

THE  
community  
foundation  
FOR NORTHERN VIRGINIA



**Strategic Plan | 2020-2022**

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[www.cfnova.org](http://www.cfnova.org)

## MISSION

**TO GROW PHILANTHROPY** to respond to critical need, seed innovation, and lead and convene the community.

To fulfill our mission, we:

**BUILD** permanent community endowments to help meet the region's needs for generations to come

**EDUCATE** the region on local needs to promote impactful philanthropic investments

**SUPPORT** donors with their philanthropic giving by offering donor advised funds, scholarship funds, designated funds, permanent funds, and other charitable giving vehicles

**ENCOURAGE** donors to invest their charitable dollars locally

**LEAD AND CONVENE** the community to help us define, and then act upon, the biggest challenges we face and the greatest opportunities we have

## VALUES

THE COMMUNITY FOUNDATION FOR NORTHERN VIRGINIA is committed to building a community that works for everyone.

Our community is stronger when all people are respected, welcomed, and invited to share their assets and contributions in community building.

We work to bring about a more equitable and inclusive prosperity that marries our economic strength with the full breadth of our diverse community.

We are wholeheartedly devoted to our neediest neighbors and most vulnerable and marginalized populations, and work tirelessly to better meet their needs.

## STRATEGIC GOAL #1 – Equity, Diversity and Inclusion

The Community Foundation lives its values and promotes them more visibly and widely. The Community Foundation uses equity, diversity and inclusion as a lens through which we conduct all activities, both internal and external.

## STRATEGIC GOAL #2 – Civic Leadership

The Community Foundation is a civic and social leader and mission driven advocacy organization.

### **Respond to Critical Need**

- Support local nonprofits through discretionary grants that respond to need
- Host First Tuesday meetings to connect with and engage our nonprofit grantees and develop deeper relationships with them

### **Seed Innovation**

- Host “thought lab” Innovation Breakfasts introducing new and innovative ideas to inspire and demonstrate what is possible in community
- Use the Innovation Fund as a strategic source of grants to promote innovation in our region

### **Lead and Convene the Community**

- Host an annual Shape of the Region Conference in partnership with other umbrella organizations that helps our region define, and then act upon, the biggest challenges we face and the greatest opportunities we have
- Maintain the Opportunity Index and share data and trends with local leaders to help develop a common understanding of the region’s needs and priorities
- Promote Community Wealth Building in Northern Virginia. Support an emerging anchor collaborative to encourage local hiring and skills acquisition for the hard to employ segment of the workforce
- Highlight the Community Foundation’s accomplishments and goals at the Raise the Region Gala
- Support participation in the 2020 Census by the residents of our service area through Count the Region. Support local complete count committees and create a Northern Virginia regional complete count committee
- In partnership with the Northern Virginia Regional Commission, conduct up to 5 “listening sessions” in the region with recent immigrants and create a One Region welcoming plan for the region
- As the Civic Leadership Committee and the Board of Directors may approve, engage in additional civic leadership initiatives as they may arise

## STRATEGIC GOAL #3 – Growth

- The Community Foundation continues to build the Permanent Fund for Northern Virginia and grow the donor established fund asset base. The Community Foundation maintains annual support for its operating needs.