



## Strategic outlook

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**Expect an extraordinary future.**

Princeton

impact

equitable



Promoting philanthropy to advance the well-being of our communities forever

generous

creative

## Expect even more.

### A plan to build on our shared successes prioritizing the community

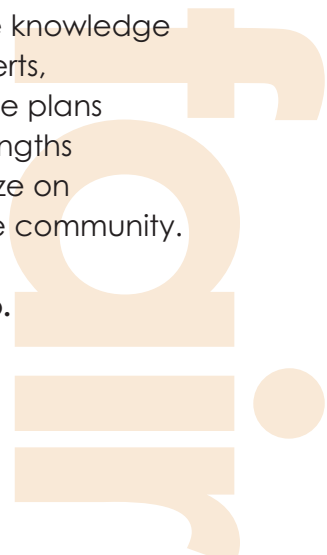
Philanthropy is an active form of generosity, showing love for humanity and care for the well-being of others. It's a giving, spirited action that compels us to act with intent, to help others thrive. In our work, we see compelling evidence of the power of collaboration.

Together, with our community partners and fundholders, we magnify our passion, compassion, and resources to understand the root causes of, and reimagine solutions to, long-lasting problems. Together, we work to improve lives and make positive differences in the community.

Yet, inequities persist. Despite the successes and impact we've achieved, the past few challenging years have shined an even brighter light on where attention is still needed. These years have also reinforced the value of lessons we had already learned about the benefit of collaboration, partnerships, and earned trust.

As is our practice, we continue to collect information and seek to evaluate the knowledge we've gained. We have asked questions, listened to responses, consulted experts, reviewed data, and reflected on what we've heard. As a result, we have made plans to do even more over the next two years. We plan to leverage our existing strengths and draw on our accomplishments while developing new initiatives to capitalize on opportunities to improve the organization to better address unmet needs in the community.

**Join us as we set our strategy for a bolder future that centers equity in all we do.  
With your help, we can.**



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## The Community Foundation will continue to evolve to meet new and existing challenges.

### Experience teaches.

The COVID-19 pandemic and widespread discussion about racial justice revealed – with stark clarity – the structural inequities that continue to exist across Greater Mercer County. Although everyone was affected by the pandemic and the associated safety and quarantine measures, the crisis was especially difficult for some of our most vulnerable neighbors. Some had no access to safe housing or enough food. Some lost jobs and faced the threat of eviction. Some children fell behind in school because they lacked a computer or Wi-Fi connection. The pandemic made us all more keenly aware of existing social and racial inequities. In response, through the generosity of many collaborative partners and donors, the Community Foundation established the [COVID-19 Relief and Recovery Fund](#) to support more than 70 nonprofits that were working on immediate relief. As we all begin to recuperate from the impact of the pandemic, we do not forget the experiences of our most vulnerable families.

The Community Foundation's commitment to equity is long established, yet we see the call for a more visible and intentional centering of equity in our work together. Our combined response to the crisis brought on by the pandemic is just one example of how we continue to learn from our experiences.

The new strategic plan puts forward high-level strategies for advancing an equity and inclusion agenda with many opportunities to reaffirm our organizational values throughout the organization.

**As we learn more, we strive to do better.**

nimble

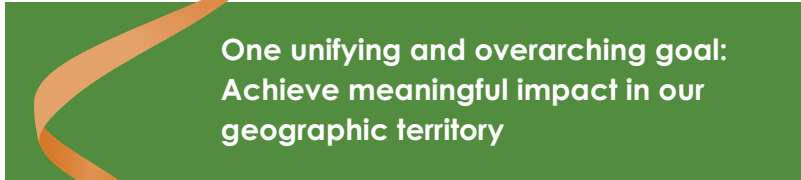
# stronger

**Reach even further.**

**As always, we strive to set the standard.**

**When philanthropy thrives, communities thrive.**

Supporters, donors, and nonprofits fuel the Community Foundation. Whether it's your first time stretching your philanthropy muscles or you've been piloting a nonprofit for years, the Community Foundation offers many opportunities to magnify your resources and efforts. Visit the Community Foundation's website to read moving stories about [our donors](#) and [grantees](#).



**One unifying and overarching goal:  
Achieve meaningful impact in our  
geographic territory**



**When we work together  
as a community to  
grow our philanthropic  
resources and channel  
those resources equitably  
towards impact, we see  
thriving communities.**



# collaborative

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## Our future stands on many shoulders.

In 1991 a small group of caring people envisioned a community foundation with a mission to promote philanthropy as a means to advance the region's well-being forever. Their goal was that the community foundation would build and invest assets, advise donors on their own charitable giving, and award grants to nonprofits...and to do this all in perpetuity so the ripple effect of giving would not end, only grow wider. With the knowledge that hundreds of other community foundations had been established and run successfully since 1914, they created the Princeton Area Community Foundation with an investment pool of \$300,000. Today, that initial investment has grown to over \$250 million, with over \$200 million having been awarded to nonprofits in the region, across the state, and throughout the country, and an additional \$32 million provided in support to our nonprofit fundholders.



