

# Growth Through Partnership

2022-2025 STRATEGIC PLAN



LEHIGH VALLEY  
Community Foundation

**CONNECT. GROW. FUND.**

EXECUTIVE SUMMARY

## BACKGROUND AND EXECUTIVE SUMMARY

Over the past decade the Lehigh Valley Community Foundation has experienced tremendous growth. We have cultivated new philanthropic partners; increased the quantity and, more importantly, quality of relationships in the nonprofit sector; and expanded the size and expertise of its staff. Hand-in-hand with this growth is our increased visibility, credibility, and influence. Donors, nonprofit leaders, community leaders, and others now look to us for insight, involvement, and resources. We have developed a trusted and valued voice, which should be celebrated and amplified.

This strategic plan uses our voice to further establish the Community Foundation as a trusted advisor, partner, and community leader. We have identified goals to inform and lead the work of the Foundation for the next three years. Two of these goals are an “internal lens” through which we view our work.

1. Nurturing Place-Based Philanthropy
2. Growing Community Leadership
3. Centering Equity
4. Strengthening Structure

Our internal assets are the heart of our work and our greatest strength. The Foundation is incredibly fortunate to have a team of dedicated, knowledgeable staff and Board members. This strategic plan leverages the team’s synergy to advance our role as a community partner, but the plan also allows us to pause, reflect and carefully consider what we offer and how we offer our services.

Over the past decade the landscape in which we work has also changed. The ‘great wealth transfer’ is upon us, coupled with differing generational views on philanthropy. We are in the midst of a pandemic and a renewed social justice movement. Community foundations across the nation are embracing leadership roles in their communities and speaking more intensely about the role of equity. These shifts could be considered threats to a traditional business model. In this strategic plan we are embracing this evolving landscape to create opportunities for the Foundation to continue its growth.

We look forward to sharing the results of our work, which will not stop in 2025, but rather move to a deeper level of commitment, influence, and partnership.

## LVCF GUIDING PRINCIPLES

The Lehigh Valley Community Foundation has established a Mission, Vision, and Tagline through the thoughtful input and reflection of the Foundation's Board and Staff. These 'Guiding Principles' remain unchanged and are the framework in which this strategic plan was developed.

### Our Mission

The Lehigh Valley Community Foundation promotes philanthropy in order to improve the quality of life in our region, to encourage collaboration among area philanthropists, and to serve as a source of information and expertise regarding charitable giving.

### Our Vision

The Lehigh Valley Community Foundation will be a major force in the development of philanthropy in our region. The Foundation will promote and encourage collaboration among area philanthropists and will be a source of information and expertise regarding charitable giving. The Foundation will be recognized and respected for its trustworthiness, its permanence, and the quality of its Board of Governors.

### Our Tagline

We **CONNECT** people who care to causes that matter.

We **GROW** their charitable legacies.

We **FUND** nonprofit organizations to improve the quality of life in the Lehigh Valley.

