



# COMMUNITY INVESTMENT PLAN

## Where We Are:

The Perry County Community Foundation supports good work that benefits the people of Perry County. With an engaged board and a growing endowment, the community foundation is well positioned as a partner in fulfilling the potential and meeting the challenges in Perry County.

The Perry County Community Foundation energizes local philanthropy, increasing financial resources to support efforts that serve the community. Supporting good work means providing resources to small, local organizations that might not have access to large outside grants and to larger organizations with programs that clearly address the priorities of Perry Countians. The foundation invests in efforts with potential for high impact on the quality of life for our people.

The Perry County Community Foundation also strives to help nonprofits and agencies do their work better. It serves as a mentor and partner to organizations serving Perry County and seeks ways to build organizational capacity beyond giving grants.

The Perry County Community Foundation is everyone's foundation and lifts up the message the community can help itself. The Foundation believes all community members play a role in strengthening Perry County. It promotes civic engagement and commits to reflecting the community's priorities.

## What We Do:

The Perry County Community Foundation equips nonprofit organizations and public institutions with resources and tools to make a difference in Perry County.

## Where We Want To Be:

Perry County Community Foundation has the resources to support the good work in the community, as well as increased capacity to address community challenges.

## Values:

Value all community members | Reflect community priorities | Improve quality of life

Challenges and Opportunities:

Overarching Administrative Strategies:

### 1. Increase Community Awareness

Educate the community on the importance of building local resources and celebrating locally supported successes through the Perry County Community Foundation.

### 2. Grow Capacity

Develop and educate donors and practice community-centric fund development.

### 3. Support Local Nonprofits

Continue supporting the good work of existing local nonprofits.

### 4. Invest for Impact

Identify two projects each year poised for big impact that reflect the Perry County Community Foundation's values. (See priority focus areas on Community Investment Strategy document.)

Administrative Activities:

### 1. Increase Community Awareness

- Develop a marketing plan in spring 2021. Dedicate \$5,000 from budget for marketing materials, (e.g. bookmarks, printed brochures) to distribute.
- Identify and use naming opportunities of funded efforts or infrastructure.
- Reach out to one outlying community each year to fund a visible project.

### 2. Grow Capacity

- In collaboration with FAKY, create and implement a development strategy in spring 2021.
- Host education and outreach events: two per year for key influencers; two per year for the general community.

### 3. Support Local Nonprofits

- Use funding matrix to continue funding work of local nonprofits.

### 4. Invest for Impact

- Each year, invest significant resources in two projects poised for big impact; track results with grantee.
- Seek to align impact investments with ongoing plans and efforts.