

2024 - 2028

Strategic Framework



Throughout the process of developing the vision for our future, one thing is clear:

THE COMMUNITY FOUNDATION OF GREATER DES MOINES IS ON A SOLID TRAJECTORY

Yet we can do more to strengthen the communities we serve. During the upcoming five-year period, we aspire to:

- **BUILD UPON** our strong foundation
- **GROW** greater giving
- **DRIVE** community change by strengthening our nonprofit sector, leveraging our influence, and providing leadership in our community.

We will solidify our role as a trusted community partner and charitable giving expert. As a distinguished center for charitable giving and legacy planning, we will:

- **OFFER** personalized resources and expertise to maximize charitable giving
- **CULTIVATE AUTHENTIC** donor relationships
- **SHAPE STRONG** communities in the 46 counties and communities we serve throughout Iowa

OUR MISSION:

The Community Foundation of Greater Des Moines improves quality of life for all by promoting charitable giving, connecting donors with causes they care about and providing leadership on important community issues... *we're simply better together.*

OUR GUIDEPPOSTS:

We embrace and embody diversity, equity and inclusion throughout the Community Foundation to ensure we are building communities where ALL people have the opportunity to flourish.

We connect, inspire, and ignite generosity to solve our community's most pressing issues and promising opportunities.

We leverage our influence to drive community change.

We believe and invest in our nonprofit sector and seek to amplify their impact.

We strive to be an approachable partner and authentic collaborator, building connections and relationships for greater impact.

Our Success is Measured by:

1 | **Greater giving** throughout the region

2 | **Systems change and transformational impact** from our grantmaking

3 | **Vibrant and thriving nonprofit sector** improving quality of life for all

4 | **Strong and visionary** Community Foundation positioned to grow into the future

Greater Giving

CHARITABLE GIVING &
DONOR ENGAGEMENT



We offer **PERSONALIZED & DONOR-CENTERED SOLUTIONS** to inspire and maximize charitable giving.

We implement **TAILORED STRATEGIES** among donors and professional advisors to grow giving while cultivating connections and strong relationships with new and existing communities of givers.

We encourage and empower donors to **CONNECT WITH CAUSES** they care about and understand our community's most pressing challenges and promising opportunities.

Better Together

COMMUNITY LEADERSHIP,
CAPACITY BUILDING
& GRANTMAKING



We leverage our influence to **DRIVE COMMUNITY CHANGE** by activating stakeholders to collectively solve critical community issues.

We strengthen the nonprofit sector to most effectively **SERVE THE COMMUNITY.**

Investments from our Better Together Funds catalyze and challenge Greater Des Moines to **IMPACT SYSTEMS CHANGE**, and significantly impact community outcomes and opportunities.

Strong Foundation

INFRASTRUCTURE



We believe strong communities start with a **STRONG FOUNDATION** and commit to innovation, stewardship and investing in our people, systems and potential.

Statewide Impact

AFFILIATE PROGRAM



We **GROW AND FOSTER CHARITABLE GIVING** in Iowa by engaging local stakeholders as partners in promoting charitable giving, providing community leadership, and making strategic grant investments.