



Lincoln Community  
FOUNDATION



# TOGETHER FOR GOOD

Lincoln Community Foundation's 2023-2025 Strategic Plan

# Dear Community Stakeholder,



Since 1955, Lincoln Community Foundation (LCF) has been privileged to be part of many wonderful legacies by connecting donor generosity to local needs.

In recent years, we have turned our focus toward our community, leading efforts to advance prosperity for everyone in Lincoln.

In announcing our new strategic plan, we commit to deepening our work as a trusted community leader and philanthropic partner – facilitating positive change for the common good.

Informed by research and meetings with people throughout our community, this plan concludes a six-month process that hones our purpose, articulates our vision and strategic priorities, and identifies specific measures for enhancing the value we provide to the community.

I want to thank our board of directors, strategic planning committee, staff, and the various individuals and organizations who participated in the conversation and helped shape our vision for the future. Our success will be measured by the quality of life achieved for people today and generations to come.

With gratitude,

A handwritten signature in black ink, appearing to read 'Alec'.

Alec Gorynski  
President & CEO



# Building on What We've Learned



Through data research and community stakeholder participation, LCF conducted extensive research to evaluate our organization and identify opportunities for success. The following key findings guided our strategic planning process.

- LCF has a strong and valued reputation as a trusted philanthropic advisor and community convener and facilitator.
- With high-quality philanthropic tools, operations, expertise and track record, LCF is positioned to respond to evolving opportunities.
- LCF has the capacity to enhance and build new programs and practices to meet evolving donor expectations and build new relationships.
- LCF has access to a significant volume of content and community stories that can be deployed to inspire generosity.
- Pressing community needs still need to be elevated and championed so that everyone has an equal opportunity to thrive.

# Defining and Committing to our Purpose

LCF has served the community for nearly 70 years. During that time, community foundations have evolved to include a new emphasis on community engagement and leadership, and Lincoln Community Foundation has experienced this same growth in size, scope, and focus.

Our long-term growth and community leadership plan allows us to refine who we are, what we do, and what are the primary expressions of our work.

## **Mission:**

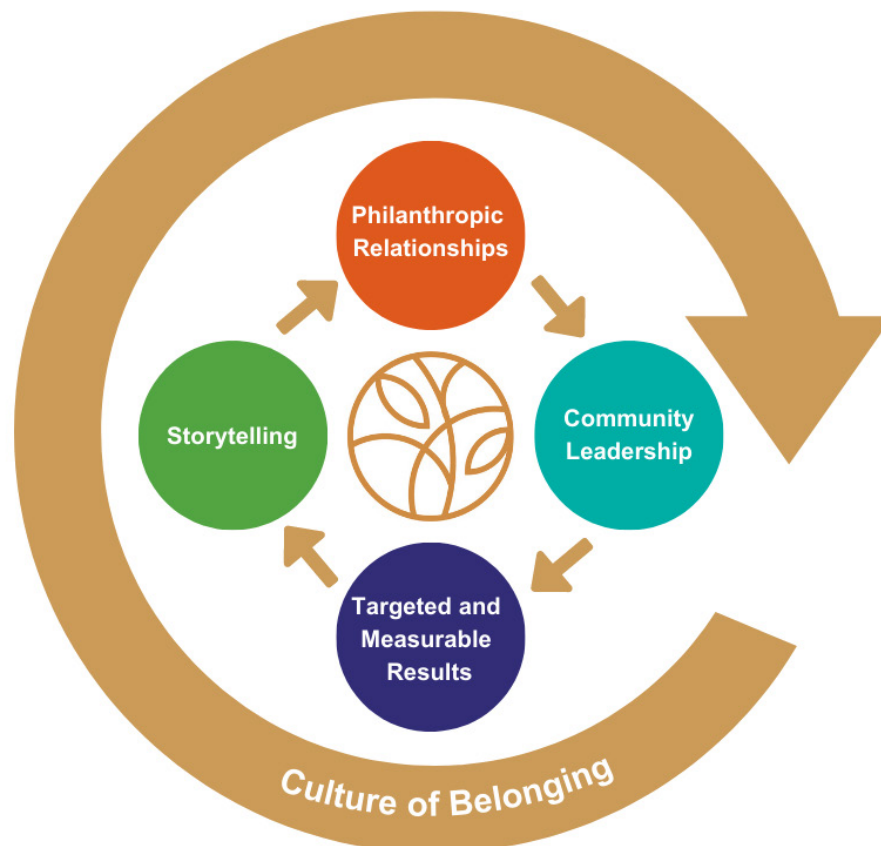
Inspiring our community to give, act, and lead.

