



Kiwaniis®

La.-Miss.-W. Tenn District Foundation

The I-Plan of the District Foundation of the Louisiana-Mississippi-West Tennessee District of Kiwaniis International

KIWANIS MOTTO: Serving the Children of the World

DEFINING STATEMENT OF KIWANIS: Kiwanis is a global organization of volunteers dedicated to improving the world one child and one community at a time.

LOUISIANA-MISSISSIPPI-WEST TENNESSEE KIWANIS DISTRICT FOUNDATION

OUR VISION: Promoting excellence in service to the La.-Miss.-W. Tenn District.

OUR MISSION: To provide financial assistance for Kiwanis projects and programs within our District.

Inspiration MEMBERSHIP & ENGAGEMENT

GOAL: To build, retain and support a growing Foundation membership network

The Foundation Board must promote excellence in developing Board members to achieve its mission.

STRATEGY:

- Continue developing board members to lead the Foundation
- Continue growth of the volunteer pool

Image OUR KIWANIS IMAGE

GOAL: To enhance the Foundation image district-wide

The Foundation Board must promote excellence in awareness and marketing.

STRATEGY:

- Ensure that all paper forms for solicitation of funds are effective and up to date
- Promote effective framework and forms for reporting
- Modernize and rebrand the Foundation
- Enhance education materials and improve publicity
- Develop and maintain a policy manual with appropriate supporting documents

Impact MEANINGFUL SERVICE

GOAL: To perform meaningful service, with service to children as our priority

The Foundation Board must promote excellence in programs and service throughout the district.

STRATEGY:

- Ensure financial sustainability of all grant programs
- Ensure that all programs are effective and relevant
- Investigate and evaluate potential new programs and services

Investment FINANCIAL VIABILITY

GOAL: To ensure financial viability and responsible stewardship

The Foundation funds many activities and raises substantial amounts of funds. It must promote excellence in financial sustainability and the Board members must be good financial stewards.

STRATEGY:

- Increase the endowment principal to pre-determined goals
- Seek additional operating funds through increased club annual giving and other sources
- Ensure that investment and spending policies sustain Endowment growth

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adopted: 4.22.2016

Goal	Item	Description	Responsibility	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
Inspiration	Goal: To build, retain and support a growing Foundation membership network							
	Strategy 1: Continue developing board members to lead the foundation to achieve its mission through educating the public, fund-raising, marketing and networking.							
Inspiration	a	Maintain a Board profile inventory to identify what areas of expertise are currently represented and what areas of expertise are needed in order to improve Board performance	Governance	Update the current Board profile. Identify needed areas to target for board candidates.	Update.	Update.	Update.	Update.
Inspiration	b	Develop a recruitment strategy to fill Board positions with candidates that possess the expertise needed and Promote leadership to improve Board performance	Nominating/ Governance	1. Conduct needs analysis to determine gaps/risks of current members 2. Engage Board of Directors to recruit committee members to fill gaps 3. Nurture committee members for potential board members	Repeat.	Repeat.	Repeat.	Repeat.
Inspiration	c	Evaluate level of understanding within the Board to determine training needs	Nominating/ Governance	1. Complete assessment tool to understand knowledge base of current Board members. 2. Determine training needs 3. Develop learning activities to educate Board members as appropriate	Repeat.	Repeat.	Repeat.	Repeat.
Inspiration	Strategy 2: Continue growth of volunteer pool							
Inspiration	a	Recruit new volunteers for Foundation Board and Committees	Board members and officers	Determine best methods for letting members know of need for Foundation volunteers	Recruit as necessary.			
Inspiration	b	Enlighten members with regard to Board activities and responsibilities	Governance and Nominating	Hold workshop at district convention about Foundation	Continue workshop. Consider offering at regional meetings.	Continue	Continue	Continue

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Goal	Item	Description	Responsibility	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
Image	Goal: To enhance the Foundation image district-wide							
Image	Strategy 1: Ensure that all Foundation paper forms for solicitations are effective and up to date							
Image	a	Evaluate and update all forms, and brochures.	Development/ Finance/ Grants	Update additional forms.	Update remaining forms.	Continue	Continue	Continue
Image	b	Effectively communicate Foundation activities to the District Newsletter	Executive	Communicate activities to the District Newsletter in a standard format.	Continue	Continue	Continue	Continue
Image	Strategy 2: Promote effective framework and forms for Foundation reporting							
Image	a	Evaluate all reporting forms for Foundation reports to be compliant	Executive and Finance Committee	All reports and report forms were identified.	Evaluate effectiveness. Modify if necessary.	Continue	Continue	Continue
Image	Strategy 3: Modernize and rebrand the Foundation							
Image	a	Evaluate current Foundation logo for appearance and effectiveness for branding	Development Committee	New Brand and Logo were developed and implemented. Utilize new brand and logo in all forms and communications.	Evaluate effectiveness	Continue to evaluate effectiveness.	Continue to evaluate effectiveness.	Continue to evaluate effectiveness.
Image	Strategy 4: Enhance education materials and improve Foundation publicity							
Image	a	Evaluate and enhance all education materials and programs.	Development	Evaluate and improve education materials for all of the constituencies. Train Foundation Board and District Officers. Evaluate training program and materials.	Distribute or present materials at conventions and to District officers, club officers, Board members, and club members.	Distribute or present materials at conventions and to District officers, club officers, Board members, and club members.	Continue	Continue
Image	b	Exploit all techniques for publicity that distribute the Foundation's good news to all in the district and the general public	Development and Board Members	Evaluate all current marketing applications and modify as needed, ask organizers of Kiwanis events to permit education and publicity sessions, update web site and social media to better market Foundation programs.	Continue to use all identified means to publicize Foundation programs and utilize "best practices" as they are identified.	Continue	Continue	Continue

