



2022-27 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 five years.

Goals and Growth Priorities (What do we want to achieve?)	Recruit HACC Foundation Board members from historically underrepresented groups	Accelerate funding to students	Accelerate funding for mission-critical initiatives	Leverage total assets growth	Enhance public awareness of the College and HACC Foundation
HACC Foundation Committee or Group Assigned to Goal	Nominating Committee	Alumni Committee	Allocations Committee	Investment Committee and Foundation Board	Foundation Board
Keys to Success (What are the activities involved?)	• Ask each Board member to identify three to five people • Meet with the people to discuss the opportunity and invite them to apply • Guide them through the application process • Ensure they feel a sense of belonging	• Host a Zoom information session about how to establish scholarship funds and emergency assistance funds • Encourage donors and scholarship recipients to connect • Market funding opportunities to students • Identify difficult-to-award scholarships and use the tuition giveaway process	• 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 • Survey allocations applicants • Use the survey results to simplify the allocations application process • Share <i>Your Gift at Work</i> information with donors	• Hold investment manager accountable • Follow the investment policy • Ensure endowed funds are distributed per donor and fund agreements • Achieve fundraising goals (based on amounts raised before the pandemic)	• Interview and profile more individual and organizational donors • Publicize successful HACC Foundation-funded initiatives • Publicize major contributions to the HACC Foundation • Distribute HACC Foundation-related information via the news media, social media sites and HACC publications
Outcomes (What will success look like by 2027?)	Have at least one HACC Foundation Board member from historically underrepresented groups representing each campus	Award \$4 million (cumulatively) in scholarship funds, tuition giveaways and emergency assistance funds	Award \$10 million (cumulatively) from Allocations Committee	Achieve \$55 million in total net assets (value of the investment portfolio)	Increase internal and external distribution of HACC Foundation-related information by 50 percent