

Greater Naples AAUW Charitable Foundation, Inc. Strategic Plan 2018-2023

Mission Statement

AAUW advances gender equity for women and girls through research, education, and advocacy. The Greater Naples AAUW Charitable Foundation, Inc. (the "Foundation"), a 501(c)(3) public charity founded in 2001, and its founding organization, the AAUW Greater Naples Branch, are affiliates of AAUW. The Foundation supports programs of the AAUW Greater Naples Branch which promote equity, education, and development of opportunities for local women and girls that enable them to realize their full potential.

Purpose

The Foundation takes action to make a positive difference in the community by:

- Working to increase representation of women in science, technology, engineering and math careers where women are currently under-represented. We support the AAUW Greater Naples Branch STEAM Conference for 5th-grade girls enrolled in Collier County Public Schools who can benefit from hands-on activities and exposure to experienced professionals in diverse technology-based careers.
- Helping to reduce economic barriers to educational opportunities for deserving local women by providing post-secondary school scholarships.
- Promoting educational opportunities by providing books to at -risk children where such resources are not available.
- Helping to eliminate the gender pay gap via AAUW StartSmart/WorkSmart workshops to improve women's ability to negotiate increased compensation and better career opportunities.

Value Promise

The Foundation operates with very minimal overhead. Our programs are operated by dedicated volunteers under the direction of an informed, committed and proactive Board of Directors.

Goals

1. Community Impact

The Foundation has a positive impact in the community through programs which serve young children as well as adults.

2. Financial Sustainability

The Foundation will:

- Work closely with the AAUW Greater Naples Branch (the primary source of our volunteers and individual donations) to develop a sustainable fund-raising plan and to improve public awareness of our programs and of giving opportunities.
- Develop a planned giving campaign, initially to be offered to the members of the AAUW Greater Naples Branch.
- Promote matching fund drives and similar opportunities to obtain support.
- Research and pursue grant opportunities for our programs.
- Promote and encourage named endowed scholarship fund opportunities and invest the endowed funds responsibly.

2. Organizational Sustainability

The Foundation will:

- Identify and solicit qualified persons to serve on the Foundation Board, as volunteers for its program committees and in advisory capacities.
- Create an advisory board and/or advisory committee which may include individuals who are not members of AAUW Greater Naples Branch.
- Identify and implement changes, if any, needed to by-laws and policies to support Foundation goals and needs, emphasizing best practices.

