

ENGAGE. LEAD. THRIVE.

2020-2022 Strategic Plan

More than 1,300 people from across our county engaged with ECCF, providing insight and input for our future work.

Over a four-month span, multiple community convenings, hundreds of nonprofit surveys and countless donor conversations shaped the 2020-2022 strategic plan.



ENGAGE

Deepen engagement with our communities to inspire greater philanthropy across Essex County.

OUR WORK:



Provide donors with greater knowledge and opportunities that enhance their giving strategies.

New donor education events and giving strategy tools



Embrace each generation's unique philanthropic views and inspire new ways for individuals and families to give.

- Expanded NextGen events
- New youth philanthropy initiative
- New family philanthropy resources



Cultivate public-private partnerships that support systems work and build greater regional resiliency.

- Annual municipal and business leader convenings
- New county-wide public-private partnerships



Build capacity in Essex County nonprofits to optimize their mission and impact.

- New Institute for Trustees training segments
- New BoardConnect board recruitment program
- Revitalized online nonprofit directory



LEAD

Elevate systems philanthropy to deliver systemic, lasting change in our communities.

OUR WORK:



Grow dedicated and permanent discretionary funds to support systems-change work.

Raise \$10M Impact Essex County Endowed Fund



Improve the economic outlook for people living below the living wage (Empowering Economic Opportunity).

Complete \$1.3M Empowering Economic Opportunity Initiative (Impact Essex County Alpha Project)



Strengthen and connect the arts and culture ecosystem through Creative County Initiative.

New \$1.3M Creative County Initiative (Grow and Change Phase)



Identify, study and raise funds to launch the next county-wide, systems-change initiative.

Define and launch next critical systems-change initiative (Impact Essex County Beta Project)



THRIVE

Build a sustainable community foundation that inspires philanthropy, helping our county prosper.

OUR WORK:



Grow ECCF's charitable assets, resulting in greater support to nonprofits.

\$150M in charitable assets (from \$90M) that generate 50% more grants awarded



Heighten visibility as a trusted leader in philanthropy.

- Refreshed ECCF brand and messaging
 - New ECCF website
- New communications strategy



Develop and engage staff and volunteers that ensure diverse and equitable representation from across our county.

- Diversity, Equity, Inclusion and Access (DEIA) education and training for staff and board
- Expanded staff professional development
 - New volunteer opportunities at ECCF
- New Community Leadership Committee
 - Expanded NextGen volunteers

Learn more and stay connected at eccf.org.