VISION
Engaged citizens. Thriving communities.

MISSION
To create opportunities for people to live in and help build strong, vibrant communities, achieve economic success, and enjoy a high quality of life.

GUIDING PRINCIPLES
We engage in activities and apply our resources guided by the following principles:

- **Seek the Greatest Impact:** We are driven to deliver community-wide benefit, significantly improve people’s lives and reduce disparities.
- **Support Community-Driven Solutions:** We invest in the efforts of individuals, organizations and communities dedicated to improving their circumstances through hard work and the application of local resources.
- **Foster Collaboration:** We support collective approaches and partner broadly to address complex issues. We respect the expertise and viewpoints of our partners and work with them to achieve shared goals.
- **Take Action:** We make challenge grants to fund capital projects, support promising and proven programs, and improve nonprofit performance. We convene and build capacity within the fields we support. We launch initiatives. We use research, communications and advocacy to advance practice and improve policy.
- **Commit to Outcomes:** We believe in setting bold goals and recognize that we may need to take risks and commit to longer-term solutions to make significant progress.
- **Learn and Improve:** We use data and evaluation to learn, hold ourselves accountable for achieving goals, improve our performance and share what we learn with our partners.

GEOGRAPHIC PRIORITIES
We appreciate, respect and celebrate the diversity of the communities we serve. Each community has its own unique strengths and challenges; yet many face similar issues that might benefit from sharing successful practices or regional solutions. We also recognize that we may need to pay particular attention to communities that face disproportionate needs. Specifically, we invest in efforts to develop and implement statewide solutions for Nebraska, and regional solutions in the Omaha metro and other key Nebraska regions. We also make grants to support high-potential projects in communities throughout Nebraska and western Iowa.
IMPACT AREAS
We pursue our mission through three impact areas in which we invest in proven and promising programs, systemic solutions, capital projects, planning and capacity building, and policy development.

- **Youth Pathways to Success**: Increase the number of youth who progress in their education and secure meaningful employment.
  - **Cradle-to-Career Alignment**: Better align P-16 education systems, out-of-school time programs, community and family supports, and employers.
  - **College Access and Success**: Ensure youth are able to gain admission to, attend, and complete higher education ready to enter a meaningful career.
  - **Youth Development**: Enable youth, particularly vulnerable youth, to access the programs and services they need to be prepared for academic, personal, and professional success.

- **Economic Growth and Opportunity**: Bolster a vital, diverse and growing economy that advances individual and community prosperity.
  - **Economic Development**: Support initiatives and projects with the potential to significantly improve Nebraska’s economic competitiveness, strengthen regional economies, and revitalize distressed communities.
  - **Talent Development**: Cultivate a skilled workforce that fuels economic growth through efforts that develop and recruit talent for high wage jobs, foster entrepreneurial activity and engage and retain professionals.
  - **Economic Opportunity**: Expand opportunities for low-income workers to develop skills, secure and sustain higher paying jobs, build assets and achieve greater economic independence.

- **Strong and Vibrant Communities**: Support local efforts to build thriving communities.
  - **Community Empowerment**: Strengthen communities’ ability to pursue their own future through leadership development, capacity-building, planning, and resident engagement.
  - **Quality-of-Life Amenities**: Increase access to quality civic, arts, cultural and recreational amenities.
  - **Community-Wide Health and Human Services**: Invest in programs and initiatives that address community-wide needs and reduce disparities.

- **Emergent Issues and Opportunities**: The foundation also considers requests outside of our three primary areas of focus to fund projects with high potential for impact and learning.