

# Padilla Bay Foundation

## Strategic Plan: 2020—2023

### *Board Development*

#### **Goal: Strengthen our organizational leadership**

- Nurture team building among board members, and between Reserve staff and the Foundation board
- Provide education and development opportunities to board members and Foundation staff
- Create and maintain a racially and culturally diverse and effective board

### *Finances*

#### **Goal: Ensure financial stability**

- Collaborate with the Reserve to identify needs for Foundation fundraising efforts
- Ensure that grant funds are a key source of funding
- Maintain relationships with potential event/program sponsors as a source of event/program funding
- Maintain a gift shop that positively contributes to the Foundation's financial health
- Provide a variety of options for supporters to financially contribute to the Foundation
- Maintain or reduce General Fund expenses
- Update non-profit rating sites and Wa Department of Revenue site
- Utilize professional financial management processes and tools

### *Constituent Relations*

#### **Goal: Expand our relations with constituents**

- Maintain adequate number of staff positions filled by skilled employees
- Involve community volunteers in Foundation initiatives
- Maintain an effective Constituent Resource Management (CRM) database
- Maintain an active and robust Foundation membership
- Create a variety of "branded" materials for regular and consistent communications
- Promote public awareness, understanding and support of the Foundation

### *Organizational Operations*

#### **Goal: Provide efficient and effective administration, operations and records management**

- Maintain clear guidance for board and staff implementation of procedures and records management
- Maintain an efficient structure for the organization's records
- Maintain up to date written office operations and procedures
- Ensure adherence to "best practices" standards with regard to financial and legal obligations

### *Programs and Events*

#### **Goal: Strengthen and increase the number and variety of programs and events**

- Collaborate with the Reserve to broaden the variety of events and programs held at the Reserve
- Heighten awareness of Foundation initiatives within the local community