



Foundation *Insider*



Long Range Plan for The Jewish Foundation of Greensboro

Chaired by Joyce Shuman, Jewish Foundation of Greensboro Chair, 2016-18, the Long Range Planning Committee completed its analysis and drafted a Strategic Plan that has been approved by both The Foundation's Executive Committee and full Board of Directors. The strategic planning process identified strategies that will best enable the Foundation to advance its mission. The focus was on identifying measurable goals, approving priorities for implementation, and committing to revisit the Foundation's strategies on an ongoing basis as environments change. The process started by identifying the Foundation's strengths, weaknesses, opportunities, and threats, in what is commonly called a "SWOT" analysis.

The Plan recognizes that one key benefit of helping outside communities, institutions and donors is enabling them to benefit from the twenty-three years of infrastructure, efficiencies, expertise and values that the Foundation has developed. The benefit of the growth of the Jewish Foundation of Greensboro will be the investment to strengthen the Foundation and its Affiliates. In both cases, the mission of the Foundation is to promote endowment giving that will provide long term support of vibrant Jewish life in the communities we serve, provide permanent resources for the Jewish institutions in those communities, and provide donors in those communities with an effective means of supporting their charitable objectives within the Jewish and secular communities.

The Plan lists specific goals for the size of the Foundation's assets, increasing the number of donors, establishing affinity groups and giving circles, increasing permanent endowment gifts, donor retention and growth, increasing assets donated from Jewish communities outside of Greensboro, developing professional and lay leadership to accomplish the goals of the Strategic Plan, and aligning the governance structure of the Foundation with the goals of the Plan. Developing the governance structure will be our next task and is already underway with a committee chaired by Tom Cone.

I would like to give a huge thank you to the entire Long Range Planning Committee members I had the privilege of serving with: Mike Berkelhammer, Marilyn Chandler, Sam Cone, Tom Cone, Steve Friedland, Susan Gutterman, Ari Hausman, Cathy Levinson, Howie Mezer, Jerry Pinsker, Sara Lee Saperstein, Joyce Shuman, Tom Sloan; and especially Randall Kaplan. He utilized his vast board service experience and acted as the facilitator, as well as drafting numerous iterations of the Plan for review and comments by the whole committee. We now have a road map to follow and means to measure our future success (or lack thereof).

Freddy H. Robinson

Freddy H. Robinson
Foundation Chair

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