

# Westgate Community Foundation 2020 Strategic Plan

## OVERVIEW & PURPOSE

The purpose of this document is to provide a compass for the foundation as they navigate the next 12 months. As a newly formed community enterprise, we recognize that there is much for the foundation to achieve. The board met in early 2020 to set clear goals and expectations so that we can make sure we prioritize the first steps of this nonprofit and set clear expectations for a successful year.

## 2020 Goals

### **Communications:**

- Develop and maintain website with goal of connecting the Westgate Neighborhood and promoting local groups, events and activities by April 1, 2020
- Manage and maintain social media presence starting immediately, promoting local groups, events and activities, as well as nearby businesses and organizations.
- Create and send out quarterly newsletter to the homes of Westgate Residents by April of 2020, communicating on all neighborhood events, highlighting residents and promoting opportunities for involvement in neighborhood initiatives.

**Fundraising:**

- Apply to five local foundations by the end of 2020 to grow the foundations to add capacity to neighborhood groups, organizations, and initiatives.
- Establish an end-of-year fundraising event in the fall of 2020 at an area bar/restaurant with the goal of promoting the foundation, connecting neighbors from across Westgate, and spreading awareness of ways to participate.
- Organize OmahaGives! and End-of-Year Giving Campaign with a goal of raising \$1000

**Projects/Events:**

- Coordinate a spring beautification day in April/May of 2020 in concert with Keep Omaha Beautiful and the Westgate Neighborhood Association.
- Provide ongoing coordination with the Westgate Pool related to improvements to the facilities, improved infrastructure for the board and staff, and the creation of a scholarship program for those who cannot afford membership.
- Continue to grow and enhance National Night Out in August of 2020 with respect to location, funding and promotion.