

# **Goodnow Library Foundation**

## **Strategic Priorities 2018-2021**

### **MISSION**

The purpose of the Goodnow Library Foundation (“the Foundation”) is to support the Goodnow Library’s (“the Library”) mission of: “Improving lives through the power of information, ideas and innovation.”<sup>1</sup>

In this capacity, The Foundation focuses on developing, administering and allocating funds to provide the extra margin of excellence for the Library by enhancing existing public support for the Library.

### **VISION**

The Foundation is committed to helping the Library develop as a 21<sup>st</sup>-century library to attain its vision:

- Be a primary resource for learning and literacy
- Be socially equitable and accessible to all
- Be a valued community partner
- Be proactive and responsive to community needs<sup>2</sup>

### **CORE VALUES**

#### **Community-wide Focus**

The Foundation partners with the Library to cultivate community connections.

#### **Long-term Perspective**

The Foundation maintains a long-term perspective on resource development and investments that benefit the Library.

#### **Accountability**

The Foundation promotes public awareness of its goals throughout Sudbury by being responsible stewards of the public trust and resources that are provided to us.

#### **Leadership**

The Foundation strives to be a leader in creative collaboration with the Library to innovate, educate and develop the Library as a community hub.

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<sup>1</sup> Goodnow Library Strategic Plan 2018-2022.

<sup>2</sup> Goodnow Library Strategic Plan 2018-2022

## **Transparency**

The Foundation maintains transparency in all Foundation business via goal promotion on the website, completing required tasks to maintain its 501c3 status, posting public tax documents on the website, listing use of funds, etc.

## **GOALS AND ACTIVITIES**

**Library Collaboration: The Foundation works in partnership with the Goodnow Library Board of Trustees and other Library support groups to advocate for the Library's needs to all Sudbury town boards and committees that plan and make decisions for the Library's funding.**

**The Foundation will:**

- Attend a Goodnow Library Trustees' meeting annually to review the Foundation's goals and activities.
- Share an annual report with leaders of community support groups.
- Investigate possible collaborations for Foundation initiatives.

**Fundraising and Financial Management: The Foundation raises funds to support the Library through individual and corporate gifts, grants, special fundraising events, and annual giving.**

**The Foundation will:**

- Manage prudently all of the Foundation's assets.
- Prioritize the increase of endowments.
- Distribute funds effectively to promote the vision of the Library.
- Conduct additional capital campaigns.

**Communication and Marketing: The Foundation strives to continually strengthen its brand and awareness through marketing efforts and related messaging to show its important role in supporting the Library's programs and services and the Sudbury community.**

**The Foundation will:**

- Strive to create clarity in the community about the various Library entities and roles.
- Evaluate, improve, and revise the Foundation's online presence.