

**Ohio District  
Kiwanis Foundation**  
2022 – 2025  
Strategic Plan:  
Roadmap to the Future

[odkf.org](http://odkf.org)



# Table of Contents

odkf.org

Executive Summary	- 2
Vision and Mission	- 3
Core Values	- 4
Emphasis #1: Staff	- 5
Emphasis #2: DEI	- 6 & 7

Emphasis #3: Branding	- 8 & 9
Emphasis #4: Networking	- 10
Emphasis #5: Develop & Enhance Fundraising	- 11 & 12
Overall Plan by Year	- 13 - 15

# Executive Summary



The Ohio District Kiwanis Foundation (ODKF) embarked on a yearlong, intensive strategic planning process which began in the fall of 2021. The initial objective was to involve the many stakeholder groups that are impacted by ODKF including board members, non-board members, Service Leadership Program members, and even non-Kiwanis members. A core committee was established composed of ODKF leaders who oversaw the entire process to ensure core objectives were met. Throughout the process, we gathered data via surveys distributed at the 2021 ODKF Annual meeting and through Survey Monkey to capture the views of those not able to attend the Annual meeting. The full committee also closely examined the current state of ODKF through a S.W.O.T. analysis. The committee then met to review the data and determine commonalities in the feedback. From there the aim was to develop goals and objectives that were concise, inspiring and relevant both internally and externally. Through this lengthy and rigorous process, we were able to finalize a strategic plan that developed the strengths and examined the opportunities facing ODKF. This strategic plan will help to provide a focus for the next three years so that ODKF can sustain its impact, realize its mission and vision and continue to support the clubs of the Ohio District of Kiwanis.



# Vision and Mission

## Vision

Our vision is to extend your Kiwanis impact. We strive to make sure your gift helps children in many communities and in many ways. And we succeed by holding fast to a set of core values.

## Mission

Our mission is to raise, manage, and distribute funds to support programs of Ohio District Kiwanis family organizations for the improvement of the lives of children and families.



# Core Values



- Stewardship - We are committed to meeting and sustaining donors' confidence that our foundation will invest their contributions wisely and distribute them in keeping with the values inherent in Kiwanis
- Transparency - We adhere to the Donor Bill of Rights to treat all constituents fairly and ethically and to be above board in all of our dealings.
- Legacy - We give donors the opportunity to leave a lasting mark on the world.
- Trust - Through the integrity of our actions, we seek to earn and maintain the trust of our Kiwanis family and all stakeholders. Your gifts reflect your hope for children's lives—and your trust in us. So we strive to earn that trust. We share records and reports that document gifts, grants and the people we serve.

# Emphasis #1: Staff

Goal: Continue to ensure the effective workings of the ODKF staff

Objective	Year
Determine scope of work for staff	1st - 22-23
Develop complete staff needs analysis on an annual basis	3rd - 24-25
Complete review of all job descriptions on an annual basis and complete establish schedule for regular review	3rd - 24-25
Establish staff succession planning	1st 22-23
Establish staff emergency preparedness plan including retention and sharing of all ODKF files	2nd - 23-24
Convene a committee to evaluate the need for additional staffing support	1st - 22-23

# Emphasis #2: Diversity, Equity & Inclusion

Goal: Develop a diversity and inclusion policy that is focused on "on-the-ground" initiatives such as development of programs, events, workshops, & analysis.

<b>Objective</b>	<b>Year</b>
Create a committee of members that is reflective of the diversity of the Kiwanis Family membership in the District to address this goal.	2nd - 23-24

# Emphasis #2: Diversity, Equity & Inclusion

Goal: Develop strategies to recruit talent from diverse backgrounds.

