

<b>Cornerstones</b> Three cornerstones recognized as essential to SLSF’s continued success reviewed during strategic planning years.	<b>Focus/Long-Term Goals</b> The area of focus under each corner stone. These are broad ideas that are developed every 3 – 5 yrs. during strategic planning.	<b>Short-Term Goals</b> What we need to do to address our long term goals, annually, under each focus/long term goal.	<b>Measurable Objective</b> The measurable actions that will tell us that we are succeeding.	<b>Status</b> The progress report for each objective.
<b>Fundraising</b>	<b>Fundraising</b>			
<p><b>Goals completed by:</b>                      Nanette                      Cathy                      Tracey                      Megan</p>	<p>Ensure maintenance of current fundraising levels through implementation of targeted, effective fundraising efforts</p>	<ul style="list-style-type: none"> <li>Continue to provide a calendar of quality fundraising events</li> <li>Seek out additional sponsors by attending networking events and area chamber of commerce events.</li> <li>Identify new, smaller sponsorship opportunities for targeted NWSRA events</li> <li>Research and contact companies within the 17 park district area that can be enlisted as SLSF partners</li> </ul>	<ul style="list-style-type: none"> <li>Provide at least 8 fundraising events</li> <li>Contact 5 new potential sponsors</li> <li>Identify 3 new sponsorship opportunities for targeted NWSRA events</li> <li>Research and contact 3 companies within the 17 park district area</li> </ul>	<ul style="list-style-type: none"> <li>SLSF has confirmed 8 events for the 2017 year. They are listed on the calendar and each has a committee and venue in place.</li> <li>The GMFS had three new sponsors</li> <li>The Buffalo Grove Outing had a brand new presenting sponsor: CDE Collision Centers</li> <li>SLSF met with the Arlington Heights Pipe and Cigar shop who will be new</li> </ul>

		<ul style="list-style-type: none"> <li>• Create and promote an individual giving opportunity that allows for small monthly gifts given automatically through an online processor.</li> </ul>	<ul style="list-style-type: none"> <li>• Create and promote one individual giving opportunity with monthly gift option</li> </ul>	<p>sponsors at the Arlington Classic and are interested in additional opportunities.</p> <ul style="list-style-type: none"> <li>• SLSF has hired an outside firm to create a development plan for the foundation.</li> <li>• The Sch/HE Rotary will sponsor the Northern and Southern Stars Halloween Dance and volunteer as well.</li> <li>• Nanette is asking board members to give a monthly gift using the online portal. They have agreed, but the portal is changing and the ability to make monthly</li> </ul>
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SLSF 2017 Foundation Goals

		<ul style="list-style-type: none"> <li>If adequate funds are not received by June, the Sensory Room will be the focus of the Gala's Impact Auction.</li> </ul>		<ul style="list-style-type: none"> <li>Celebrate Ability's Impact Auction will be the HP Sensory Room.</li> <li>SLSF's Holiday Annual Appeal will be restricted to purchase items for the HP Sensory Room.</li> </ul>
<b>Marketing and Technology</b>				
<p><b>Goals Completed by:</b>            Brian            Production Coordinator            Tracey            Nanette            Cathy            Megan</p>	<p><b>Marketing &amp; Technology</b>            Build brand awareness in the community and with potential partners</p>	<ul style="list-style-type: none"> <li>Use the SLSF name/logo on all communications</li> <li>Send the SLSF Impact in an electronic format sent semi-monthly to all SLSF donors and all NWSRA participants for whom we have email addresses.</li> <li>Publicize and maintain the new SLSF website</li> </ul>	<ul style="list-style-type: none"> <li>Publish the SLSF name/logo in at least 5 print communications and 5 online outlets</li> <li>Send the SLSF Impact bi-monthly</li> </ul>	<ul style="list-style-type: none"> <li>Goal achieved. SLSF events posted in over 20 online calendars, multiple social media sites, e-mail campaigns, newspapers, videos, posters, invitations, flyers, rack cards, annual report, donation cards, website, etc.</li> </ul>

**SLSF 2017 Foundation Goals**

	<p>Ensure functionality and enhance efficiency of SLSF donations and event registration systems through effective IT solutions.</p>	<p>accessible from the NWSRA website</p>	<ul style="list-style-type: none"> <li>SLSF will distribute tee shirts with the SLSF logo that will be given to volunteers at events.</li> </ul>	<ul style="list-style-type: none"> <li>Goal achieved. SLSF Impact is sent bi-monthly</li> <li>SLSF has ordered new volunteer tee shirts</li> <li>SLSF has hired Gesture, Inc. to run the online bidding and registration process for the Gala.</li> </ul>
<b>Community Relations</b>				
<p>Goals Completed by: Nanette Cathy Tracey Megan</p>	<p><b>Community Relations</b></p> <ul style="list-style-type: none"> <li>Increase the SLSF identity in the communities served by NWSRA</li> </ul>	<ul style="list-style-type: none"> <li>The SLSF staff and board will work together to identify young professionals and community members that may be interested in serving on an event committee.</li> <li>Partner with an outside firm to promote SLSF as a targeted charity beneficiary.</li> </ul>	<ul style="list-style-type: none"> <li>Identify 3 young professionals and community members</li> <li>Partner with 1 outside firm to promote SLSF as a targeted charity beneficiary.</li> <li>Nominate at least 2 volunteers for service awards</li> </ul>	<ul style="list-style-type: none"> <li>A young NWSRA part-time staff member has joined the Fashion Show committee</li> <li>Dakota K once again highlighted SLSF in their Feb/March promotion</li> </ul>

		<ul style="list-style-type: none"> <li>Nominate volunteers for service awards (IPRA, Kevin T. Kendrigan Spirit Award and other community awards).</li> <li>SLSF staff members will join or maintain memberships in local service clubs and chambers of commerce</li> </ul>	<ul style="list-style-type: none"> <li>Join or maintain memberships in at least 2 local service clubs or chamber of commerce</li> </ul>	<ul style="list-style-type: none"> <li>Tracey, Nanette and now Cathy are all Rotarians.</li> <li>Megan became a member of the Palatine Jaycees.</li> <li>Continued membership in the Arlington Heights and the Rolling Meadows Chambers of Commerce.</li> </ul>
Goals Completed by: Nanette Cathy Tracey	<b>Community Relations</b>  Strengthen SLSF Board Member commitment	<ul style="list-style-type: none"> <li>Discern reasons for Board Members sitting on the board, their individual skills and how to make those skills work on the board.</li> </ul>	<ul style="list-style-type: none"> <li>Meet with each non park district director board member at least once during 2016</li> </ul>	<ul style="list-style-type: none"> <li>In 2017 NS will meet with all board members.</li> <li>A spreadsheet is filled in after each</li> </ul>

		<ul style="list-style-type: none"> <li>• Enable the SLSF staff to respond to the requests made by board members</li> <li>• Identify current Board Member levels of commitment and promote further opportunities</li> <li>• Encourage SLSF Board Members to maintain or increase their personal commitment to the viability of SLSF.</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain a spreadsheet of the board member responses from the individual meetings</li> <li>• Create an individualized Board Member giving analysis to create an annual commitment plan</li> <li>• Host discussions with Board Members on maintaining or increasing their personal commitment at individual Board Member meetings.</li> </ul>	<p>board member meeting.</p> <ul style="list-style-type: none"> <li>• Each board member has a profile sheet that is updated annually. Nanette will discuss this sheet at each board member meeting.</li> <li>• SLSF will continue to include information about fundraising best practices at board meetings and in the monthly SLSF Board member updates.</li> </ul>
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