

KCF OUTLINES ITS VISION FOR THE FUTURE

The Kenosha Community Foundation, in celebrating National Community Foundation Week, wraps up a series of columns with a brief summary of its growth over the past year and our vision for the future.

KCF has just approved a three-year strategic plan, carrying us through our centennial, that refines and clarifies objectives, priorities, and pathways for the work we do. We committed to three key areas for growth.

1. Community engagement and convening—bringing together thought leaders to direct KCF's resources toward the highest and best use, fully enabling the power and potential of our local community's goodwill.

2. Cultivation of donors and partnerships—growing our financial assets to ensure more substantial pools of grants and scholarships awards must be at the heart of our work. Far too many noteworthy grant requests are left unfunded—too many worthy scholarship applicants, unsupported. We need to dig into our networks and foster a larger base of legacy-donors.

3. Capacity-building internal to KCF—strengthening internal systems and processes is an ongoing priority that will take diligent investment and very thoughtful decision-making.

In addition to launching this new strategic plan, our Board of Directors has committed to a heightened sense of leadership by adding three new members, Roberta Puntillo, Adelene Greene, and Kate Keenan, and we have elected a new President, Dave Geertsen. Our internal office team has implemented stronger internal controls and operating procedures with the additions of Amy Greil, Executive Director, Marian Bothe, Assistant to the Director and Jim Kupfer, Accounting Specialist.

Essential to reaching our goals is communication and how we represent our strategic commitments. You may have noticed that we have rebranded and reconsidered our unique public image. Our new logo and branding elements are designed to visually express our renewed strategic direction while enhancing our digital presence.

Ultimately, what stands as paramount is the intricate linkages between mission moments and the past-present-future of KCF. The narrative remains remarkably consistent and profoundly powerful since our founding in 1926: KCF (still) presents a community where individuals converge to extend unique legacies rooted in deeply held values and passions, passed down to future generations in perpetuity.

For good. Forever. KCF is your partner in philanthropy.

Amy Greil

Executive Director.