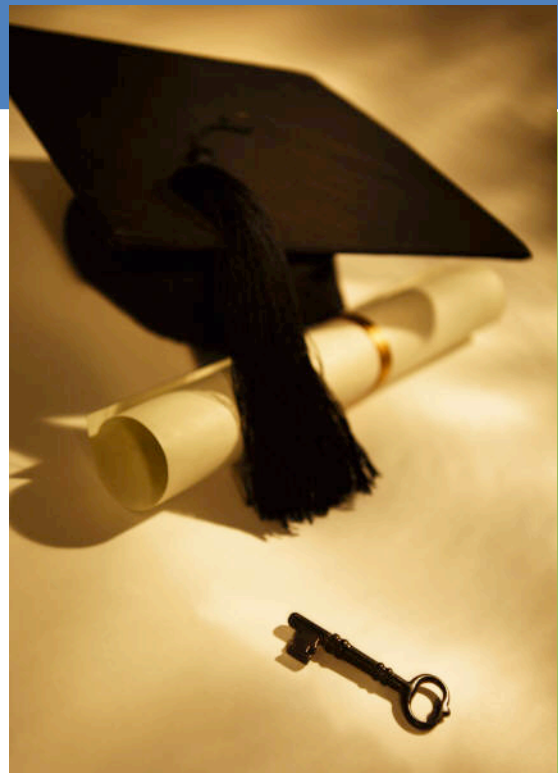


# 2013

## Albany Fund for Education (AFE) Strategic Plan



Developed with the assistance of  
The New York Council of Nonprofits  
(NYCON)

**Starting Mission Statement**

The Albany Fund for Education is a nonprofit community organization that enhances opportunities for City School District of Albany students to learn, grow and succeed. It does this through grants and by linking community organizations with a mutual interest in public education.

<p><b>Revised Mission and Vision Statement</b></p> <p><b>Mission</b></p> <p>The Albany Fund for Education enhances opportunities for students to learn, grow, and succeed.</p> <p><b>Vision</b></p> <p><i>We will be valued for building community partnerships, raising funds, and investing in innovative and effective programs and projects that strengthen the educational infrastructure of the City School District of Albany and meet the needs of all its students.</i></p>
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**Summary of Strategic Issues and Corresponding Goals and Strategies**

**STRATEGIC ISSUE I: PROGRAMS AND SERVICES**

GOAL: *AFE will develop needed partnerships and internal systems to demonstrate and enhance our impact.*

1. Formalize and communicate our dual funding approach.
2. Develop a strategic approach and consistency in program evaluation.
3. Develop and Maintain strategic partnerships.

**STRATEGIC ISSUE II: RESOURCE DEVELOPMENT AND COMMUNICATIONS**

GOAL: *AFE will engage effectively and pro-actively with diverse stakeholders to raise funds and build the partners needed for expanded impact.*

4. Develop a Fundraising and Marketing Plan that includes at least five major fundraising strategies (Gala, SEFA Campaign, District payroll deductions, District Restricted Funds, and a new “Friends Campaign”) as well as grants and sponsorships.
5. Develop Marketing and Communications plan that includes a diversity of strategies including social media.

**STRATEGIC ISSUE III: ORGANIZATIONAL CAPACITY AND INFRASTRUCTURE**

GOAL: *AFE will enhance its internal capacity to support program growth and expansion.*

6. Enhance governance practices and infrastructure.
7. Develop a plan to hire an Executive Director for September 2014.
8. Ensure adequate technology and resources to accomplish goals.