The Northshore Community Foundation is looking ahead to ensure we remain a vital force, positively impacting the people and places on the Northshore. As a connector, thought leader and convener, we asked for your input and you gave it. Based on the guidance of hundreds of responses, below are the four broad themes and related strategic initiatives which will be our focus.

**Engagement – Expand opportunities for philanthropy in the region**
- Identify and create pathways for local nonprofits and foundation donors to connect
- Develop unique platforms to promote philanthropy on the Northshore
- Develop and execute a plan for Foundation stakeholders to actively participate in philanthropy

**Brand – Simplify and magnify the Foundation’s message**
- Adopt StoryBrand model for Foundation communication
- Develop opportunities for Foundation stakeholders to become messengers themselves
- Ensure messages are relatable and relevant across diverse audiences

**Growth – Increase participation in the Foundation’s work**
- Actively promote the value and impact of holding a fund at the Foundation
- Create an inclusive culture that promotes anyone’s ability to make a difference
- Identify and cultivate new segments of potential partners for the Foundation’s work

**Sustainability – Ensure the Foundation has ample resources to continue to serve**
- Create new, diverse opportunities for financial support of the Foundation
- Leverage ongoing Foundation work to increase Foundation financial resources
- Create methods to ensure Foundation resources are protected regardless of economic, cultural and environmental challenges

**MOVING FORWARD – A Membership Driven Model**

The Foundation is a fundholder and member focused organization where our engagement and activity are driven by and for the people, companies and partners that support our philanthropic work. Through this model, we will increase engagement, magnify the brand, grow our impact and ensure our sustainability.

New and Enhanced Opportunities for Members and Fund Holders in 2019 to include:
- Reformatted Annual Meeting
- Impact Bus Tour
- State of Philanthropy Roundtable
- Organized “Days of Service”
- Bi-Monthly Nonprofit Trainings
- Quarterly Executive Director Roundtable Sessions
- Mission Connect – a vehicle to connect our nonprofit members with our fundholders
- Youth in Philanthropy field trips highlighting service work with local nonprofits
- Monthly connection to local philanthropic/service opportunities