

AAUW Birmingham Branch Foundation, Inc.
Strategic Plan: 2017-2022

Vision

AAUW Birmingham Branch Foundation's operations and development are guided by a Strategic Plan that identifies goals and organizes steps necessary to achieve them. The Strategic Plan helps Directors fulfill their obligations to donors, stakeholders and the community. The Board of Directors uses the Strategic Plan to inform decisions and actions. They review and revise it as needed as the Foundation and Branch evolve.

Strategies

The Foundation will provide strong financial support for the Branch by:

- Annually receiving and allocating funds for budgeted scholarships and community donations;
- Annually receiving and allocating budgeted funds for fundraising events, the bi-annual Lavish Luncheon, STEM events and other educational opportunities and e-Bay-a-thon;
- Entertaining and adopting proposals for start-up fundraisers by following the branch guidelines through the Branch Ways and Means committee.

The Branch partnership will provide strong support for the Foundation by:

- Following a focused mission for planning;
- Establishing a core audience for communication, on-going projects and new initiatives;
- Attracting and retaining dedicated members and volunteers;
- Identifying attendees to conferences, seminars and conventions to benefit the Branch and Foundation.

The Branch/Foundation partnership will expand development and donor capacity by:

- Soliciting and managing charitable donations and grants to support Branch projects;
- Providing accountability and transparency in compliance with IRS and FASB regulations;
- Conducting fundraising campaigns;
- Identifying potential donors and maintaining existing ones.

Goals

- Maintain fiscal stability;
- Promote the Foundation as the philanthropic arm of the Branch;
- Identify Branch members to provide Foundation leadership;
- Work with the Branch Ways and Means Committee to discover new fundraising projects.

Actions, Responsibilities and Assessment

The Foundation Board of Directors will work with the Branch Board of Directors and specific Branch Board committees (Membership, Ways and Means, etc.) to accomplish the goals of both entities as specific projects emerge. The Foundation and Branch presidents will work together to identify those projects and charge the committees to report their outcomes.

**Amended by the Foundation Board:
Dec. 12, 2022**