



Mid-Shore Community Foundation Strategic Initiatives, 2010-2015

For the Community:

Grantmaking

- Focus grantmaking on the most urgent community needs in three critical areas, our people, our cultural and historical heritage, and our environmental legacy
- Expand our grantmaking capacity in each of our counties through both field of interest funds and unrestricted fund development targeted to each of the five Mid-Shore counties
- Grow unrestricted grantmaking capacity for the region through target allocations for our donor-advised funds and set-asides for our planned giving options

Community Leadership

- Engage our nonprofits and regional family foundations in collaborative efforts to address areas of critical community needs
- Join with the Community Foundation of the Eastern Shore to leverage scarce resources on shared community challenges on the Shore

For the Mid-Shore Nonprofits:

Professional Development

- Support an annual program of workshops for Mid-Shore nonprofits to strengthen governance, support fund development, and improve operational efficiency

Communication

- Develop online tools to strengthen networking among support staff and board leadership
- Establish online support to promote our nonprofits among our donors and throughout the community

Planned Giving

- Expand collaboration with partners to include planned giving strategies, with a particular focus on Charitable Gift Annuities

For the Foundation:

Board Development

- Continue expansion of Board to 32 members; achieve diversity geographically, in areas of expertise, and in gender, ethnicity & racial composition

Advisory Committees

- Strengthen the role of advisory committees as advocates for their communities and ambassadors for MSCF

Asset Development

- Achieve target investment performance in support of spending policy
- Diversify sources of operating revenue with focus on expanding operating endowment

Visibility of MSCF

- Rely on multiple venues for promotion of mission and contributions to the Mid-Shore community including online and social networking strategies, press coverage, and other media
- Engage professional advisors and the regional family foundation network with the work of MSCF

Operational Efficiency

- Invest in technology to enhance operational productivity
- Keep operating expenses as % of assets below average for community foundations < \$50 million in assets



Bullitt House

- Maintain this historic asset for the community; generate operational revenue to cover operating and capital expenses for the Bullitt House

“Mission: ... connecting private resources with public needs to enhance the quality of life for the citizens of Caroline, Dorchester, Kent, Queen Anne’s and Talbot counties Maryland.”