



# COMMUNITY INVESTMENT PLAN

## Where We Are:

The Jackson County Community Foundation believes that "Good Things Happen in a Giving Community." The foundation has granted more than \$91,000 for local charitable causes.

Jackson County is poised to build upon opportunities, including the fastest broadband in Kentucky and a community-driven interest in natural and cultural tourism and recreation development.

Board members of JCCF believe that the community's potential will grow through community engagement and collaborative leadership, improved community wellness, and strong small businesses that capture tourism dollars. The board has identified the following areas of focus for the next three years:

- Leadership for tourism-based economic and business development
- Programs that improve physical and mental health
- Enhancing education for Jackson County youth
- Empowering youth philanthropy
- Building the endowment

The JCCF board recognizes that creating a community in which current and future generations live their best life is a collaborative effort. The foundation will build partnerships with Jackson County Tourism, the Development Association, Fiscal Court, Library, 4-H, schools, Health Department, Comprehensive Care, and New Hope Counseling and Recovery.

## What We Do:

We bring together community-minded people to invest in and act upon our dreams and aspirations and to produce immediate and future results.

## The Result We Want To Achieve:

We envision a Jackson County where current and future generations enjoy a high level of well-being through recurring and impactful investments.

## Values for the Work and the Future:

Benefit the entire community | Elevate the most needy | Create a lasting impact

### Overarching Strategies:

#### 1. Encourage Collaborative Leadership and Business Development Around Tourism

Bring together public and private entities for a unified voice and vision about how to capture tourism dollars; support technical assistance for small businesses related to arts and tourism.

#### 2. Support Health and Wellness

Focus on physical health and mental health, including infrastructure such as walking trails; support programs that enhance mental health and job skills for re-entering felons.

#### 3. Enhance Education

Support after-school tutoring/mentoring programs; build awareness of athletic and academic scholarships.

#### 4. Empower Youth Philanthropy

Provide youth with philanthropy education and opportunities to act.

#### 5. Build the Endowment

Create communications strategies that will build a philanthropy group that is 100 strong.

### Indications of Success:

#### Over the next three years...

- Jackson County will hold one annual tourism development meeting per year, hosted by JCCF.
- 10 small arts, culture, tourism businesses will gain new skills.
- Number of dollars spent at the farmers market/families serves.
- JCCF will host one meeting to explore supporting felons and the programs that serve them.
- JCCF will help establish one staffed after school program.
- Students receiving scholarships will increase by 25 percent.
- 20 youth will engage with JCCF.
- JCCF will gain 100 regular \$200 donors, resulting in \$60,000 for the endowment over three years.