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Goal	Item	Description	Responsibility	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
Image	Strategy 5: Develop Policy Manual for District Foundation with appropriate supporting documents							
Image	a	Develop policy manual for foundation	Governance Committee	Tweek Kiwanis International Foundation Policy Mannual to make it applicable to LAMSTN District Foundation	Complete development of polices not completed in prior year		Complete review of all policies and update manual as required	
Image	b	Develop required documents to support policy manual and form 990	Governance Committee	Prioritize documents and develop top priority documents	Complete development of prioritized documents not completed in prior year		Complete review of all documents supporting the policy manual and form 990 and update as required	
Image	c	Develop Job Descriptions for Board Member and Officers	Governance Committee / Nominating Committee	Tweek Kiwanis International Foundation Job Descriptions to make them applicable to LAMSTN District Foundation	Complete development of job descriptions not completed in prior year		Complete reievew of Board Member and Office Job descriptions and update as required	

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Goal	Item	Description	Responsibility	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
Impact	Goal: To perform meaningful service, with service to children as our priority							
Impact	Strategy 1: Ensure financial sustainability of all current grant programs							
Impact	a	Encourage Lt. Governors, Trustees and former board members to push for 100% participation in annual club gift activity	Development, Foundation Officers, District Governor	District Governor includes segment about Foundation and its grants program at District Council meetings and Lt. Gov. Training	Same as previous year, but increase visibility of awards for 100% participation	Evaluate effectiveness of Lt. Governors and others in increasing ACG activity	Evaluate success of ACG campaign and consider changes.	Implement changes as needed.
Impact	b	Determine best strategy for utilizing Endowment funds	Financial Committee, Development Committee, President, Executive Director	Use 80% of available funds (as determined by endowment management firm on September 30 report.) Evaluate effectiveness of this percentage.	If needed, modify percentage of funds to use. Evaluate effectiveness of percentage used.	Continue using endowment funds.	Continue using endowment funds.	Continue using endowment funds.
Impact	c	Establish an annual giving program for members.	Financial Committee, Grants Committee, Development Committee, President, Executive Director	Publicize appropriate brochures and distribute to membership	Include in all communications about giving to the Foundation.	Communicate	Re-evaluate and communicate	Communicate.
Impact	Strategy 2: Ensure that current programs are effective and relevant							
Impact	a	Evaluate all current grant programs	Grants Committee	Evaluate effectiveness of the scholarship program; Evaluate progress of AED program; Evaluate community grant program for matching amounts and relevance as currently stated.	Implement changes as needed.	Implement changes as needed.	Re-evaluate all current programs.	Implement changes as needed.
Impact	b	Evaluate leadership programs	Grants Committee, Foundation Officers, District Governor	Investigate the utilization of Foundation funds for effectiveness and relevance	Implement changes as needed.			

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Impact	Strategy 3: Investigate and evaluate potential new programs and services							
Impact	a	Consider possible new programs and services	Grants Committee, Foundation Board	Now that Endowment funds are being utilized, possible new programs and services should be studied for inclusion	Implement new programs/services if Endowment funds become available.	Implement new programs/services if needed.	Evaluate new programs/ services for effectiveness and relevance.	

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Goal	Item	Description	Responsibility	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
Investment	Goal: Promote excellence in financial sustainability							
Investment	Strategy 1: Increase endowment principal to \$1,000,000+							
Investment	a	Make available legacy giving sessions at District Convention	Finance Committee/ Development Committee	Review appropriate legacy giving programs to educate board. Prioritize and Schedule session at District Convention, prepare and present session. Consider forming a Heritage Society.	Evaluate and revise as needed. Repeat session at District Convention. Consider alternate presenter.	Repeat session at District Convention. Consider alternate presenter.	Evaluate effectiveness. Consider skipping session this year.	Present revised session at District Convention.
Investment	Strategy 2: Promote for additional operating funds by increasing number of clubs participating in annual club gift (ACG)							
Investment	a	Mail each club a notice requesting \$5.00 per member (similar to a bill)	District Office, Finance Committee	Founders Day letter. Mail in last week of October 2013. Follow up emails for unpaid clubs. Target clubs that have never given.	Mail in October	Mail in October	Mail in October	Mail in October
Investment	b	Educate clubs about the Foundation and then about estate planning.	Board Members and Former Board Members	Develop club program materials to be presented. Present to as many clubs as feasible.	Continue club presentations. Enlist someone knowledgeable in estate planning to present at clubs whenever feasible.	Continue club presentations in both categories.	Continue club presentations in both categories.	
Investment	Strategy 3: Ensure that investment and spending policies allow Endowment to sustain growth							
Investment	a	Adopt a budget that utilizes Endowment funds responsibly	Foundation Board/ Finance Committee	Budget for use of 80% of available funds as given in September 30 CREATE report.	Compare investment returns with benchmark. Evaluate effectiveness of utilizing 80% of available funds.	Review investment and spending policies, make changes as needed.	Evaluate progress.	Evaluate progress.