



Community Foundation for
NORTHEAST MICHIGAN

FY 2025 - FY 2028 STRATEGIC PLAN

OUR MISSION: We fulfill the charitable goals of our donors and address the current and future needs of our communities.

OUR VISION: We build strong, vibrant, and sustainable communities through the power of everyone's giving.



ASSET DEVELOPMENT AND STEWARDSHIP

Strategy

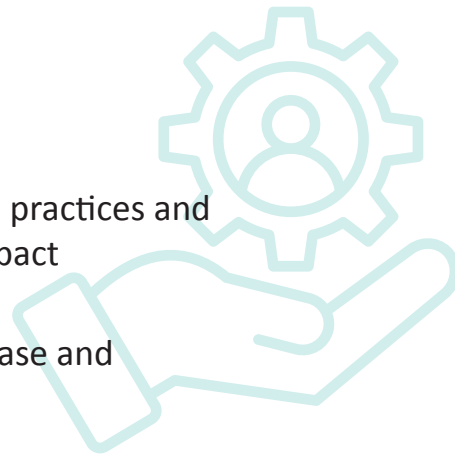
Develop and implement development and stewardship practices and processes to increase Foundation assets for greater impact

Objective 1

Grow the Foundation's least and less-restricted asset base and increase grantmaking flexibility

Objective 2

Grow and diversify the Foundation's circle of friends



MARKETING AND COMMUNICATIONS

Strategy

Increase overall awareness of CFNEM

Objective 1

Refine and expand CFNEM marketing and communications activities

Objective 2

Enhance outreach and presence in all counties



YOUTH SUPPORT

Strategy

Improve efficiency and impact in scholarship and youth support programming

Objective 1

Address scholarship funds that are underutilized and/or awarding small amounts

Objective 2

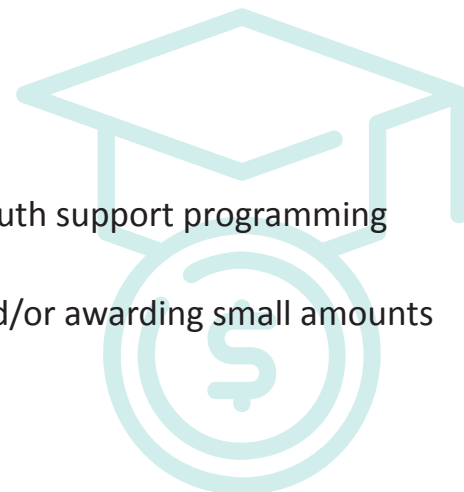
Support skilled trades

Objective 3

Create additional options for supporting youth

Objective 4

Continue to expand and develop YAC members' community engagement and grantmaking



GRANTMAKING

Strategy

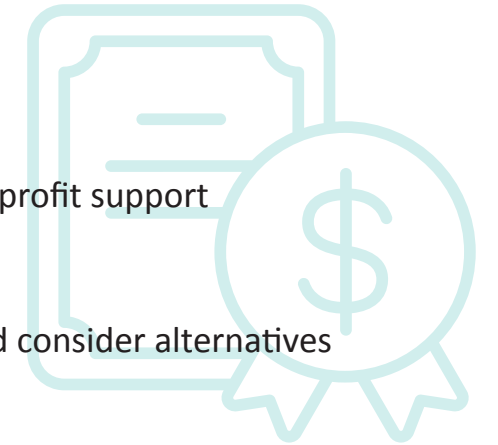
Improve the Foundation's grantmaking and nonprofit support efforts for greater impact

Objective 1

Evaluate current CFNEM grantmaking cycles and consider alternatives

Objective 2

Make larger, more impactful, proactive grants



GOVERNANCE AND OPERATIONS

Strategy

Improve the Foundation's internal practices and infrastructure

Objective 1

Streamline board recruitment and orientation practices to increase board diversity and ensure preparedness for board service

Objective 2

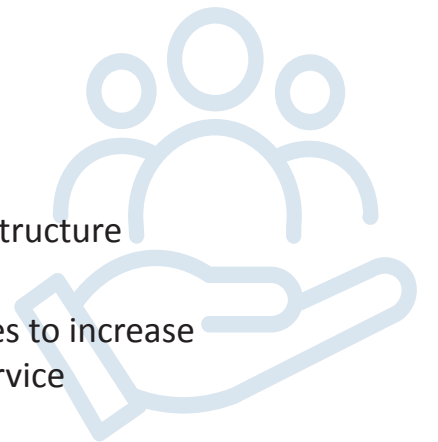
Enhance the experience and engagement of our Trustees through site visits and direct connections to the Foundation's impact

Objective 3

Ensure CFNEM continues to be a satisfying place to work by consistently addressing our corporate culture

Objective 4

Prepare for eventual staff transitions by developing comprehensive succession plans



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