



It is clear that no one government entity or sector, nor one for-profit or nonprofit organization can alone address the critical issues affecting our region.

To bring about real, lasting change, we must collaborate, trust, and invest in collective systemic action.

Join us as we embark on our 2020-2022 Strategic Plan.

**ENGAGE. LEAD. THRIVE.**



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LEAD.  
THRIVE.**

**STRATEGIC PLAN  
2020-2022**

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## OUR VISION

### Essex County thrives when we have:

Successful schools and students

Safe, clean, and green neighborhoods

Strong job and economic opportunities

Vibrant arts and culture experiences

Healthy people

## OUR MISSION

ECCF's mission is to inspire philanthropy that strengthens the communities of Essex County. We do this by managing charitable assets, strengthening and supporting nonprofits and engaging in strategic community leadership.

# OUR HISTORY

## 1998

Essex County Community Foundation (ECCF) began with a vision to strengthen our region's nonprofits. Our work expanded to connect donors with causes they care about, and convene leaders around important issues. Through these endeavors ECCF emerged as a trusted regional leader.

1998  
**5 FUNDS**  
**\$4,500**  
GRANTED ANNUALLY

## 2008

Our ability to convene allowed ECCF to incubate initiatives that had great impact in our community, including the Institute for Trustees and the Youth at Risk Conference.

2008  
**99 FUNDS**  
**\$1.2M**  
GRANTED ANNUALLY

## 2016-2019

ECCF leveraged its unique position to launch Impact Essex County – our first community leadership initiative. This work addressed the region's greatest challenges using data and collective action to deliver lasting social change and our future initiatives were shaped by this innovative approach.

2019  
**225 FUNDS**  
**\$7.7M**  
GRANTED ANNUALLY

# OUR GOAL

## 2020-2022

We take our work to the next level in this three year strategic plan. Join us in creating a sustainable, nimble community foundation that helps our communities thrive and prosper.

2022  
**400 FUNDS**  
**\$12M**  
GRANTED ANNUALLY

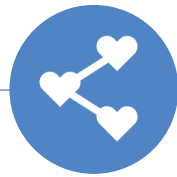
**ENGAGE. LEAD. THRIVE.**

# ENGAGE. LEAD. THRIVE.

## 2020-2022 Strategic Plan

More than 1,300 people from across our county engaged with ECCF, providing insight and input for our future work.

Over a four-month span, multiple community convenings, hundreds of nonprofit surveys and countless donor conversations shaped the 2020-2022 strategic plan.



### ENGAGE

**Deepen engagement with our communities to inspire greater philanthropy across Essex County.**

#### OUR WORK:



**Provide donors with greater knowledge and opportunities that enhance their giving strategies.**

New donor education events and giving strategy tools



**Embrace each generation's unique philanthropic views and inspire new ways for individuals and families to give.**

- Expanded NextGen events
- New youth philanthropy initiative
- New family philanthropy resources



**Cultivate public-private partnerships that support systems work and build greater regional resiliency.**

- Annual municipal and business leader convenings
- New county-wide public-private partnerships



**Build capacity in Essex County nonprofits to optimize their mission and impact.**

- New Institute for Trustees training segments
- New BoardConnect board recruitment program
- Revitalized online nonprofit directory



### LEAD

**Elevate systems philanthropy to deliver systemic, lasting change in our communities.**

#### OUR WORK:



**Grow dedicated and permanent discretionary funds to support systems-change work.**

Raise \$10M Impact Essex County Endowed Fund



**Improve the economic outlook for people living below the living wage (Empowering Economic Opportunity).**

Complete \$1.3M Empowering Economic Opportunity Initiative (Impact Essex County Alpha Project)



**Strengthen and connect the arts and culture ecosystem through Creative County Initiative.**

New \$1.3M Creative County Initiative (Grow and Change Phase)



**Identify, study and raise funds to launch the next county-wide, systems-change initiative.**

Define and launch next critical systems-change initiative (Impact Essex County Beta Project)



### THRIVE

**Build a sustainable community foundation that inspires philanthropy, helping our county prosper.**

#### OUR WORK:



**Grow ECCF's charitable assets, resulting in greater support to nonprofits.**

\$150M in charitable assets (from \$90M) that generate 50% more grants awarded



**Heighten visibility as a trusted leader in philanthropy.**

- Refreshed ECCF brand and messaging
  - New ECCF website
  - New communications strategy



**Develop and engage staff and volunteers that ensure diverse and equitable representation from across our county.**

- Diversity, Equity, Inclusion and Access (DEIA) education and training for staff and board
- Expanded staff professional development
  - New volunteer opportunities at ECCF
- New Community Leadership Committee
  - Expanded NextGen volunteers

**Learn more and stay connected at [eccf.org](http://eccf.org).**