



Strategic Plan 2018 - 2021

Context for The Foundation's New Strategic Goals and Priorities

In August 2017, the Foundation completed a six-month Community Health Assessment of the Greater Phoenixville region. The Assessment process included community interviews, focus groups and surveys complemented by an analysis of public health data and information. The Assessment identified disparities in health care access (based on income, education, gender, and/or race and ethnicity), obesity and related chronic diseases, depression in youth and adults, opioid abuse, and housing affordability as the five most critical health concerns facing the region. As a result, the Foundation's Board of Directors and staff developed a new strategic plan to address these community needs and concerns.

Mission

To improve the health and quality of life for people in the Greater Phoenixville region by increasing access to quality healthcare services and promoting healthy communities through grant-making and collaboration with health, civic, business and community partners.

Vision

To make the greater Phoenixville region one of the healthiest places to live and work in the Commonwealth of Pennsylvania.

Values

- Ethical behavior and responsible financial stewardship to preserve the public trust
- Actions accountable to the Foundation's stakeholders
- Compassion for the communities the Foundation serves
- Responsiveness and sensitivity to these communities' needs
- Fair, respectful, honest and professional relations
- Passion in pursuit of philanthropic excellence

Strategic Goals

- Ensure equitable access to high quality and affordable health and human services for all residents in the Greater Phoenixville region.
- Improve the availability of healthy, safe, and affordable housing opportunities for low-income, vulnerable populations.
- Enhance the quality of life in the Greater Phoenixville region by investing in nonprofit capacity-building and community development.
- Advance collaborative and innovative solutions by forging strategic alliances, partnerships, and the integration of services that reduce service duplication.

Phoenixville Community Health Foundation

Strategic Plan 2018 - 2021

Goal: Ensure equitable access to high quality and affordable health and human services for all residents in the Greater Phoenixville region.

Objectives:

1. Through the foundation's continued and expanded grantmaking (as necessary to ensure that all vulnerable populations - uninsured and underinsured children, youth and families) have access to primary medical, dental, and vision care.
2. Promote access expansion to timely mental health care services, especially crisis intervention services, for children, youth, and families.
3. Fund education and advocacy programs and services that reduce health disparities based upon income, race, ethnicity, gender, age, sexual orientation, and immigration status.

Goal: Improve the availability of healthy, safe, and affordable housing opportunities for low-income, vulnerable populations.

Objectives:

1. To provide grant funding for the development of additional, needed, affordable units in the Greater Phoenixville area.
2. To provide on-going funding to improve the habitability of existing affordable housing units.
3. To provide grant funding that enhances the public safety in neighborhoods, especially those containing affordable housing units.

Phoenixville Community Health Foundation

Strategic Plan 2018 - 2021

Goal: Enhance the quality of life in the Greater Phoenixville region by investing in nonprofit capacity-building and community development.

Objectives:

1. To fund on-going initiatives that enhance non-profit agency sustainability (i.e., financial; governance; strategic planning; leadership; fund development and collaborations, branding/marketing).
2. To fund mini-grant programs that promote health and public safety education.
3. To provide support for health-related college/certificate scholarships.
4. To continue support for school-based initiatives that promote youth philanthropy.

Goal: Advance collaborative and innovative solutions by forging strategic alliances, partnerships, and the integration of services that reduce service duplication.

Objectives:

1. To fund, up to a 3-year period, collective impact and partnership initiatives addressing: 1) obesity and other related chronic diseases, 2) adult and adolescent depression/social anxiety issues or, 3) drug and alcohol addiction, with special emphasis on the opioid epidemic.
2. To fund the creation of strategic alliances, up to and including mergers, that improve service integration and/or reduce service duplication.

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Grantmaking Initiatives

Health & Human Services Access Fund

Purpose: To ensure equitable access to high quality and affordable health and human services for all residents in the Greater Phoenixville region.

Grant Awards: \$x,xxx - \$xx,xxx to Public Charity organizations delivering services in the Greater Phoenixville region.

Grant Duration: 1 year

Grantmaking Priorities:

- Physical, dental, vision, hearing and behavioral health services for underserved populations.
- Health insurance access and navigation services for underserved populations.
- Programs and services focused on reducing health disparities based on income, race, ethnicity, gender, age, immigrant status or background, or sexual orientation
- Supportive services that improve the health and wellness of vulnerable populations, including people fleeing violence and abuse, people with disabilities, and those experiencing homelessness or hunger.

Housing & Public Safety Fund

Purpose: Improve the availability of healthy, safe, and affordable housing opportunities for low-income, vulnerable populations.

Grant Awards: \$xx,xxx - \$xxx,xxx to Public Charity organizations developing housing or delivering housing-related services in the Greater Phoenixville region.

Grant Duration: 1-3 years

Grantmaking Priorities:

- Developing new affordable housing units.
- Improving the habitability of existing affordable housing units.
- Enhancing the safety, quality of life and/or public spaces in neighborhoods containing affordable housing units.
- Utilizing the recommendations of the December 2017 Phoenixville Affordable Task Force Report.

Phoenixville Community Health Foundation

Strategic Plan 2018 - 2021

Capacity-Building & Community Development Fund

Purpose: Enhance the quality of life in the Greater Phoenixville region by investing in nonprofit capacity-building and community development.

Grant Awards: \$x,xxx - \$xx,xxx to Public Charity organizations to build their capacity for leadership, fundraising/development, collaboration or strategy.

Grant Duration: 1 year

Grantmaking Priorities:

- Building build nonprofit capacity for financial sustainability, better leadership, improved governance and increased visibility.
- Reducing duplication of services within the nonprofit sector.

Collaboration & Innovation Fund

Purpose: To advance collaborative and innovative solutions by forging strategic alliances, partnerships, and the integration of services that reduce service duplication.

Grant Awards: \$xx,xxx - \$xxx,xxx to a nonprofit organization serving as the collaborative applicant for a partnership that may include other nonprofits as well as schools, faith-based organizations, and civic organizations (e.g., libraries, police departments, fire companies, etc.).

Grant Duration: 1-3 years

Grantmaking Priorities:

- Addressing obesity and related chronic diseases.
- Addressing adult and/or adolescent depression.
- Addressing the opioid epidemic.
- Forging strategic alliances, partnerships and integration of services.

