



Strategic Plan 2025-2030

Mission

The Pennsylvania Kiwanis Foundation provides resources that enable children, youth, Kiwanis Clubs, and their communities to grow, learn and thrive.

Vision

The Pennsylvania Kiwanis Foundation's impact improves the lives of children, youth, and the communities in which they live.

Goals and Action Steps

1. FINANCIAL ACCOUNTABILITY

➤ **Goal:** Revitalize the Legacy Society.

Strategy/Action Step	Who is Responsible?	Resource Needs	Target Completion Date	Status	2026-2027 Steps
Meet with an attorney or knowledgeable professions to better inform our plan to revitalize the Legacy Society and create an endowment	Finance and Investment committee Fundraising committee				
Review the Legacy Society marketing materials, including print materials, presentations, etc.	Fundraising committee Marketing committee				
Create a plan to acknowledge and communicate annually with Legacy Society members – existing and new	Fundraising committee				

➤ **Goal:** Increase commitment to annual giving by clubs and individuals.

Strategy/Action Step	Who is Responsible?	Resource Needs	Target Completion Date	Status	2026-2027 Steps
Improve the way we track and understand giving (quantity and percentage of clubs)	Fundraising committee Treasurer				
Develop a more comprehensive program to show appreciation and recognize clubs and individuals who are giving to the Foundation	Fundraising committee Marketing committee				

➤ **Goal:** *Implement regular and comprehensive measures to ensure transparent and responsible finances with our membership.*

Strategy/Action Step	Who is Responsible?	Resource Needs	Target Completion Date	Status	2026-2027 Steps
Display annual financial reports on the website	Treasurer Website manager				
Diversify and increase ways that we communicate regarding the finances of the Foundation	Finance committee Marketing committee Fundraising committee				

2. CONNECTIVITY

➤ **Goal:** Increase the Foundation’s connectivity with Kiwanis Clubs.

Strategy/Action Step	Who is Responsible?	Resource Needs	Target Completion Date	Status	2026-2027 Steps
Obtain access and utilize the email marketing platform to communicate directly with our constituents	Marketing committee Treasurer				
Foundation board members will offer to give public presentations at various district, regional, divisional and club level events/meetings	Board Members Marketing committee				

➤ **Goal:** Improve collaboration with the district leadership

Strategy/Action Step	Who is Responsible?	Resource Needs	Target Completion Date	Status	2026-2027 Steps
Include governor, governor -elect, district secretary in official correspondence from the Foundation	Marketing committee Executive committee				
Create a quarterly report to distribute to the Kiwanis leaders including Trustees, Lt Governors, and District Chairs	Executive committee				
Provide information for Kiwanis Leadership training to expand knowledge of the Foundation	Marketing committee Executive committee				

➤ **Goal:** Improve collaboration with Service Leadership programs and other constituents

Strategy/Action Step	Who is Responsible?	Resource Needs	Target Completion Date	Status	2026-2027 Steps
Invite SLP members or leaders to participate in Foundation board meetings	Executive committee				
Invite other constituents to participate in Foundation board meetings (Scholarship winners, Grant recipients, Key Leader members, etc.)	Executive committee				
Provide information for Kiwanis Leadership training to expand knowledge of the Foundation	Marketing committee Executive committee				

3. BOARD DEVELOPMENT

➤ **Goal: Recruit new directors to maintain board capacity**

Strategy/Action Step	Who is Responsible?	Resource Needs	Target Completion Date	Status	2026-2027 Steps
Create and utilize PR materials	Marketing committee				
Create a set format for selecting, presenting potential candidates.	Executive committee Joint nominating and Governance committee				

➤ **Goal: Create and administer a well-developed and consistent orientation for Foundation directors**

Strategy/Action Step	Who is Responsible?	Resource Needs	Target Completion Date	Status	2026-2027 Steps
Create a formal orientation to be presented to each new director	Executive committee Marketing committee				
Review presentation for returning board members yearly to refresh their knowledge	Executive committee				
Provide all directors with updated documents for existing binder (digital or hard copy)	Executive committee				

➤ **Goal: Develop internal board relationships, communication and camaraderie**

Strategy/Action Step	Who is Responsible?	Resource Needs	Target Completion Date	Status	2026-2027 Steps
Ensure consistent communication between board members through various means (email, text, etc.)	Executive committee				
Host an annual retreat	Executive committee				

➤ **Goal: Develop and implement a more effective organizational procedures and structure to ensure efficient operations**

Strategy/Action Step	Who is Responsible?	Resource Needs	Target Completion Date	Status	2026-2027 Steps
Develop an efficient method for archiving documents for purposes of continuity	Executive committee				
Create a timeline for annual tasks and activities to be consistently followed	Executive committee				
Engage in periodic reflection among board and local leaders to ensure efficient operations and make changes as needed	Executive committee				

4. COMMUNITY IMPACT

➤ **Goal: To develop the Foundation’s focus on Early Learning that extends beyond the distribution of Early Learning Guides across the state.**

Strategy/Action Step	Who is Responsible?	Resource Needs	Target Completion Date	Status	2026-2027 Steps
Refine and advertise Rose Sale Early Learning program	Fundraising committee Marketing committee				
Create flyer for clubs to inform new Early Learning Guide ordering procedure through OCDEL	YCPO committee				
Reform partnership with OCDEL to develop PA One Book program	Executive committee				
Foundation board members will act as ambassadors for Early Learning	Board members				
Photos and descriptions of Early Learning service will be posted on Facebook, website, etc.	Website/Facebook manager				

➤ **Goal: To enhance the grants and scholarship program**

Strategy/Action Step	Who is Responsible?	Resource Needs	Target Completion Date	Status	2026-2027 Steps
Encourage clubs who haven't applied previously to apply for grants	Grants committee				
Host a webinar on grant application process and ideas	Grants committee				
Invite Scholarship and Grant recipients to give testimonials at board meetings	Grants and Scholarship committee				

➤ **Goal: To enhance the grants and scholarship program**

Strategy/Action Step	Who is Responsible?	Resource Needs	Target Completion Date	Status	2026-2027 Steps
Discuss ways to develop a relationship with Builders Club and K-Kids	Board Members				