**Charity Navigator rates  
the Community Foundation  
as a Four-Star Charity.**

brave

# dedicated

**Count on a fierce and relentless commitment to our shared values.**

**We aspire toward a just and equitable world by seeking to understand the community we live in and by striving to embody our core values through every interaction.**

- **Generosity** – We believe in the sharing of resources and encourage this altruistic spirit in ourselves and others.
- **Fairness** – We perform the work of our organization justly, openly, honestly, and striving for social justice.
- **Creativity** – We will harness our collective intelligence, compassion, and empathy to ensure that our work is productive, constructive, and imaginative.
- **Courage** – We aspire to do the right thing for our organization and for our community, even when a decision may not be popular or universally understood.
- **Longevity** – Our organization will remain relevant and dedicated to our communities.

**When we work together as a community to grow our philanthropic resources and channel those resources equitably toward impact, we see thriving communities.**

# Values



## Look ahead to even more opportunities for philanthropy.

### Expanding our partnerships amplifies our combined giving potential.

The Community Foundation has developed a multidimensional network of fundholders and donors by being a philanthropic resource for diverse populations who would like to align with our mission. Expect to see the Community Foundation continue to build its network through new and enhanced initiatives.

#### 1 Strategic Pillar

To sustain and surpass the expectations for meaningful philanthropy among the Community Foundation's current fundholders.

- An unrelenting commitment to serving our fundholders' philanthropic needs effectively

#### 2 Strategic Pillar

To continue to build the network of fundholders and donors by being a philanthropic resource for diverse populations who would like to align with the Community Foundation's mission.

- An expansion of our work with even more people who are generous – through our charitable tools and expertise – to further ensure that philanthropy and our communities thrive.
- Increased efforts to inspire and support philanthropy in our region with more collaborative giving opportunities for our community initiatives and grant programs

## Expect greater work toward achieving equity for local people living in poverty.

### Mindful efforts enable us to foster inclusivity and fairness.

By building on the Community Foundation's experience with strategic and responsive grantmaking, utilizing the best available models and practices, we work toward achieving equity for children and youth, and adults and families who live in poverty in our region right now. Expect to see the Community Foundation concentrate its efforts on creating greater equity, inclusiveness, and power-sharing in its community programs, utilizing the best available models and practices, including trust-based philanthropy.

**3** Strategic Pillar To work toward equity for children and youth, adults and families living in poverty in our region. The Community Foundation will build on its experience with strategic and responsive grantmaking, while utilizing the best available models and practices.

- Concentrated efforts to extend the Community Foundation's reach and create positive impact in the lives of children, youth, adults, and families living in poverty in our region
- New strategies designed to further *All Kids Thrive* through advocacy
- The development of the next generation of *All Kids Thrive* through a community schools model

**4** Strategic Pillar To explore opportunities for greater impact, while centering equity, using best philanthropic practices.

- Centering equity in everything we do and for everyone we serve
- An active exploration of new and expanded opportunities to improve lives in struggling communities
- Collaborative problem-solving through facilitated gatherings to explore, ask, listen, and share ideas around specific issue areas

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**See your support come alive through effective grant programs.**

**Grant program highlight:**

**Community Impact Grants represents  
our responsive grant-making program**

The Burke Foundation and Janssen have partnered with the Community Foundation to support our annual *Community Impact Grants* fund, providing grants to nonprofits working in our region. Funds from *Community Impact Grants* provide support to those working to address the needs of under-resourced and vulnerable individuals, families, and communities. We invite other grantmakers to join us.

**Grant program highlight:**

**We are committed to making sure  
that All Kids Thrive.**

For this Community Foundation-created initiative, we work closely with nonprofit partners to develop programs that elicit strong school-based partnerships, so that children and adolescents living in poverty are supported to attend school and have opportunities to succeed along key development benchmarks along the educational pipeline.

effective  
dynamic

# involved

We invite you to join us.

Learn more about our enriched giving opportunities and our ongoing initiatives:

- *All Kids Thrive*
- *Annual Fund*
- *Community Impact Grants*
- *Fund for Women and Girls*
- *Future Fund*
- *NextGen Giving Circle*
- *The Bunbury Fund – Nonprofit Capacity Building*
- *Trenton Arts Fund*

Visit [pacf.org](http://pacf.org) to view a full list of our funds.



# expansive

## We are committed to ongoing, productive, and inventive conversations with our community.

Visit the Community Foundation's website for a [review of last year's grants and awards](#), to learn more about the initiatives that are making a difference in our community, and to discover how you can join us as a fundholder, a volunteer, or an advocate



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[www.pacf.org](http://www.pacf.org)

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**CFNS**  

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**ACCREDITED  
FOUNDATION**

# enduring