- Objective #3: Increase social media awareness.

Donor & Industry Relationships: Elevate our industry relationships through communication, accountability and transparency.

- Objective #1: Establish regular communication of Foundation activities including fundraising and program updates; financial information, events and opportunities.
Elevator Escalator Safety Foundation

EESF STRATEGIC PLAN

Financial: Grow the resources of the Foundation to support its goals and objectives.

- Objective #1: Increase revenue opportunities by exploring grant programs, new fundraisers, matching programs and company challenges.
- Objective #2: Expand the donor base beyond the elevator/escalator industry (i.e., building industry, insurance companies, parenting organizations, etc.)
- Objective #3: Review existing fundraisers and identify ways to increase revenue and/or reduce expenses.
- Objective #4: Work with existing donors to encourage sustained giving programs.

Infrastructure/Operations: Develop a disaster recovery plan and standard operating procedures for the effective operation of the Foundation.

- Objective #1: Rewrite standard operating procedures. Create a list of business procedures to ensure continuity of service.
- Objective #2: Develop a disaster recovery plan; secure and store critical information for sustainability in the event of a catastrophic event.

Elevator Escalator Safety Foundation
11 North Water Street #1015
Mobile, AL  36602
251-479-2199 | www.eesf.org

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