

<p><b>Cornerstones</b> Three cornerstones recognized as essential to SLSF's continued success reviewed during strategic planning years.</p>	<p><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.</p>	<p><b>Short-Term Goals</b> What we need to do to address our long term goals, annually, under each focus/long term goal.</p>	<p><b>Measurable Objective</b> The measurable actions that will tell us that we are succeeding.</p>	<p><b>Status</b> The progress report for each objective.</p>
<p><b>Fundraising</b></p> <p><u>Goals completed by:</u> Nanette Cathy Tracey</p>	<p><b>Fundraising</b></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>• Maintain current grant timeline.</li> <li>• Research and apply for new grants that support the goals of the foundation.</li> <li>• Identify new, smaller sponsorship opportunities for targeted NWSRA events</li> </ul>	<ul style="list-style-type: none"> <li>• Provide at least 8 fundraising events</li> <li>• Contact 5 new potential sponsors</li> <li>• Apply for at least 90% of previous year's grants</li> </ul>	<ul style="list-style-type: none"> <li>• SLSF has confirmed 8 events for the 2016 year. They are listed on the calendar and each has a committee and venue in place.</li> <li>• Nanette has contacted, met with and receive a sponsorship from Window Works, a first time SLSF sponsor.</li> <li>• In the first quarter, Cathy has applied to those grants who have Jan-March deadlines</li> </ul>

		<ul style="list-style-type: none"> <li>• Continue to offer current third party events and foster new relationships that may lead to additional third party events</li> <li>• Research and contact companies within the 17 park district area that can be enlisted as SLSF partners</li> <li>• Create and promote an individual giving opportunity that allows for small monthly gifts given automatically through an online processor.</li> <li>• SLSF will seek donors/grants/sponsors to fund the creation of an updated sensory room at the RMCC program space.</li> <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>• Research and apply for two new grants</li> <li>• Identify 3 new sponsorship opportunities for targeted NWSRA events</li> <li>• Offer 2 third party events</li> </ul>	<ul style="list-style-type: none"> <li>• A grant requesting funding for a new vehicle was sent to the Rotary Foundation of Sch/Hoff. Estates</li> <li>• At the request of SLSF Board Member Jonathan Salk, SLSF is in talks with ESPN about a grant.  Nanette has reached out to 3 lapsed donors for sponsorship.</li> <li>• Nanette has requested the Schaumburg Professional Firefighters to sponsor the NWSRA block party</li> </ul>
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<b>Marketing and Technology</b>				
<p><b>Goals Completed by:</b>                  Brian                  Janet                  Tracey                  Nanette                  Cathy</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>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.</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> <li>Order and deliver 20 giveaways</li> </ul>	<p>SLSF name/logo has been published in over 25 print communication materials and over 10 online sites.</p> <ul style="list-style-type: none"> <li>The SLSF Impact is being sent.</li> <li>Mugs with the SLSF logo have been purchased. A thank you card has been created and NS will begin scheduling</li> </ul>

SLSF 2016 Foundation Goals

	<p>Ensure functionality and enhance efficiency of SLSF donations and event registration systems through effective IT solutions.</p>	<ul style="list-style-type: none"> <li>Publicize and maintain the new SLSF website accessible from the NWSRA website</li> </ul>	<ul style="list-style-type: none"> <li>Complete implementation of new site and publicize through 5 outlets</li> </ul>	<p>appointments to meet with sponsors to deliver them</p> <ul style="list-style-type: none"> <li>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.</li> </ul>
<b>Community Relations</b>				
<p>Goals Completed by: Nanette Cathy Tracey</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> <li>Nominate volunteers for service awards (IPRA, Kevin T.</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>Zurich NA was nominated for the Sch. Vol of the Year</li> </ul>

SLSF 2016 Foundation Goals

		<p>Kendrigan Spirit Award and other community awards).</p> <ul style="list-style-type: none"> <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>	<p>Large Business</p> <ul style="list-style-type: none"> <li>TC is a member of the Rotary Club of Roll. Mdws. NS is a member of the Rotary Club of Sch/HE</li> <li>SLSF is a member of both the Arl. Hts. and the Roll. Mdws. Chambers.</li> </ul>
<p>Goals Completed by: Nanette Cathy Tracey</p>	<p><b>Community Relations</b> Strengthen SLSF Board Member commitment</p>	<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> <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> </ul>	<ul style="list-style-type: none"> <li>Meet with each non park district director board member at least once during 2016</li> <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> </ul>	<ul style="list-style-type: none"> <li>In 2016 NS has met with 5 board members and has appointments with 5 additional board members.</li> <li>The spreadsheet has been created and is filled in after each board member meeting.</li> <li>NS has created a spreadsheet of each board</li> </ul>

		<ul style="list-style-type: none"> <li>• Identify and reach out to members of the community who would be effective SLSF board members</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>• Identify and reach out 1 community member for board membership.</li> <li>• Host discussions with Board Members on maintaining or increasing their personal commitment at individual Board Member meetings.</li> </ul>	<p>member’s giving in 2015 and has started one for 2016.</p> <ul style="list-style-type: none"> <li>• 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 meetings and in the monthly SLSF Board member updates.</li> </ul>
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