

**1) Becoming a High Value, High Performing Foundation**

**Purpose Statement**

“Build and nurture the Foundation as a high value, high performing organization that advances the vision and mission of the State System through excellence in fundraising for the purpose of enhancing student persistence and success, meaningful donor stewardship, and passionate advocacy throughout the Commonwealth.”

**FYE 2018 Goals**

**Raise an additional \$70,500 or \$775,500**

**Increase endowed funds by \$56,838/ and add 1 new endowed fund**

**Assess and address governance topics including culture, diversity, succession planning and committees**

| <b><u>Fundraising</u></b>   | <b><u>FYE 2017</u></b> | <b><u>FYE2018</u></b>  | <b><u>FYE 2019</u></b> | <b><u>FYE 2020</u></b> | <b><u>FYE 2021</u></b> | <b><u>FYE 2022</u></b> |
|---|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| Goal to increase fundraising by 10% or more every year  | 705,000                | 775,000                | 852,000                | 937,750                | 1,031,525              | 1,134,677              |
|   |                        |                        |                        |                        |                        |                        |
| <b><u>Endowment</u></b>   | <b><u>FYE 2017</u></b> | <b><u>FYE 2018</u></b> | <b><u>FYE 2019</u></b> | <b><u>FYE 2020</u></b> | <b><u>FYE 2021</u></b> | <b><u>FYE 2022</u></b> |
| Goal to increase the amount of endowed funds by 5% and the number of endowed scholarships by 10% every year in order to stabilize scholarship funding in perpetuity |                        |                        |                        |                        |                        |                        |
| Total Endowment   | 1,136,772              | 1,193,610              | 1,253,290              | 1,315,954              | 1,381,751              | 1,450,838              |
| Number of endowed scholarship funds   | 9                      | 10                     | 11                     | 12                     | 13                     | 14                     |
| Number of endowed scholarships available  | 44                     | 48                     | 52                     | 56                     | 60                     | 64                     |
|   |                        |                        |                        |                        |                        |                        |
| <b><u>Governance/Board of Directors</u></b>   | <b><u>FYE 2017</u></b> | <b><u>FYE 2018</u></b> | <b><u>FYE 2019</u></b> | <b><u>FYE 2020</u></b> | <b><u>FYE 2021</u></b> | <b><u>FYE 2022</u></b> |
| Determine optimal governance structure of Foundation to effectively carry out its commitments   |                        |                        |                        |                        |                        |                        |
| Assessment/Demographics   |                        | Begin assessment       |                        |                        |                        |                        |
| Succession Planning (Board and Staff)   |                        |                        |                        |                        |                        |                        |
| On-boarding   |                        |                        |                        |                        |                        |                        |

**Governance/Board of Directors (continued)**

**FYE 2017**

**FYE 2018**

**FYE 2019**

**FYE 2020**

**FYE 2021**

**FYE 2022**

Committees and Committee Charters  
 Roles and Responsibilities with established goals for outreach and contacts  
 Serve on Boards across the Commonwealth to represent SS Foundation

**2) Sharing Our Story and Communicating**

Purpose Statement

The State System Foundation shares its mission through strategic engagement and stories of success for the benefit of the students of the public university system

**FYE 2018 Goals**

**Complete the 6 identified goals with the help of an outside agency or consultant  
 Increase donors to 39 and major gift qualified prospects to 5**

**Messaging, Branding and Tools**

**FYE 2017**

**FYE 2018**

**FYE 2019**

**FYE 2020**

**FYE 2021**

**FYE 2022**

Goal to refine State System Foundation message, align our brand with the State System and develop tools for advocates to share with various constituents.

Engage consultant and implement all action steps listed

Sub-Committee to work with consultant to:

Refine message

Develop speaking points

Craft case for support

Finalize 2 stand alone proposals

Produce appropriate electronic, print and other collateral pieces

**Messaging, Branding and Tools (continued)**

Determine target audiences to receive our story (foundations, corp, indiv, BOG, BOD, etc)

**FYE 2017**      **FYE 2018**      **FYE 2019**      **FYE 2020**      **FYE 2021**      **FYE 2022**

**Sharing Our Story**

Goal to increase the number of donors and prospects by 10% or more each year

**FYE 2017**      **FYE 2018**      **FYE 2019**      **FYE 2020**      **FYE 2021**      **FYE 2022**

Number Donors

36                      39                      43                      47                      52                      57

Number Prospects

5                      6                      7                      8                      9

**3) Aligning with the State System**

Purpose Statement

The Foundation is committed to exclusively supporting the mission and vision of Pennsylvania's State System of Higher Education and its constituent universities. Our focused fundraising and relationship building efforts will align with System priorities and needs.

**FYE 2018 Goals**

**Increase the number of scholarships for rising juniors and seniors by 60 to 356**

**Increase funding for scholarships for rising juniors and seniors by \$29,000 (\$319,000) and workforce development by \$5,000 (\$55,000)**

**State System Partnership**

**FYE 2017**      **FYE 2018**      **FYE 2019**      **FYE 2020**      **FYE 2021**      **FYE 2022**

Goal to focus our fundraising efforts on System needs and priorities, increase the number of scholarships available by 20% annually

Persistence/Completion Scholarships for Rising Juniors/Seniors

296                      356                      427                      512                      614                      736

Work Force Development OOC/BOG Special Initiatives

1

## State System Foundation Strategic Plan Scorecard

| <u>Philanthropic Impact</u>   | <u>FYE 2017</u> | <u>FYE 2018</u> | <u>FYE 2019</u> | <u>FYE 2020</u> | <u>FYE 2021</u> | <u>FYE 2022</u> |
|---|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| Goal to increase funding for scholarships 10% and workforce development 10% annually in and by 50% in 5 years |                 |                 |                 |                 |                 |                 |
| Scholarships  | 290,000         | 319,000         | 348,000         | 377,000         | 406,000         | 435,000         |
| Workforce Development   | 50,000          | 55,000          | 60,500          | 66,550          | 73,205          | 80,525          |