

Cornerstones Three cornerstones recognized as essential to SLSF's continued success reviewed during strategic planning years.	Focus/Long-Term Goals The area of focus under each corner stone. These are broad ideas that are developed every 3 – 5 yrs. during strategic planning.	Short-Term Goals What we need to do to address our long term goals, annually, under each focus/long term goal.	Measurable Objective The measurable actions that will tell us that we are succeeding.	Status The progress report for each objective.
Fundraising <u>Goals completed by:</u> Nanette Cathy Tracey	Fundraising Ensure maintenance of current fundraising levels through implementation of targeted, effective fundraising efforts	<ul style="list-style-type: none"> • Continue to provide a calendar of quality fundraising events • Seek out additional sponsors by attending networking events and area chamber of commerce events. • Maintain current grant timeline. • Research and apply for new grants that support the goals of the foundation. • Identify new, smaller sponsorship opportunities for targeted NWSRA events 	<ul style="list-style-type: none"> • Provide at least 8 fundraising events • Contact 5 new potential sponsors • Apply for at least 90% of previous year's grants • Research and apply for two new grants • Identify 3 new sponsorship opportunities for targeted NWSRA events 	<ul style="list-style-type: none"> • SLSF has confirmed 8 events for the 2017 year. They are listed on the calendar and each has a committee and venue in place. • The GMFS had three new sponsors • SLSF has hired an outside firm to create a development plan for the foundation.

		<ul style="list-style-type: none"> • Research and contact companies within the 17 park district area that can be enlisted as SLSF partners • Create and promote an individual giving opportunity that allows for small monthly gifts given automatically through an online processor. • SLSF will seek donors/grants/sponsors to fund the creation of an updated sensory room at the RMCC program space. • If adequate funds are not received by June, the Sensory Room will be the focus of the Gala’s Impact Auction 	<ul style="list-style-type: none"> • Research and contact 3 companies within the 17 park district area • Create and promote one individual giving opportunity with monthly gift option • Find 2 potential donors/grants/sponsors for PURSUIT 2 	<ul style="list-style-type: none"> • Currently in the discussion stage with a new grantor for PURSUIT programming
Marketing and Technology				
<u>Goals Completed by:</u> Brian Janet Tracey	Marketing & Technology	<ul style="list-style-type: none"> • Use the SLSF name/logo on all communications 	<ul style="list-style-type: none"> • Publish the SLSF name/logo in at least 5 print 	SLSF logo published in Daily Herald Appreciation ad, all event flyers, invitations,

<p>Nanette Cathy</p>	<p>Build brand awareness in the community and with potential partners</p> <p>Ensure functionality and enhance efficiency of SLSF donations and event registration systems through effective IT solutions.</p>	<ul style="list-style-type: none"> • 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. • SLSF will order giveaways with the SLSF logo that we will hand deliver to existing sponsors and new contacts. The giveaway will also be used as volunteer gifts. • Publicize and maintain the new SLSF website accessible from the NWSRA website 	<p>communications and 5 online outlets</p> <ul style="list-style-type: none"> • Send the SLSF Impact bi-monthly • SLSF will distribute tee shirts with the SLSF logo that will be given to volunteers at events. 	<p>etc. Articles posted in Daily Herald, Chicago Tribune, Patch and Journal-Topics. SLSF events are now publicized on ABC, CBS, WGN, Daily Herald, Metrotix and many other online calendars</p> <p>SLSF Impact is being sent bi-monthly</p> <p>SLSF is in process of ordering volunteer tee shirts</p>
Community Relations				
<p>Goals Completed by: Nanette Cathy</p>	<p>Community Relations</p>	<ul style="list-style-type: none"> • The SLSF staff and board will work together to identify 		

SLSF 2017 Foundation Goals

Tracey	<ul style="list-style-type: none"> Increase the SLSF identity in the communities served by NWSRA 	<p>young professionals and community members that may be interested in serving on an event committee.</p> <ul style="list-style-type: none"> Partner with an outside firm to promote SLSF as a targeted charity beneficiary. Nominate volunteers for service awards (IPRA, Kevin T. Kendrigan Spirit Award and other community awards). SLSF staff members will join or maintain memberships in local service clubs and chambers of commerce 	<ul style="list-style-type: none"> Identify 3 young professionals and community members Partner with 1 outside firm to promote SLSF as a targeted charity beneficiary. Nominate at least 2 volunteers for service awards Join or maintain memberships in at least 2 local service clubs or chamber of commerce 	<p>A young NWSRA part-time staff member has joined the Fashion Show committee</p> <p>Dakota K once again highlighted SLSF in their Feb/March promotion</p> <p>IPRA Community Service Awards given to volunteers Ed Connelly and Tom DiGiovanni</p> <p>Tracey, Nanette and now Cathy are all Rotarians.</p> <p>Continued membership in the Arlington Heights and the Rolling Meadows Chambers of Commerce.</p>
Goals Completed by: Nanette Cathy Tracey	<p>Community Relations</p> <p>Strengthen SLSF Board Member commitment</p>	<ul style="list-style-type: none"> Discern reasons for Board Members sitting on the board, their individual skills and how to make those skills work on the board. 	<ul style="list-style-type: none"> Meet with each non park district director board member at least once during 2016 Maintain a spreadsheet of the board member 	<ul style="list-style-type: none"> In 2017 NS will meet with all board members. A spreadsheet is filled in after each

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