



2019-22 Strategic Plan

Mission Statement: The mission of the HACC Foundation is to develop and leverage strategic partnerships for financial support of teaching and learning at HACC.

Vision Statement: The HACC Foundation intends to double its impact within three years.

Goals and Growth Priorities <i>(What do we want to achieve?)</i>	Organize HACC Foundation Board to support College initiatives and priorities	Achieve established goals of the comprehensive fundraising campaign	Accelerate funding from allocations	Leverage total assets growth	Enhance public awareness of the College and HACC Foundation
Keys to Success <i>(What are the activities involved?)</i>	Ensure HACC Foundation Board represents the entire college community and priority constituency base	<ul style="list-style-type: none"> Follow and modify (as needed) the fundraising campaign plan Use the campaign tools 	<ul style="list-style-type: none"> Solicit fund owners with low balances Cultivate, solicit and steward donors whose pledges have been paid or soon will be paid Promote the allocations process to employees 	<ul style="list-style-type: none"> Hold investment manager accountable Follow the investment policy Ensure endowed funds are distributed per donor and fund agreements Achieve fundraising goals 	<ul style="list-style-type: none"> Be ambassadors for the College Leverage partnerships Use social media
Outcomes <i>(What will success look like by 2022?)</i>	<ul style="list-style-type: none"> Have five Board members to represent the Gettysburg Campus, five to represent the Lancaster Campus, five to represent the Lebanon Campus and five to represent the York Campus Have all Board members actively involved in cultivation, solicitation and stewardship of donors Have all Board members actively involved in raising funds for the Cooper Student Center renovations project. 	<ul style="list-style-type: none"> Raise \$10 million for Cooper Student Center renovations Create a pipeline of donors capable of making major gifts (at least one non-pledge five-figure gift) 	Award \$8 million (cumulatively) from Allocations Committee	<ul style="list-style-type: none"> Achieve \$45 million in total net assets (value of the investment portfolio) 	Increase media coverage and social media engagement by 50 percent