

AUSTIN'S FUTURE IS LOOKING BRIGHT.

For 43 years, Austin Community Foundation has brought together philanthropists, dollars and ideas to make Austin a better place for everyone. As a data-driven organization, we're always looking for innovative opportunities that can make the greatest impact for the communities of Central Texas. Recent research has led us to re-align our strategic focus to spark even more luminous outcomes.

This new plan provides a sharper focus on our work in two specific impact areas: **affordable housing** and **economic security**. We're creating a dynamic roadmap that encourages growth in these areas while still allowing flexibility to meet the changing needs of our region.

It's a big task and there's lots of work to be done, but we're confident our new strategy will help us continue to close the opportunity gap in Austin and across Central Texas.

Amping up our impact.

Our new approach is two-fold: to make the greatest community impact, we must simultaneously strengthen our own foundation.

The brighter the foundation, the farther our light will reach.

Our goals are interconnected: as our impact extends, the foundation will grow as well.

Strengthen
the
Foundation

Enhance
Community
Impact

SHINING A LIGHT FORWARD

We've developed an action plan that focuses on six key areas:

IGNITE COMMUNITY IMPACT

1

Mobilize Resources to Address Austin's Affordable Housing Challenges

- / Engage in collaborative efforts to impact the future of affordable housing in the region.
- / Produce new homes and preserve existing housing in a variety of ranges.
- / Support anti-displacement efforts to keep people in their existing homes.

Support the Economic Security of all Central Texans

- / Enhance the availability of fair financial products and promote asset building.
- / Support systems that are the underpinning of economic security through our programs:

- › Women's Fund
- › Hispanic Impact Fund
- › FundATX

2

IGNITE THE FOUNDATION

3

Grow Our Community of Givers

- / Refine our suite of philanthropic solutions to be more reflective of donor needs and objectives.
- / Encourage endowment building in order to elevate Austin in perpetuity.
- / Strengthen fundraising capacity and expertise to encourage strategic giving.

Engage and Educate Donors

- / Build relationships to increase awareness of and support for impact programs and charitable solutions.
- / Enhance donor engagement opportunities to boost learning and foster collaboration.
- / Promote data-driven philanthropy through leadership and relevant reports.

4

5

Advance Organizational Excellence

- / Implement best-in-class practices for administrative, operational and financial systems.
- / Use technology to reach more philanthropists and build capacity to scale our charitable services.

Strengthen the Brand

- / Share impact and philanthropic tools to the media and broader community.
- / Improve digital media presence by redeveloping the website and expanding social media engagement.
- / Develop and strengthen community partnerships to reach new audiences.

6

Help put a spotlight on this important work.

We believe Austin belongs to all of us and everyone deserves opportunity. We're excited to work with our community of givers to continue making Austin a better place.

So, how can you help?

1

Become an investor in our program funds.

2

Open a donor advised fund or grow your existing fund.

3

Tell your friends.

Want to know more?
Contact us at info@austincf.org.


Austin Community
FOUNDATION