



Foundation for the
FUTURE

2024-2028 Strategic Framework



A foundation for the future of St. Louis. An emphasis on community.

To our donors, friends, nonprofits, regional neighbors, and leaders:

I am pleased to share our strategic plan, which will guide the activities and areas of concentration for the St. Louis Community Foundation over the next five years.

Most important, our staff will remain dedicated to helping our donors prepare and execute their charitable giving plans. Whether giving to organizations in St. Louis or around the world, our giving experts will provide the personalized service for which we are known, and enhance that experience in the years ahead.

Also of note, your St. Louis Community Foundation is placing a renewed emphasis on "Community." This means we will work strategically and collaboratively with our donors, other funders, community leaders, and stakeholders to tackle regional challenges and propel St. Louis forward.

As part of this initiative, over the next five years, we will dedicate a portion of our discretionary funds and staff resources to philanthropic efforts in two areas that are critical to the long-term success of our region: **economic mobility** and **youth connections**.

Our focus on economic mobility is defined as organizations and initiatives that address housing, financial health, job access and creation, and impact investing. Youth connections encompasses early childhood development, educational innovation, and scholarship efforts.

We selected these priority areas after reviewing where our donors are currently giving, assessing the needs of our community, and evaluating where opportunities for funding and partnerships exist. Building collaborative relationships with other funders will enable us to maximize the impact of our collective efforts.

Our visits to community foundations in Atlanta, Columbus, and Pittsburgh helped us understand how they rely on this community-centric approach, and we believe it will be highly effective here. It also echoes the vision of collaborative giving our founders had more than 100 years ago when they created our Foundation. They recognized then the need to aggregate funds to address the challenges of the time, while also setting some aside to leverage the opportunities of the future.

I invite you to join us as we pursue this community-based, results-driven approach. Together, we will build a brighter and more equitable St. Louis.



A handwritten signature in black ink that reads "Kelvin R. Adams". The signature is fluid and cursive.

Dr. Kelvin Adams
President & CEO, St. Louis Community Foundation



Mission

The St. Louis Community Foundation inspires purposeful philanthropy that connects community and donors to build and preserve a more equitable and vibrant region, now and forever.

Vision

We are at a moment in time where we must place a renewed emphasis on “community” and elevate our vision for St. Louis. It is our role to create a blueprint for the future of St. Louis—a place where everyone participates, new ideas are welcomed, and we can all be proud of our legacy.

Through this work, we see positive outcomes for our community when we make our donors’ philanthropic dreams a reality.

Values

Our values guide our strategy and keep community at the center.

- **Equity:** The effects of racial disinvestment in our region will inform our work as we develop strategies and mobilize resources.
- **Integrity:** We seek to serve as a true partner and steward by building and nurturing trust, sharing knowledge and data, and listening to our community’s needs.
- **Inclusion:** We believe philanthropy is for everyone. We seek to engage all voices in leading change and be representative of our community at all levels.
- **Community:** We believe that our collective efforts will preserve and transform our community and that philanthropy will result in positive change.



Your Philanthropic Hub

As the second-oldest community foundation in the country, we are proud to serve as St. Louis' hub of philanthropy. For more than 100 years, we have provided exceptional service to donors as they carried out their charitable giving goals and championed nonprofits. Now, we're renewing our commitment to our region by focusing on some of its most pressing issues.

Strategic Focus

In addition to our ongoing activities, the Foundation will dedicate a portion of its discretionary resources in support of two key regional challenges and their underlying aspects:

