



**Omaha Community  
Foundation**

Growing good, together.

# OUR STRATEGIC FRAMEWORK

2022-24



# A FRAMEWORK FOR THE FUTURE

More than a year ago, we started creating a strategic plan that will guide us for the next three years. Our efforts began by listening to community leaders to uncover fresh perspectives and insights. Next, we engaged our board and staff in a series of activities, including reviewing industry trends and visioning sessions. We also considered our existing strengths and gaps, external threats, and future opportunities.

**We developed a plan that acknowledges our beginnings and community engagement, while also recognizing the need to lead, innovate, and meet the technology and service expectations of our rapidly changing sector.**

Since our inception in 1982, we have more than doubled our assets while collectively granting more than \$2 billion into the community. Celebrating our 40th anniversary, we are proud to have cultivated deeper connections in the community through the growth of our discretionary grant programs, including the expansion of our Community Interest Funds and the Fund for Omaha; with our leadership of Omaha Gives which raised \$58 million through its eight-year tenure; and through evolution of The Landscape, our data-driven community indicator resource. Even more recently, we initiated an internal equity journey, engaged our fundholders in new ways, and launched our Community Loan Fund as an impact investing option—a first of its kind in the region.

The success of these programs and initiatives gave us the ability to think deeper and differently about how we define our future success. Further, our focus on equity continues to shape how we operate organizationally, and we are committed to meeting others where they are in their equity journey, too. Adding to this are the lessons in agility we learned as we helped our community navigate the pandemic. Like all sectors, the how, when, and why we do our business transformed.

At its core, this strategic framework focuses on expanding our relationships with nonprofits and fundholders towards a goal of maximizing our internal expertise and technological resources to guide local philanthropic investments.

With this plan, our efforts will focus on:

1. Investing in Internal Capacity
2. Leading & Engaging Our Community with Focus
3. Connecting Our Stakeholders with Purpose

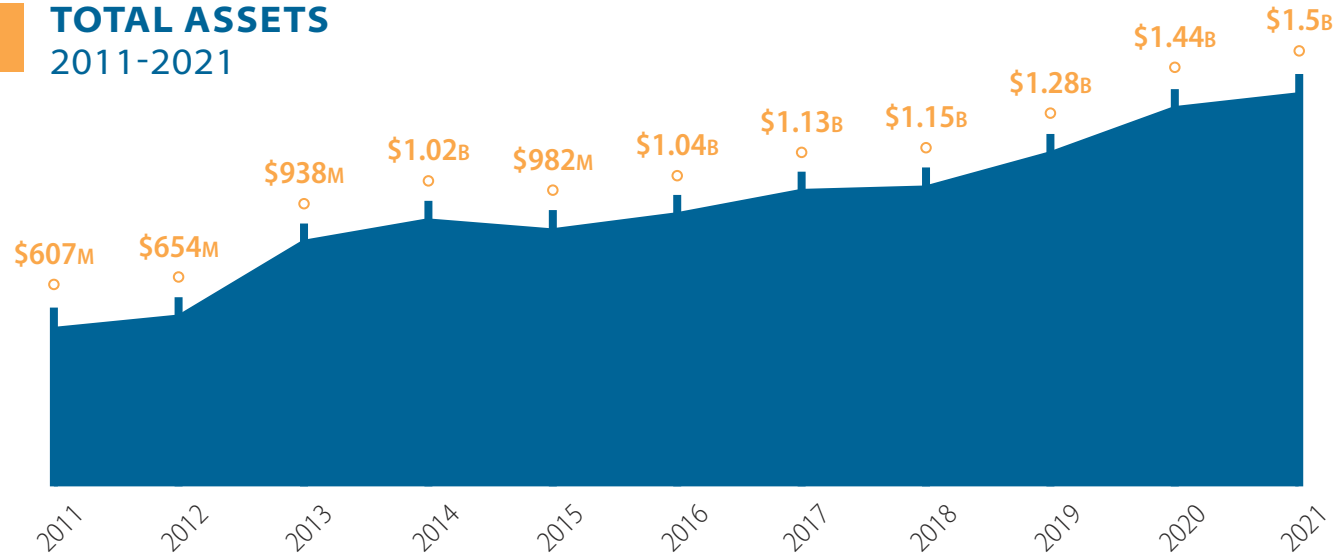
**Aligning these three strategic directions, we can achieve our vision: a connected community of passionate philanthropists, strong nonprofits, and thriving residents.**

Thank you for your tireless commitment to strengthening this community. We are excited to embark on this new plan, together.