## **Vision:**

Lincoln is a community where everyone is thriving, working together, to build a better tomorrow.

## **Practical Visions**

We will know we are fulfilling our purpose when the following expressions of our mission are active and working together:



## **A Culture of Belonging**

Building a place where everyone has opportunity, everyone is thriving, and everyone can be a part of the solution.

## **Trusted and Transformative Philanthropic Relationships**

Providing leadership and tools that connect donor generosity to local needs and opportunities.

## **Focused and Effective Community Leadership**

Facilitating positive change for the common good through partnerships and collaboration.

## **Amplified and Inspired Storytelling**

Creating a culture of philanthropy by sharing community stories.

## **Targeted and Measurable Results**

Utilizing data to demonstrate our impact.

# What Does Success Look Like?

LCF's Strategic Priorities are the innovative and substantial actions we take to meet our community's evolving needs. This is how we continue to fulfill our purpose as Lincoln's foundation.

## Facilitating Philanthropic Pathways

LCF believes in building a culture of philanthropy. We will invest in practices and programs that ensure we have a way for everyone to engage in philanthropy.

Goals Include:

- Increasing data informed development practices to identify new and grow targeted relationships with existing donors.
- Enhancing donor education and opportunities to support community priorities.
- Expanding ways to better serve the evolving private philanthropy market.
- Increasing and expanding introductory and accessible giving practices.

## Leading Community Transformation

Focusing on our role as a community convener to effect change, LCF will focus on leading work that elevates individuals and groups who have been historically marginalized and creates equitable opportunities for everyone to thrive.

Goals Include:

- Increasing LCF's investments in the Prosper Lincoln community agenda, taking strategic steps in current focus areas and committing to the next phase of Prosper Lincoln.
- Establishing a program for collaborative philanthropy with a shared community vision.
- Identifying new and growing existing tools to realize community transformation (i.e., public policy, capacity building, mission investing).
- Proactively and explicitly incorporating racial equity into all community leadership practices.





## Inspiring Community Generosity

Living out our mission of *inspiring our community to give, act, and lead*, we will use our position and platform to inspire generosity.

Goals Include:

- Refreshing and reenergizing our brand to increase awareness of our purpose.
- Increasing storytelling to focus on expressions of belonging and creating a culture of philanthropy.
- Leveraging new and existing stakeholders to champion generosity on our behalf.

## Building an Engaged Organization

LCF fulfills its purpose because of the active contributions of staff and board members, and a more engaged team means we have a greater chance of organizational success. Over the next few years, LCF seeks to ensure each team member has a meaningful partnership with our organization.

Goals Include:

- Enhancing the employee experience.
- Growing active involvement of the LCF board and trustees.
- Incorporating belonging as a value across all aspects of LCF.

# Acknowledgements

LCF's Strategic Plan was made possible because of the active involvement of multiple people. Each of these individuals played an important role in shaping our identity, purpose, and priorities. We appreciate their contributions.



## Strategic Planning Committee

LCF Leadership Team  
Jason Ball, Lincoln Chamber of Commerce  
Connie Edmond, WRL CPA  
Mark Hesser, Pinnacle Bank  
Aaron Hilkeemann, Duncan Aviation  
Linda Major, retired, University of Nebraska-Lincoln  
TJ McDowell, City of Lincoln  
Dr. Marilyn Moore, board chair, retired,  
Bryan College of Health Sciences  
Makenzie Rath, Talent Plus  
Max Rodenburg, NEBCO, Inc  
Carl Sjulín, West Gate Bank  
Janell Walther, University of Nebraska Public Policy Center  
Sandra Washington, Lincoln City Council

## LCF Board of Directors

Preeti D. Bansal, Massachusetts Institute of Technology  
Dr. Marco Barker, University of Nebraska-Lincoln  
Ryan Beckman, Olsson  
Mike Boyle, Kawasaki  
Eric Buchanan, Buffett Early Childhood Fund  
Juan Carlos Huertas, First Plymouth Church  
Aaron Davis, Aaron Davis Presentations  
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Dr. Michael Ferris, retired, Ear Nose and Throat Specialist  
Ronnie Green, University of Nebraska - Lincoln  
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Dan Marvin, City of Lincoln  
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Lauren Pugliese, McCarthy Capital  
Makenzie Rath, Talent Plus  
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Sandra Washington, Lincoln City Council

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