



## **Thomas Gaiter Foundation**

### **Strategic Plan for January 2020**





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## **Background**

Thomas Gaiter Foundation (TGF) is a nonprofit 501c (3) organization that was founded in 2009 and is currently staffed with all volunteers.

We aid all individuals in need, including the disabled and veterans, as well as render health services in disaster relief programs. We strive to provide necessities such as safe water, food, clothing and basic school supplies to those who need it. We also provide financial support for college education and technical schools at various universities across the country and abroad.

We serve the disadvantaged and the poor by providing the needed tools and necessities to excel in education at the same time maintaining proper health care. By helping financially challenged students across America and abroad, we believe that, through education and health, these students will be able to continue the cycle of giving back to their communities. We are working to create hope and opportunity around the world by striving to strengthen communities in order to offer more opportunities, ultimately benefiting future generations. We are looking forward to working with as many women, men, and youth as we can in order to progress the world in the never-ending battle for human betterment.



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### **Our Mission**

We empower members of all communities and mobilize resources to make education and health a priority for everyone.

### **Our Vision**

We envision a world where all people have an equal opportunity for quality education and quality health.

### **Our Values**

**Partnership.** We formed partnerships with other charitable organizations particularly those working in alignment with our vision. Teamwork can be attained and realized when great minds think alike.

**Accountability.** We honor the charitable intentions of our individual and corporate donors to meet current and future community needs. Integrity and responsibility are the two core values we practice as we continue to be transparent to our contributors.

**Trust.** We hold ourselves to the highest standards of ethical and professional ideals. We listen and learn from our community. We strive for equity and justice and we focus primarily, but not exclusively, on people who are vulnerable.



## **Introduction**

The purpose of this strategic plan is to present the priorities and long-term direction of Thomas Gaiter Foundation. The objectives and strategies described in this document will be presented to our board of trustees for discussion and approval. After confirmation, this document will guide the foundation's efforts and investments over the coming years.

In this plan, we present three compelling objectives. These objectives are our commitment to serving those who are most vulnerable, individuals and families of our community who suffer the most, and those who lack the access to opportunities that create a basic quality of life.

This plan is intended to drive positive change within the organization and the community while also embracing continuity. The plan provides a sharper focus to our work in the form of three community-impact objectives, driven by the community's needs and priorities. It requires us to rethink how we organize our time and talent, and where we invest dollars. At the same time, the plan strongly reaffirms the foundation's historical commitment to helping our community's most vulnerable residents have access to a high quality of life. The plan strengthens our commitment to donors, nonprofit organizations, and community leaders as essential drivers of innovation and positive changes in our community.



## **Community-Impact Objectives: Focusing on the Needs of the Most Vulnerable**

The Foundation will focus on three community-impact objectives in the coming decade. These objectives concentrate efforts and resources on the area's most vulnerable.

### **Objective 1: Essential Human Needs:**

Provide basic health care, shelter, clean safe water, nutritious meals, assist and support in growing vegetable gardens.

### **Issue-specific Strategies**

- Educate communities about nutritious food choices.
- Support gardening in schools and communities.
- Support health care organizations through medical missions including dental and mental care.
- Supply medical equipment and medicines to communities.
- Support organizations that assist and build residences for the homeless.
- Ensure that the elderly and veterans have quality food and water.
- Partner with other organizations to ensure clean and safe water. /Support programs that help people deal with neglect or abuse of children and the elderly.



## **Objective 2: Educational Opportunities:**

We help to guarantee equal and quality education to girls. We raise student attendance and performance in K-12 schools, provide need-based scholarships to college students and support continuous education for the elderly and the disabled.

### **Issue-specific Strategies**

- Strengthen our support for equal and quality education for girls.
- Aid educational facilities and programs with necessities, books, paper, computers, the arts, etc.
- Educate communities on how the Thomas Gaiter Foundation can impact elementary through high school students and colleges especially with the disadvantaged.
- Partner with others to ensure the benefit of early education.
- Join and create programs to decrease the drop-out rate.
- Support schools and programs that improve student performance.
- Participate and promote 'Choose to be Kind' so all students truly understand its importance.
- Help teach the consequences of bullying and cyber bullying.
- Encourage those who have been successful in education to give back to their communities.
- Educate adults, the elderly, and disabled on the significance of learning continuously.



### **Objective 3: Economic Advancement:**

Collaborate with members of various communities including other nonprofit organizations to assist and provide opportunities necessary for careers, employment and self-sufficiency.

#### **Issue-specific Strategies**

- Guarantee that residents of the most vulnerable communities play a central role in development.
- Support ways that encourage community members to prioritize self-sufficiency.
- Partner with others to assist with employment.
- Work with banks to teach personal budgeting and financial matters.
- Help teach others, on Career Day, the importance of acquiring education.
- Partner with other organizations to award scholarships that allow students to build their own path.
- Distribute our resources to the most vulnerable.
- Partner with others to assist veterans in employment and health.
- Identify and partner with other non-profits to support the disabled with successful strategies.





## **COMMUNITY-IMPACT OBJECTIVES**

The Thomas Gaiter Foundation has translated its vision - a world where all people have an equal opportunity for quality education and quality health – into three impact statements. These objectives describe the positive change we seek to advance the world over the coming years.

-Embrace and advance the Thomas Gaiter Foundation’s mission, vision, and core values

-Focus on the most disadvantaged and vulnerable residents of all communities

-Provide opportunities and engagement with non-profit organizations

-Align well with the Foundation’s relationships and donor interests

-Address issues that broadly resonate with our non-profit partners



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## STRATEGY MAP

### **Essential Human Needs**

Provide basic health care, shelter, clean safe water, nutritious meals, assist and support in growing vegetable gardens.