■ Donna Kush, President & CEO

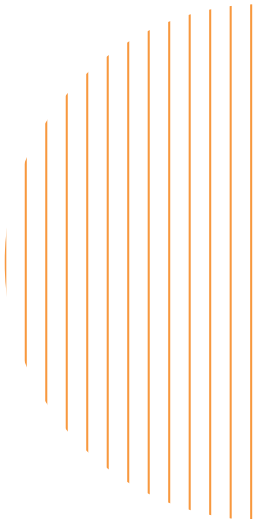
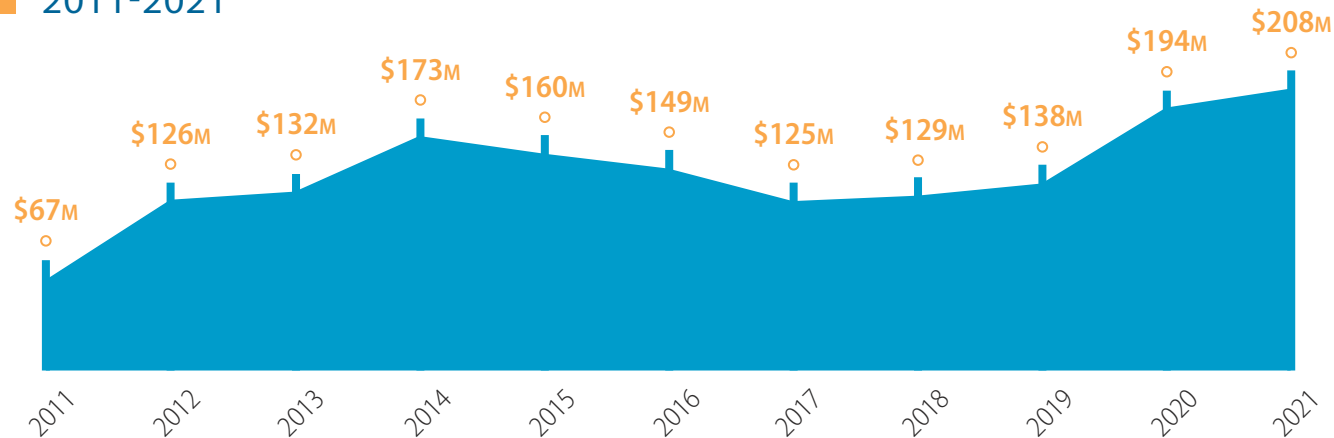
# GROWING GENEROSITY

**TOTAL ASSETS**  
2011-2021



The Omaha Community Foundation has more than doubled its assets since 2011.

**GRANTS AWARDED**  
2011-2021



# HOW WE LISTENED & LEARNED

Over the last year, we reviewed our social and financial impacts. We talked with community leaders and celebrated our past successes to help us start planning for the future. We learned about current perceptions of OCF's position in the community and where we can grow.

**Through listening and reflecting, we learned that we have a strong role in helping to facilitate philanthropy and an opportunity to focus on what we do best—and work more as a convener in the community.** Through this work, we also have an opportunity to more clearly communicate our mission and goals.



## Voices from the Community

Listening continues to be a basis of our work as we connect and develop community-driven solutions. Here's a sampling of what we heard during the strategic planning process.

“As they continue to expand and grow and be more intentional about what the Omaha Community Foundation is about, I see them as a critical partner in the community.”

“I have always viewed them as a facilitator, helping grow the capacity of nonprofits and do it in a way that is meaningful. Part of that is outreach. Some of it is partnerships. And it's also guidance that they provide to the nonprofit community.”

“The fact that OCF gave to ensure that nonprofits survived during the pandemic is indicative of OCF's role. They are a very benevolent, often maybe too silent, steward of important aspects of our culture, our safety nets, and our identity.”

“The biggest need in the community is inclusivity—as a whole, diversity equity, inclusivity, social justice is a huge, huge need.”



# IMPACT WE SEEK

As we looked to our history and listened to our key stakeholders, we also spent time reviewing emerging practices in the field of philanthropy and community foundations. Following that the team identified recent accomplishments, reviewed the Omaha Community Foundation's mission, identified internal strengths and weaknesses, and discussed the external opportunities and threats in the near future.

**Our researching and reflection led to developing a practical vision, which describes the desired reality and impact of the organization in three years.**

The practical vision sets the stage for agreement among board members and staff for a shared vision of Omaha Community Foundation's future.

## By December 31, 2024 we will have...

- Significant Community Impact
- Stronger Community Nonprofits
- Deeper DEI Engagement
- Expanded Awareness & Relationships
- Enhanced Customer Experience
- Effective Business Processes



## OUR MISSION

We maximize the power of philanthropy to strengthen our community.



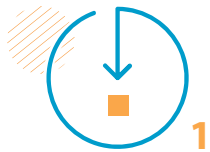
# STRATEGIC DIRECTIONS & GOALS

Next, the team turned their attention to the meaning of the Omaha Community Foundation's vision and barriers within the vision. We considered what actions we could take to address underlying blocks. **From everything we learned throughout the process, we formed three strategic directions and supporting goals.**



## OUR VISION

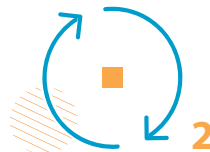
A connected community of passionate philanthropists, strong nonprofits, and thriving residents.



### Investing in Internal Capacity

*We will invest in our internal capacity to better deliver to our external partners.*

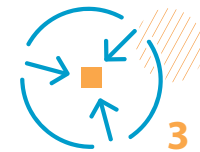
- Our technologies will be optimized and integrated across teams to enhance overall effectiveness and organizational performance.
- Our staff and board will be actively engaged in ongoing diversity, equity, and inclusion education and growth.
- Our processes will be defined, documented, and regularly updated for the staff.
- We will have implemented supports to increase staff capacity.



### Leading & Engaging Our Community with Focus

*We will be intentional in our relationships with nonprofits and be thought-leaders in the community.*

- We will have refined our focus areas and community impact in 1-3 priority areas.
- We will have deepened our relationships within communities of color.
- We will have increased stakeholder understanding and awareness of programs and services.
- We will have strengthened nonprofit relationships throughout the community.



### Connecting Our Stakeholders with Purpose

*We will connect donors, advisors, and nonprofits through excellent customer service and creating efficiencies.*

- We will be a prominent resource on philanthropy for funders and professional advisors in the community.
- We will have an enhanced fundholder experience and optimized engagement with the organization.
- We will have strategically prioritized how to diversify revenue to support the organization and our programmatic work.