



# COMMUNITY INVESTMENT PLAN

## Where We Are:

The Upper Cumberland Community Foundation serves Bell, Clay, Knox, Laurel, and Whitley Counties by providing leadership, building a culture of giving, and supporting nonprofit organizations and agencies. The Foundation has a strong, active board and has developed credibility in communities. Our rural region is a place of great natural beauty and home to resilient, hard-working people. Another regional asset is that our communities are quiet and safe places to raise a family. Through the Upper Cumberland Community Foundation, people in the region have recognized the power of looking beyond county lines, identifying our assets, and collaborating on efforts that build upon the region's potential. The region has opportunity to engage local existing resources and new outside investments for regional development. The Upper Cumberland Community Foundation stands poised to enrich the quality of life by focusing resources on strengthening nonprofit and community efforts to address challenges to meeting the region's full potential. As communities seek to redevelop downtowns, strengthen our economy, build a strong workforce, educate our children, and care for our vulnerable populations, the foundation supports a strong network of community leaders and organizations. The Upper Cumberland Community Foundation seeks to expand collaborative efforts that lift up and build upon our region's assets, address challenges, and enrich the quality of life for all people.

## What We Do:

The Upper Cumberland Community Foundation works to enrich the quality of life for the citizens of Bell, Clay, Knox, Laurel, and Whitley Counties.

## Where We Want To Be:

The Upper Cumberland Community Foundation has enriched the quality of life by strengthening the region through charitable giving, community involvement, and strategic partnerships.

### Values for the Work and the Future:

Regional values: Provide Leadership | Embrace regional collaboration | Empower communities  
Embrace and promote opportunities  
Operational values: Respect everyone | Practice transparency | Be good stewards  
Inspire confidence and trust | Be even-handed

### Overarching Strategies:

#### Over the next five years, the Upper Cumberland Community Foundation will:

1. Raise funds and invest in organizations that help people, especially those that assist vulnerable populations with senior services, early childhood development, health, homelessness, addiction recovery, mental health, education, and other issues that improve quality of life.
2. Support non-profit organizations that strengthen local community.
3. Raise awareness with local government officials and broader community (including youth) about UCCF's role by promoting and encouraging local philanthropy through relationship building, networking, speaking engagements, social media, & other outlets.
4. Incubate charitable ideas by increasing the number of named funds, increasing discal sponsorships, and encouraging the creation of local nonprofits.
5. Work collaboratively with the Foundation for Appalachian Kentucky in the event of a regional disaster to ditribute relief funds.

### Overall Desired Outcomes

#### Over the next five years, the Upper Cumberland Community Foundation will:

- Invest in 5,000 lives through organizations that serve vulnerable populations, thus enhancing quality of life.
- Increase endowment by 10% annually. Clarify amount needed for endowment to start drawing usable interest.
- In the next five years, set up one youth philanthropy program.
- Increase the number of named funds and fiscal sponsorships according to capacity.
- Annually review the status of the metrics for success and develop strategic plan as needed.