



# COMMUNITY INVESTMENT PLAN

Where We Are:	What We Do:	What We Want to Achieve:
<p>Newly established in 2024, the Red River Gorge Community Foundation (RRGCF) is working to become a hub for connecting monetary and other resources to local causes and initiatives. RRGCF hopes to meet immediate community needs through awarding grants and building connections. An endowed fund will anchor the community foundation’s support of projects.</p>	<p>The Red River Gorge Community Foundation works to improve the quality of life for community members through philanthropic efforts and local capacity building.</p>	<p>The Red River Gorge Community Foundation will build resources to support a resilient population.</p>
<p><b>Our Guiding Values:</b></p>		
<p>Strengthen Community Cooperation &amp; Inclusion   Support Innovative Solutions   Preserve Land &amp; Culture</p>		
<p>To create a better life for every Red River Gorge resident, the foundation focuses on these pillars—supporting local organizations, businesses, and initiatives, and providing a local crisis fund for disaster response.</p> <p>Recognizing that issues like lack of affordable housing, transportation, emergency services, childcare, and other basic amenities require collaboration, RRGCF seeks to create partnerships in service to the community and to play a role in growing charitable causes. Through the endowment and community partnerships, RRGCF will become a vehicle for moving money through the region, and be prepared to mobilize resources in times of disaster.</p> <p>Over the next year, the foundation will grow its endowment and organizational capacity with hopes of expanding impact in the future.</p>	<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>Overarching Strategies:</b></p> <ol style="list-style-type: none"> <li><b>1. Build Endowment</b> Split incoming funds 70/30 endowment/spendable for the first year, to be reviewed annually</li> <li><b>2. Build Internal Organizational Capacity</b> Focus on creating the needed infrastructure and network to become a robust organization</li> <li><b>3. Support Local Organizations, Businesses, and Initiatives</b> Support organizations, businesses, and other initiatives through grants and other mechanisms</li> <li><b>4. Manage Local Crisis Fund for Disaster Response</b> Provide quick, low barrier grants for disaster response and recovery</li> </ol>	<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>Indicators of Success:</b></p> <ol style="list-style-type: none"> <li>1. Raise additional \$25,000 for endowment account by July 2025. Create a fundraising plan by December 2024 and implement.</li> <li>2. Raise awareness through tabling, connecting with elected officials, meeting with estate planners, presenting to local organizations &amp; civic clubs, attending at least 12 events by July 2025.             <ol style="list-style-type: none"> <li>a. Send photo from each event to communications and report in at each meeting.</li> </ol> </li> <li>3. Maintain 80% board attendance.</li> <li>4. Set up infrastructure for grant funds to launch by 2025.</li> <li>5. Set up grant infrastructure for disaster response and nimbly respond to any emergency situations that arise.</li> </ol>