Objective	Year
Cultivate leaders of the board & its committees that represent diverse populations	3rd - 24-25
Intentionally support Diversity, Equality & Inclusion initiatives	3rd - 24-25



# Emphasis #3: Branding

Goal: Create a transparent branding campaign that is designed to articulate the mission & vision of ODKF

Objective	Year
Evaluate Mission, Vision & Core Values to determine relevance and any necessary updates	1st - 22-23
Improve messaging & tagline including update of ODKF logo and associated memorabilia (pins, shirts, etc.)	1st - 22-23

# Emphasis #3: Branding

Goal: Evaluate the long-term impact of the Safe & Healthy Kids program and its component parts and determine what, if any, relevance it has to the updated mission & vision of ODKF

Objective	Year
Evaluate the impact that Safe & Healthy Kids has had on the communities of Ohio	2nd - 23-24
Explore other opportunities for a core focus of ODKF	2nd - 23-24
Develop a focused program that is reflective of ODKF's core mission & vision	2nd - 23-24

# Emphasis #4: Networking

Goal: Develop a network of supporters, Friends of the Foundation, who can assist in continuing the mission and vision of ODKF.

Objective	Year
Identify internal & external stakeholders	2nd - 23-24
Align with stakeholders that support ODKF mission & vision	2nd - 23-24
Have regular communication with stakeholders that focuses on the sharing success stories	3rd - 24-25

# Emphasis #5: Develop & Enhance Fundraising

Goal: Develop Planned Giving

<b>Objective</b>	<b>Year</b>
Create a comprehensive plan on Planned Giving program that is unique to ODKF and create awareness of the program	3rd - 24-25

# Emphasis #5: Develop & Enhance Fundraising

Goal: Streamline Fundraising

<b>Objective</b>	<b>Year</b>
Evaluate gifting opportunities and their relevance	1st - 22-23
Evaluate the grants process and any budetary impacts relating to consistency with pools of money	1st - 22-23

# Strategic Plan by Year

## Year 1 - 2022-2023

Emphasis 1: Staff - Determine scope of work for staff

Emphasis 1: Staff - Establish staff succession planning

Emphasis 1: Staff - Convene a committee to evaluate the need for additional staffing support

Emphasis 3: Branding - Evaluate Mission, Vision & Core Values to determine relevance and any necessary updates

Emphasis 3: Branding - Improve messaging & tagline including update of ODKF logo and associated memorabilia (pins, shirts, etc.)

Emphasis 5: Develop & Enhance Fundraising - Evaluate gifting opportunities and their relevance

Emphasis 5: Develop & Enhance Fundraising - Evaluate the grants process and any budgetary impacts relating to consistency with pools of money

# Strategic Plan by Year

## Year 2 - 2023-2024

Emphasis 1: Staff - Establish staff emergency preparedness plan including retention & sharing of all ODKF files

Emphasis 2: Diversity, Equity & Inclusion - Create a committee of members that is reflective of the diversity of the Kiwanis Family membership in the District to address this goal.

Emphasis 3: Branding - Evaluate the impact that Safe & Healthy Kids has had on the communities of Ohio

Emphasis 3: Branding - Explore other opportunities for a core focus of ODKF

Emphasis 3: Branding - Develop a focused program that is reflective of ODKF's core mission & vision

Emphasis 4: Networking - Identify internal & external stakeholders

Emphasis 4: Networking - Align with stakeholders that support ODKF mission & vision

# Strategic Plan by Year

## Year 3 - 2024-2025

Emphasis 1: Staff - Develop complete staff needs analysis on an annual basis

Emphasis 1: Staff - Complete review of all job descriptions on an annual basis and complete establish schedule for regular review

Emphasis 2: Diversity, Equity & Inclusion - Cultivate leaders of the board & its committees that represent diverse populations

Emphasis 2: Diversity, Equity & Inclusion - Intentionally support Diversity, Equality & Inclusion initiatives

Emphasis 4: Networking - Have regular communication with stakeholders that focuses on the sharing success stories

Emphasis 5: Develop & Enhance Fundraising: Create a comprehensive plan on Planned Giving program that is unique to ODKF and create awareness of the program