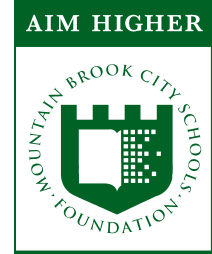


Mountain Brook City Schools Foundation



Mountain Brook City Schools Foundation 2009 Strategic Plan

During the summer of 2008, the Board of Directors of the Mountain Brook City Schools Foundation went through the process of developing a strategic plan. The process involved interviewing board members, former board members, parents, teachers and community leaders. We also conducted a survey in August and over 1,000 Mountain Brook households responded. Representing over 1,800 children, those responses have played an important role in the final plan. The foundation leadership was overwhelmed by the response rate and the feedback that was provided.

The plan has now been approved by the Board of Directors and we are in the process of sharing it with the community. As evidenced by the contents of the plan, the foundation has much to achieve over the next few years in order to meet funding goals for the school system. To be successful, we will need the continued support of the Mountain Brook community where educating our children has been consistently a top priority. Please call our office with questions at 414-0042. Again, thank you for your input into our strategic plan and for your continued support of our efforts.

VISION

- Grow a self-sustaining endowment that funds 100% of Mountain Brook's supplemental needs to support a world class school system which allows all students and teachers to reach their full potential.

MISSION

- The mission of the Foundation is to mobilize community support and resources for the academic improvement of the school system.

GOALS

- To provide financial support to meet the academic needs that are beyond the current scope and means of the school system
- To be a separate and independent organization from the school system that works in concert with the system's goals and objectives
- To work with the school leadership to evaluate emerging issues and determine how the Foundation can provide support
- To provide citizens the opportunity to make a difference in local education beyond what can be done individually
- To ensure accountability of how Foundation funds are managed and utilized
- To communicate to the community the results achieved from contributions

FOCUS AREAS

- Professional development of teachers and staff
- Enhanced education through the integration of technology
- Support for attracting and retaining the best teachers
- Other as determined

STRENGTHS

- Community support for education
- Strong leadership
- Relationship with school leadership
- Consistent focus on select areas
- Very low overhead/operating costs
- Non-political organization

WEAKNESSES

- Communications with the parents/public
- Limited involvement of board members
- Limited staffing/capacity
- Ongoing development/fundraising

THREATS

- Uncertainty of state funding
- High cost of housing will impact enrollment
- Competition from other non-profits for the charitable dollar
- Economic environment
- Investment returns
- Potential competition/confusion with PTA and Boosters for annual fundraising
- Shifting wealth due to global economic conditions

OPPORTUNITIES

- Increased communication and awareness between major campaigns
- Annual fundraising opportunities
 1. Planned giving
 2. Alumni/reunions
 3. Donation increase with improved communications
- Target specific segments for giving
 1. Grandparents
 2. Alumni
 3. New residents
- Build on civic pride and community support for schools
- Leverage the resources of the community
- Get more involved in the issues facing the school system
- Get more feedback from parents (add to school survey)

OBJECTIVES BY YEAR 2015

Annual Contribution to the School System	750K
Endowment	15 Million
Next Campaign	5.0 Million
Annual Fundraising	100K