

<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.
<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 and SLSF was awarded \$30,000</li> <li>• Town and Country distributors requested SLSF to have a presence at their first Octoberfest on Saturday, October 1.</li> <li>• Nicholas &amp; Associates were first time \$250 beverage sponsors at the Moretti's/NWSRA golf outing.</li> <li>• At the request of SLSF Board Member Jonathan Salk, SLSF applied for a \$10,000 grant from ESPN which was awarded.</li> </ul>
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			<ul style="list-style-type: none"> <li>• Research and contact 3 companies within the 17 park district area</li>   <li>• Create and promote one individual giving opportunity with monthly gift option</li>   <li>• Find 5 potential donors/grants/sponsors for the sensory room</li> </ul>	<ul style="list-style-type: none"> <li>• The JustGive website offers a monthly giving option that is being used by 2 donors at the current time. A suggestion was made to offer an online monthly giving sign up opportunity at SLSF events. The team will initiate this at 2017 events.</li>   <li>• Nanette has reached out to 3 lapsed donors for sponsorship. Negotiations continue</li>   <li>• Nanette has requested the Schaumburg Professional Firefighters to</li> </ul>
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				<p>sponsor the NWSRA block party</p> <ul style="list-style-type: none"> <li>• No third party events have yet been scheduled.</li> <li>• The Windy City Bulls have started a relationship with SLSF. They had a presence at two SLSF golf outings and are hosting the NWSRA Lightning sectioning meeting on October 11. Nanette is in discussion for them to have a presence at the Fashion Show in January.</li> </ul> <p>HSBC has moved into Arlington Heights and a contact has been made, but no</p>
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				<p>meetings have been set at this time.</p> <ul style="list-style-type: none"> <li>• Nanette reached out to 10 new/lapsed companies as sponsors for the Snoezelen room.</li> <li>• The Rotary Club of Arlington Heights gave a first time grants for the SNOEZELEN room</li> <li>• The Gala’s Impact Auction will raise funds for the new PURSUIT II space.</li> </ul>
			<ul style="list-style-type: none"> <li>• Place focus on Sensory Room at the Celebrate Ability Gala Impact Auction</li> </ul>	
<b>Marketing and Technology</b>				
<p><b>Goals Completed by:</b>                  Brian                  Janet                  Tracey                  Nanette</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> </ul>	<ul style="list-style-type: none"> <li>• Publish the SLSF name/logo in at least 5 print communications and 5 online outlets</li> </ul>	<ul style="list-style-type: none"> <li>• SLSF name/logo has been published in over 25 print communication</li> </ul>

Cathy	Ensure functionality and enhance efficiency of SLSF donations and event registration systems through effective IT solutions.	<ul style="list-style-type: none"> <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> <li>• Publicize and maintain the new SLSF website accessible from the NWSRA website</li> </ul>	<ul style="list-style-type: none"> <li>• Send the SLSF Impact bi-monthly</li> <li>• Order and deliver 20 giveaways</li> <li>• Complete implementation of new site and publicize through 5 outlets</li> </ul>	<p>materials and over 10 online sites.</p> <ul style="list-style-type: none"> <li>• The SLSF Impact is being sent and now includes a new education corner.</li> <li>• 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</li> <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>				

**SLSF 2016 Foundation Goals**

<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. 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>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> <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>Zurich NA was nominated for the Sch. Vol of the Year Large Business</li> <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></p> <p>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</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 2016 NS has met with all SLSF board members who are</li> </ul>

		<p>those skills work on the board.</p> <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>• 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>• 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>• 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>not Park District Directors.</p> <ul style="list-style-type: none"> <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 member's giving in 2015 and has started one for 2016.</li> <li>• Al Crook of Zurich NA will join the SLSF in October.</li> <li>• A Fundraising for Board Members webinar was offered to all SLSF board members in March. A conference call follow-up meeting</li> </ul>
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SLSF 2016 Foundation Goals

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				was held. The information learned will be shared at board meetings and in the monthly SLSF Board member updates.
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