



It is clear that no single government entity, sector, nonprofit or for-profit organization can address the critical issues affecting our region alone.

To bring about real, lasting change, we must build trust and collaborate and invest in systemic action.

Join us as we embark on our **2020-2024 Strategic Plan.**

**ENGAGE. LEAD. THRIVE.**

### OUR MISSION

ECCF's mission is to inspire philanthropy that strengthens the communities of Essex County. We do this by managing charitable assets, strengthening and supporting nonprofits and engaging in strategic community leadership.

### OUR VISION

**Essex County thrives when we have:**

Successful schools and students

Safe, clean and green neighborhoods

Strong job and economic opportunities

Vibrant arts and culture experiences

Healthy people

## ENGAGE. LEAD. THRIVE.

### 2020 – 2024 STRATEGIC PLAN

**An engaged and iterative strategic planning process.**

Over a four-month span, more than 1,300 people from across our county engaged with ECCF in this strategic planning process, providing insight and input. Multiple community convenings, hundreds of nonprofit surveys and countless donor conversations all helped to shape our future work.

As the COVID-19 pandemic unfolded, ECCF staff and board amended and expanded the plan and its goals to address the current landscape and evolving needs of Essex County residents.

### OUR GOALS

*By 2024, ECCF will...*

**Grow our family of funds to 400**, inspiring active philanthropy in Essex County and beyond.

**Grow charitable assets to \$200M**, creating a more sustainable, flexible community foundation.

**Double our grants, awarding \$15M annually** to help our communities thrive and prosper.



# ENGAGE. LEAD. THRIVE.

## 2020–2024 STRATEGIC PLAN



## ENGAGE

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

### OUR WORK:



**Provide donors with knowledge and opportunities to elevate their giving.**

Donor Education | Strategic Giving Tools | Community Needs Data



**Embrace each generation's philanthropic views to inspire individual and family giving.**

NextGen Events | Youth Philanthropy Initiative | Family Giving Resources



**Cultivate and engage public-private partnerships that build regional resiliency.**

Municipal and Business Leader Convenings | Countywide Partnerships



**Build nonprofit capacity to optimize organizations' missions and impact.**

Expanded Institute for Trustees | BoardConnect Recruitment Program | Nonprofit Directory



## LEAD

**Unite cross-sector leaders and funders to deliver systemic, lasting change in our communities.**

### OUR WORK:



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

Raise \$10M for The Endowment for Essex County Fund



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

Deliver \$1.3M in Phase 1: Grow and Change | Deploy \$2M+ in Phase 2: Sustainability



**Empower 20,000 residents with access, education and devices to navigate the digital world.**

Deliver and Deploy \$2.5M+ | Build a Coalition for Sustainable Impact



**Improve the economic outlook for residents living below the living wage through Empowering Economic Opportunity.**

Fulfill \$1.6M Commitment | Sunset the Initiative



## LEAD

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

### OUR WORK:



**Advance racial equity by supporting learning and capacity building for nonprofits.**

Cohort Learning | Focused Workshops | Raise \$250,000 for a Racial Equity Fund



**Identify, study and raise funds to launch the next countywide, systems-change initiative.**

Launch a New Multi-Year, Multi-Million-Dollar Systems-Change Initiative



**Invest in and partner with regional systems-change efforts that align with our vision.**

Small Business Resiliency Coalition | Blue Economy | Advanced Manufacturing Workforce Development | LEADS Leadership Development |

**Learn more and stay connected at [www.eccf.org](http://www.eccf.org).**



## THRIVE

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

### OUR WORK:



**Grow ECCF's charitable assets to \$200M, increasing support for nonprofits.**

Award 50% More Grants | Explore Place-Based Impact Investing



**Establish ECCF as a trusted community leader and expert in philanthropy.**

New ECCF Brand | New ECCF Website | Strategic Communications



**Center equity and inclusivity in our work.**

Race, Equity, Diversity and Inclusion Training | Racial Equity Committee | Values, Policies and Practices Evaluation



**Focus on diversity and equity in staff development and volunteer recruitment.**

Professional Development | Community Volunteer Opportunities | Community Leadership Committee | Expanded Committees