

SLSF 2016 Foundation Goals

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.
<p>Fundraising</p> <p><u>Goals completed by:</u> Nanette Cathy Tracey</p>	<p>Fundraising</p> <p>Ensure maintenance of current fundraising levels through implementation of targeted, effective fundraising efforts</p>	<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 	<ul style="list-style-type: none"> • SLSF has confirmed 8 events for the 2016 year. They are listed on the calendar and each has a committee and venue in place. • Nanette has contacted, met with and receive a sponsorship from Window Works, a first time SLSF sponsor. • Cathy has applied for \$172,996.99 • In grant money, \$100,106 has been promised, \$98,658.19 has been received

		<ul style="list-style-type: none"> • Continue to offer current third party events and foster new relationships that may lead to additional third party events • 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 apply for two new grants • Identify 3 new sponsorship opportunities for targeted NWSRA events • Offer 2 third party events 	<ul style="list-style-type: none"> • A grant requesting funding for a new vehicle was requested from to the Rotary Foundation of Sch/Hoff. Estates and \$30,000 was received • At the request of SLSF Board Member Jonathan Salk, SLSF spoke with with ESPN about a grant. \$10,000 was received <p>Nanette has reached out to 3 lapsed donors for sponsorship. One then sponsored a sign at the AHGC</p>
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				<ul style="list-style-type: none"> • The Rotary Club of Arlington Heights gave a first time grant for the SNOEZELEN room • The Gala committee has agreed to use the Sensory room as the Impact Auction beneficiary if the funds are not yet received in full. However, the emphasis was changed to PURSUIT 2 equipment. \$20812.50 was raised.
Marketing and Technology				
<p>Goals Completed by: Brian Janet Tracey Nanette Cathy</p>	<p>Marketing & Technology Build brand awareness in the community and with potential partners</p>	<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 communications and 5 online outlets 	<ul style="list-style-type: none"> • SLSF name/logo has been published in over 25 print communication materials and over 10 online sites.

	<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 	<ul style="list-style-type: none"> • Send the SLSF Impact bi-monthly • Order and deliver 20 giveaways • Complete implementation of new site and publicize through 5 outlets 	<ul style="list-style-type: none"> • The SLSF Impact is being sent and now includes a new education corner. • Mugs with the SLSF logo have been purchased. A thank you card has been created and NS will begin scheduling appointments to meet with sponsors to deliver them • New site has been implemented and publicized in a wide variety of outlets through the SLSF.me campaign. SLSF.me Ambassador materials site created for Board members to have access to materials.
<p>Community Relations</p>				
<p>Goals Completed by: Nanette</p>	<p>Community Relations</p>			

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<p>Cathy Tracey</p>	<ul style="list-style-type: none"> • Increase the SLSF identity in the communities served by NWSRA 	<ul style="list-style-type: none"> • 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. • 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 	<ul style="list-style-type: none"> • Zurich NA was nominated for the Sch. Vol of the Year • Large Business. They did not win, but continue to be a supporter of SLSF via money and volunteers. • TC is a member of the Rotary Club of Roll. Mdws. NS is a member of the Rotary Club of Sch/HE • SLSF is a member of both the Arl. Hts. and the Roll. Mdws. Chambers.
<p>Goals Completed by: Nanette Cathy</p>	<p>Community Relations</p>			

Tracey	Strengthen SLSF Board Member commitment	<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. • Enable the SLSF staff to respond to the requests made by board members • Identify current Board Member levels of commitment and promote further opportunities • Identify and reach out to members of the community who would be effective SLSF board members • Encourage SLSF Board Members to maintain or increase their personal commitment to the viability of SLSF. 	<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 responses from the individual meetings • Create an individualized Board Member giving analysis to create an annual commitment plan • Identify and reach out 1 community member for board membership. • Host discussions with Board Members on maintaining or increasing their personal commitment at individual Board Member meetings. 	<ul style="list-style-type: none"> • In 2016 NS has met with all board members. • The spreadsheet has been created and is filled in after each board member meeting. • NS has created a spreadsheet of each board member's giving in 2015 and has one for 2016. • A Fundraising for Board Members webinar was offered to all SLSF board members in March. A conference call follow-up meeting was held. The information learned will be shared at board
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