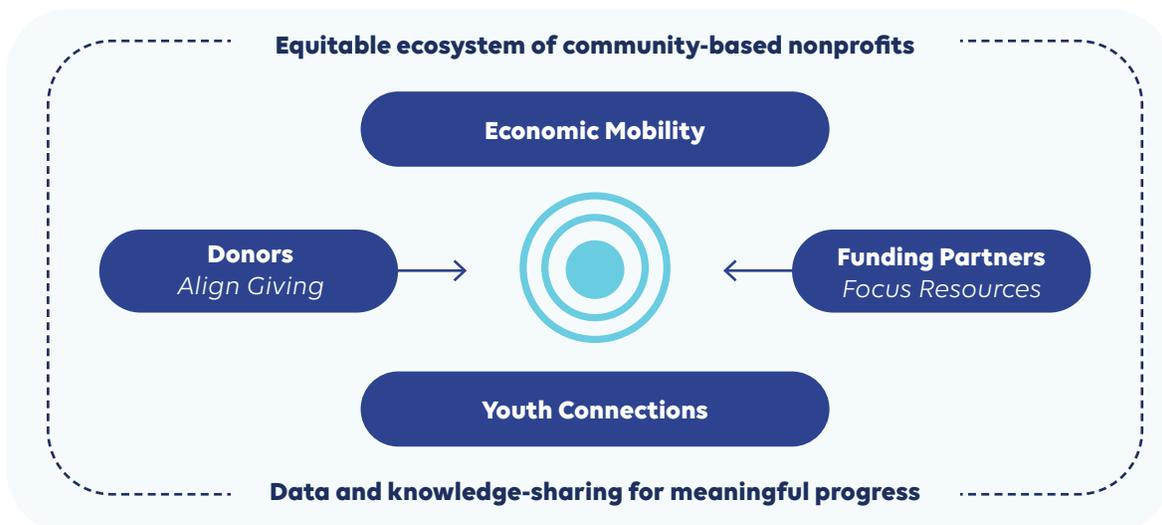
Economic Mobility

- Housing
- Financial health
- Job access and creation
- Impact Investing

Youth Connections

- Early childhood development
- Educational innovation
- Scholarship

By collaborating with other funders and aligning our efforts, we will amplify the work already being done in these spaces and make a greater impact in the years to come.





Transformational Impact

We will foster and support an equitable nonprofit ecosystem by elevating community-based organizations that are representative of those they serve. An emphasis will be placed on organizations working in **economic mobility** and **youth connections** that are collaborative in nature, innovative, and focused on advancing equity.

Donor Services and Inclusion

Our donors are a key part of our efforts, and they will continue to benefit from our team's local knowledge and philanthropic expertise as they support the causes that are important to them. We welcome their involvement in our priority areas, and look forward to engaging them with the Foundation in new ways.

Regional Collaboration

We believe that collaboration is essential to drive positive outcomes. Partnering with civic leaders, nonprofits, and other funders will bring knowledge of needs and potential solutions, as well as create opportunities for co-investment, while driving equitable and transparent grantmaking.

Metrics-Driven

We recognize the importance of data and knowledge-sharing to help measure impact and success. The Foundation recently engaged several peer community foundations to discuss strategy and metrics. We will continue these conversations and seek opportunities to connect with local foundations and funders to identify areas of alignment. Together, we will be positioned to support the St. Louis region like never before.

Progress Scorecard

The Foundation is committed to driving the understanding of community needs and effective approaches. A scorecard informed by community voice will be developed to measure the outcomes of our work under our new strategic plan. Additionally, the Foundation will take a leadership role in connecting the work of nonprofits with the charitable goals of our donors through educational opportunities.



Our Commitment to the Region

Focusing on **economic mobility** and **youth connections** and encouraging donor alignment with these priority areas will enable the Community Foundation to implement a collaborative investment model that will catalyze transformative change.

Collaborate for Change

By expanding the Foundation's sphere of partners, we will target the investment of a portion of our discretionary dollars toward collaborative efforts that align with our strategic priorities. We will also continuously explore how to strengthen the Foundation's voice, resources, and community knowledge to drive progress.

Transform Philanthropy

Philanthropy must meet the needs and opportunities of our evolving community. With our strategic priorities as our guide, we will effectively and equitably connect philanthropic giving to community needs. We commit to actively listening to and working for the needs of the region.

Grow with Purpose

Our community must remain at the center of our efforts. We will lead with impact and increase resources dedicated to the strategic priority areas. As we work to familiarize the greater region with our priorities, we will build relationships with next generation philanthropists and communities that are underrepresented in our donor base.



What Comes Next?

By engaging our donors in new ways, collaborating with regional partners, and directing a portion of our discretionary funds, we will make significant progress in the areas of **economic mobility** and **youth connections**.

We will use our established and proven grantmaking processes—which involve our staff, subject matter experts, and community voices—to determine grant awards that align with our priorities and values.

Join us as your Community Foundation brings donors, funders, nonprofits, and community stakeholders together. Our collaboration will enable us to tackle the challenges of today, propel St. Louis forward, and develop a framework for progress tomorrow.



**Together, we can build
a foundation for the
future of St. Louis.**





ST. LOUIS



COMMUNITY
FOUNDATION

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