

# GGCF

Garden Grove Community Foundation

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## **Strategic Plan 2015-2020**

Garden Grove Community Foundation  
**Strategic Plan: 2015 – 2020**

## **Mission Statement**

*The mission of the Garden Grove Community Foundation is to contribute leadership and resources to enhance community life in Garden Grove.*

## **Vision**

The Garden Grove Community Foundation will improve the quality of life in our community by providing opportunities for people of all ages and cultures to gather together.

## **History**

In 1998, members of the Garden Grove City Council, community, and business leaders came together with a common goal: to create an organization that would enhance the quality of life for Garden Grove residents and businesses. Out of their efforts came the Garden Grove Community Foundation (GGCF). Founded as a 501(c)(3) non-profit organization, the Foundation helped to create a better image of Garden Grove regionally, showcasing this community's unique features, its diversity, and economic progress.

The founding Board Members for the GGCF worked to lay the groundwork for a program to support the mission and goals of the organization. The program, originally named Renaissance Garden Grove, provided free summer concerts and Food for Thought programs to the community. In 2005, the Renaissance Garden Grove name was replaced with the Garden Grove Community Foundation.

Since the 1990's, the Garden Grove community has transformed itself from a bedroom community to a growing and progressive city with a population of over 172,000 residents. Garden Grove is one of the most culturally diverse cities in Orange County.

The GGCF has helped with this transformation. In 2000, the Foundation built and dedicated the Main Street Brick Walkway along historic Main Street in downtown Garden Grove – and in 2002, the GGCF added a 45-foot tall clock tower north of Main Street named the Tower on the Green. The Tower is located in the city's oldest park, the Village Green. Both projects were funded by private donations and after completion, dedicated to the residents of Garden Grove.

The Garden Grove Community Foundation is proud to have been a part of this transformation and will continue to be a part of this thriving city for many years to come, as 2014 marked their 16<sup>th</sup> year of enhancing the quality of life in Garden Grove.

On September 9, 2013 a visioning workshop was held with the GGCF Board and staff. The purpose of the workshop was to confirm the Foundation's mission and direction, and build consensus around initiatives and activities to pursue during the next five (5) to ten (10) years. Results from this workshop and subsequent subcommittee meetings have resulted in this GGCF Strategic Plan.

## **Membership**

As mentioned above, the Foundation is a not-for-profit 501(c)(3), and has two membership categories:

### ***Board of Directors***

The officers of the Board consist of a President, Vice President, Secretary and a Treasurer. The Board is made up of not less than seven (7) but not more than thirteen (13) Directors.

### ***Alternates-at-Large***

The Board of Directors may elect five (5) Alternates, each for staggering three-year terms, to serve in place of Directors absent at meetings of the Board of Directors. Alternates shall have no authority to serve in meetings conducted by ballot, except where authorized by the Board of Directors, such as to temporarily fill a vacancy on the Board of Directors.

This Strategic Plan serves as a formal plan for the Garden Grove Community Foundation. This Plan serves as preparation for the future of the Foundation, specifically as it pertains to future programming and events designed to help GGCF achieve its vision. This Strategic Plan is to serve as a guide for the Foundation for the next five (5) to ten (10) years.

## **Statement of Focal Issues**

Based upon the above strategic process, the Board of Directors identified the following broad focal issues to guide the Foundation for the next 5-10 years:

1. Board of Directors and Leadership
2. Quality of Life
3. Arts/Culture/Diversity
4. Expanding Financial Resources

## **Statement of Goals, Objectives & Actions**

The following goals, objectives and action statements are intended to guide the Foundation Board in decision making for the next 5-10 years. The Board of Directors recommends that a Strategic Plan Executive Committee be established to determine, on an annual basis, what the Foundation will pursue based upon these goals, by assigning timeframes, accountability and appropriate resources.

## **Focal Area 1: Board of Directors and Leadership**

For the GGCF to maintain prominence locally and regionally, the availability and recruitment of respected, passionate, and generous leadership is imperative.

The Board continues to be passionate about its mission and strong in terms of advocacy, and is seeking members who reflect the diverse community of Garden Grove.

***Goal: Expand the diversity of Board members who are representative of the diverse community, in order to bring new perspectives to the GGCF.***

Action 1: Expand the ethnic make-up of the Board to include representatives from the Vietnamese, Korean, and Hispanic communities.

Action 2: Recruit future Board members based on their ability and willingness to give financially, network, and be an advocate for the GGCF.

Action 3: Develop a matrix of Board member characteristics to provide for the best recruitment of potential Board members based upon the specific needs of the Board.

## **Focal Area 2: Quality of Life**

The mission of the Garden Grove Community Foundation is to contribute leadership and resources to enhance community life in Garden Grove. GGCF will collaborate with community groups to improve amenities at local parks and recreation facilities.

***Goal: Improve recreational amenities in public open spaces.***

Action 1: Develop a process in order to dedicate funding for neighborhood park revitalization and determine timeline for implementation.

Action 2: Partner with neighborhood associations to provide challenge grants that will assist with the purchase of playground equipment, basketball courts, exercise stations, ground cover, improved jogging areas, etc.

## **Focal Area 3: Arts/Culture/Diversity**

The Foundation has been sponsoring many of the same events for years, such as the free Summer Concert Series and Food for Thought Luncheon. While these events are successful, well-attended and should continue, we want to expand our program base to reflect the diversity of our community.

***Goal 1: Seek to integrate ethnic groups in community-wide events.***

Action 1: Partner and assist with community-sponsored events that will encourage interaction among ethnic groups and foster community building, while promoting a healthy lifestyle.

Action 2: Encourage working relations between the GGCF, local community groups, and non-profit organizations, to sponsor community events, performances, and activities.

Action 3: Continue to sponsor the free Summer Concert Series, annual Food for Thought Luncheon, and theater in Garden Grove.

***Goal 2: Dedicate funds to support art in public places.***

Action 1: Work with City staff to create a process in which the GGCF would provide a portion of the funding of public art projects by local artists.

Action 2: Dedicate funds to purchase and install art objects that celebrate our community.

## **Focal Area 4: Expanding and Maintaining Financial Resources**

The Foundation has a consistent need to secure financial resources and continue to increase its endowment fund, which solidifies its financial base.

***Goal: Cultivate and educate potential donors, specifically corporate representatives, who are capable of making a significant donation to the Garden Grove Community Foundation.***

Action 1: Develop a prospect list of a sufficient number of individual and corporate major gift prospects and properly cultivate, solicit, and steward those prospects and donors.

Action 2: Continue to fund the endowment through annual contributions and wise investments with the goal of generating an income stream that will ultimately provide annual revenue of \$40,000 to the Foundation for annual events and activities.

Action 3: Continue to partner with the Garden Grove Chamber of Commerce for the Annual Golf Classic, the largest fundraiser for the GGCF.

Action 4: Continue the year-round fundraisers (Obelisk at the Tower on the Green and water bill donations).

## **Strategic Plan Summary**

The order in which these goals, objectives and priorities are presented does not convey any ranking, nor are the priority areas independent of one another. Nevertheless, the key to meeting these goals successfully will be in building partnerships with, and facilitation between, the Board Members, Alternates-at-Large, business, and community leaders to ensure that the Garden Grove Community Foundation is financially stable and operates efficiently for years to come.

**GGCF**  
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