



2022-25 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>	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
Keys to Success <i>(What are the activities involved?)</i>	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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 	<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 • Survey allocations applicants • Use the survey results to simplify the allocations application process • Share <i>Your Gift at Work</i> information with donors 	<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 (based on amounts raised before the pandemic) 	<ul style="list-style-type: none"> • 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 <i>(What will success look like by 2025?)</i>	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