

Impact Areas:

Arts

Community
Development

Education

Nonprofit
Effectiveness

Well-being

Our Strategic Plan 2016 - 2018

Vision

To be the most trusted resource for growing philanthropy to improve communities throughout the Atlanta region

Mission

To strengthen our region by providing quality services to donors and innovative leadership on community issues

Goal

The Foundation expands its philanthropic reach and impact



Connecting passion with purpose

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Atlanta Prospers with Philanthropy

Past, Present & Future



Strategic Plan 2016-2018

Past

Present

Future

Atlanta prospers with philanthropy.

Atlantans have seen evidence of this since our region's genesis in the mid-1800s. We need the support of Atlanta philanthropists now more than ever. There are critical needs in our community that must be addressed, and we need strong philanthropists to help us solve them. The Community Foundation's knowledge of solution-based programs, combined with the resources our donors entrust to us, are a powerful force for good that will continue to help Atlanta prosper.

Past

George and Pearl Strickland Fund

Pearl Strickland achieved a dream that was not possible for her husband, George, by graduating from college with a degree in home economics in 1909. George left school early to help support his family, and had a successful, 43-year career with the railroad. Their original \$500,000 gift in 1985 was earmarked to fund scholarships at Atlanta's historically black colleges and universities. Today, the corpus of the fund has grown to \$2 million, four times the original gift, with more than \$840,000, or

1.7 times the gift distributed in scholarships. This growth shows our financial rigor and the vast legacy that's possible from just one gift.



Present

Angie and Sam Allen

Angie and Sam Allen were among a groundswell of donors who felt compelled to act after attending our Robert Putnam event in 2015. He discussed how the American dream of 'equality of opportunity' is threatened, and action must be ignited. After a series of qualitative focus groups with donors, the Foundation realized there was a passionate group of like-minded people eager to close the opportunity gap. The "Spark Opportunity" circle, dedicated to this issue, was formed in response.



Future

Kay Innovation Fund

After being a donor family for more than 15 years, Michael and Ann Kay have a deep understanding of the Community Foundation and the work we do. To that end, they set up an Innovation Fund with a \$250,000 gift. The fund can be used at the discretion of the Community Foundation's Board to address a critical need on the horizon that emerges for which there is no existing means of support when the Foundation engages. Just like the Foundation got involved with Gay-Related Immune Deficiency in the infancy of what is now known as AIDS, the Kay Innovation Fund empowers the Foundation forward with a world of possibilities close to home.

Objectives

Reach \$1.6B in assets including new planned gifts and assets under management

Grant \$330M

Leverage \$15M of external dollars that are in line with our philanthropic priorities

Create a network of perpetual ambassadors for the Foundation and its work

Establish the Foundation as the region's philanthropic thought leader

Attract new donors to the Foundation

Strengthen the region's capacity to address critical community needs

Strategies

Advance operational excellence