### **Educational Opportunities**

We help to guarantee equal and quality education to girls. We raise student attendance and performance in K-12 schools, provide need-based scholarships to college students, and support continuous education for the elderly and the disabled.

### **Economic Advancement**

Collaborate with members of various communities including other nonprofit organizations to assist and provide opportunities necessary for careers, employment and self-sufficiency.



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## **PARTNER GOALS**

The Thomas Gaiter Foundation considers donors, corporations, grantors, non-profit organizations and Combined Federal Campaign as the broad categories of partners on whom successful realization of our strategic vision relies.





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### **Marketing & Communication Strategies:**

Our messages are focused on the right people, the right place and the right time.

The Thomas Gaiter Foundation's marketing, communication, and use of social media are very important components of our nonprofit management process. We will use a variety of methods and techniques to reach our core community members to tell our stories, convey our successes and promote our new initiatives.

- Post information on our website or social media — or on partner websites or other websites supportive of our project.
- Ask other organizations that work with the same mission as our organization to provide relevant information in our newsletters.
- Mail or email strategic campaign notices or other news to our master mailing list.
- Make personal phone calls to significant contacts to invite them to partner, participate or collaborate in our communications efforts.
- Make presentations to specific groups at organizational meetings, conferences and training sessions.
- Place notices or ads in publications or programs that serve the nonprofit sector.

### **Specific Strategies**

1. Social Media – Facebook, Twitter, Pinterest, Instagram, LinkedIn – post twice a week.
2. Newsletters – send every other month.
3. Email listing – update quarterly.
4. Create video messages – circulate monthly.
5. Blog – start blogging in the first quarter of the year.
6. Website – review website content regularly.

### **OUR WAY TO THE FUTURE**

As we look to the future, accelerating change, and increasing complexity define our ongoing strategic plan. The Thomas Gaiter Foundation will continue to learn and adapt in order to



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improve communities in the world. This plan sets us on a path for deepening our impact and improving every aspect of our operation. As we carry out this plan, we anticipate seeing several important benefits.

**Specific and Distinct Community Impact:**

The community impact objectives focus on essential human needs, economic advancement, and educational opportunities are the three concise ways to express our enduring vision of a community where all residents have the freedom for increase quality of life. These objectives help reflect our conviction to address economic disparities, substandard health care, and meeting the essential needs of those who are most vulnerable.

**Financial Management Model:**

The Thomas Gaiter Foundation will become more adaptable and able to respond quickly and effectively to market changes that affect our financial growth and philanthropy.

Our funding streams will become more diverse as will our network of donors. Although our organization is staffed with volunteers and a revenue base of less than fifty thousand dollars annually, we will maximize our diverse resources and strategies in an integrated and collective way. We will benefit from joining the wide variety of perspectives, disciplines, and skills of our staff, board and volunteers to create a community where all members have the chance for increase quality of life.

We will increase the number of individual donors, increase the number of grant proposals, increase the number of corporation matching funds, continue to collaborate with partners, and increase visibility and campaign presence for the Combined Federal Campaign (CFC).

**2018 Income & Expenses**

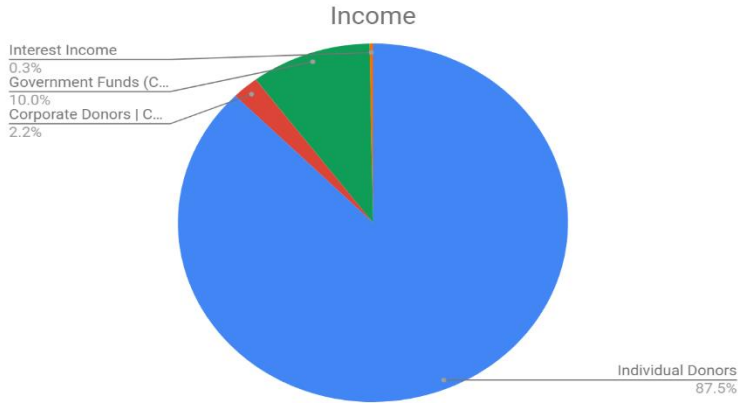
**Income:**

Individual Donors	In-Kind Contributions
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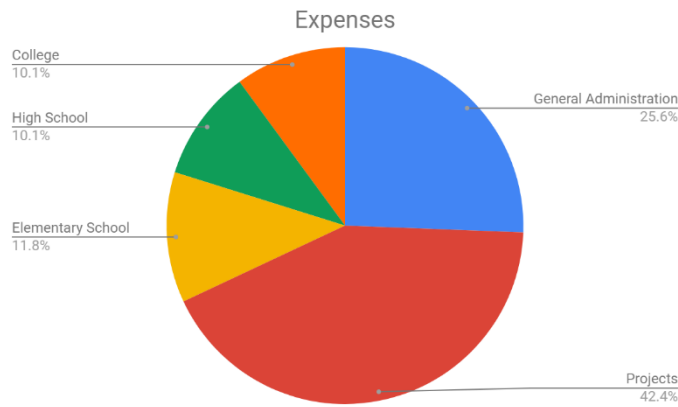
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Corporate Donors / Amazon Smile	Small Business Expo
Government Funds	New Clothing
Interest Income	Used Clothing



**Expenses:**

General Administration	Programs
Staffing - N/A	Elementary
Office Rent, Services	High School
Insurance (State Farm)	Colleges & Universities
Marketing & Communication	Overseas Services
Transportation, Travel	Projects



Statement of

Position

Financial



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