



Strategic Plan

2011-2013

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Executive Summary

The Living Well Foundation's (LWF-formally The Ward Five Healthcare Foundation) 2011 Strategic Plan is a result of the dedicated effort of the Board of Directors, Community Professionals and LWF Staff. The LWF 2011 Strategic Plan will guide the organization's operations and budget process and advance the LWF 2011 Community Plan and its three priorities: *Healthy Lifestyles, Pre-Natal/Infant Care and Access to Healthcare*. The LWF has chosen to focus the majority of its grantmaking and advocacy on the priority of *Healthy Lifestyles*. The Strategic Plan will also address four identified focus areas: *Programs/Grants/Initiatives, Administration/Operations, Fund/Resource Development and Public Awareness*.

The Strategic Plan provides for a concise and timely plan of action that will enable Board of Directors and Staff to successfully carry out the mission and vision of the LWF. It is our goal that our community be positively impacted in the areas of health and wellness.

Mission Statement

The Living Well Foundation (LWF) is committed to improving the wellness of our community and the physical and mental health of individuals in our service area .

Vision Statement

LWF is a foundation that provides financial support and other resources to non-profit organizations in our service area. LWF holds public assets in trust from which funds are expended in the form of grants. LWF adds value to the community through the grantmaking process by:

- Strategically identifying and funding health-related initiatives which are sustainable and effective and which address critical community needs.

- Evaluating the performance of funded programs and holding grantees accountable for results.
- Informing the community of successful programs and encouraging partnerships and the efficient use of other community resources; and
- Promoting policy initiatives and changes which support our organizational mission.

- Reviewed and approved by the LWF Board of Directors on 11/2/10.
- Reviewed and approved by the HSD Board of Commissioners on 11/16/10

LWF 2011 - 2013 Strategic Plan

PROGRAMS/GRANTS/INITIATIVES

Description:

Grant-making and Foundation driven initiatives will address the priorities identified in the LWF Community Plan.

Areas to Address:

✓ **Priorities**

- Healthy Lifestyles
 - Childhood obesity
 - Lack of physical activity
 - Poor nutritional habits
 - Family participation
 - Literacy

Action Needed: Grants to organizations to provide advocacy for policy changes that will decrease childhood obesity.

Outcome: Increased physical activity in schools; improved nutritional knowledge and habits; and decreased childhood obesity.

Timeline: 2011 - 2013

Resources Needed: Schools, advocacy organizations, program agencies, activity centers, materials, funding, teachers, parents and students.

Responsibility Of: CEO, Grants Manager and Programs/Grant Review Committee

- Pre-Natal/Infant Care
 - Teenage pregnancy
 - Sexual risk
 - Responsibility

Action Needed: Pilot programs within the school system that focus on the above areas through a grant process.

Outcome: Education and increased awareness

Timeline: 2011 - 2013

Resources Needed: Organization(s) that can provide those educational services

Responsibility Of: Grants Manager and Programs/Grant Review Committee

- Access to Healthcare
 - School Based Health Clinics

Action Needed: Ongoing funding for existing clinics; addition of SBHC(s) in East Ouachita Parish

Outcome: Access to basic medical services for students; reduce absenteeism of students; reduce time off from employment for working parents

Timeline: 2011-2013

Resources Needed: Funding, locations for new SBHC, partnership with St. Frances Medical Center, OPSB, and OPPJ.

Responsibility Of: Grants Manager and Programs/Grant Review Committee

- Virtual Community Clinic

Action Needed: Oversight and Monitoring of clinic.

Outcome: Provide access to healthcare services for the individuals that are working but unable to afford adequate healthcare coverage and services

Timeline: 2011 - 2013

Resources Needed: Continued and increased support by physicians, dentists and agencies to donate time and services.

Responsibility Of: Grants Manager and Programs/Grant Review Committee

- “Give a Kid a Smile” Day

Action Needed: Coordinate with school based health clinics (SBHC) and University of Louisiana at Monroe (ULM) and local dentists

Outcome: Pre-screening of children and referrals for future care to dentists

Timeline: 2011 - 2013

Resources Needed: Facility, ULM, Dentists; Funding through grant to ULM Dental Hygiene Department and funding to the SBHCs.

Responsibility Of: LWF Staff, Programs/Grant Review Committee and SBHC Staff and ULM Dental Hygiene Department staff and students in conjunction with dental community volunteers.

ADMINISTRATION/OPERATIONS

Description:

The administration/operations will provide the clerical and administrative functions necessary to support the ongoing services of LWF. This will include the annual review of the Strategic Plan as well as the review of the progress/performance of LWF grants.

Areas to Address:

✓ Board Oversight

- Conduct an Annual Planning Meeting for the Board of Directors

Action Needed: Develop agenda and determine date for an annual planning meeting.

Outcome: Annual review/update of the Strategic and Community Plan as well as the Budget, Audit and Investment

Timeline: October of each year

Resources Needed: Location for event, Sponsor(s) for meal/event

Responsibility Of: President/CEO, Vice-Chair of Planning/Operations Committee, Audit Committee, Finance/Investment Committee and LWF Staff

- Annual Performance Reviews of the LWF Staff will be conducted by the President/CEO (President/CEO review conducted by two members of the Planning and Operations Committee) in October and will be separate from the salary review. .
- Annual Salary Reviews of the LWF Staff will be accomplished in November with results effective January 1st of the following year

Action Needed: Salary/Performance reviews

Outcome: Reach peak performance for all employees

Timeline: October and November of each year

Resources Needed: Performance Review Forms and cost associated to annual raises

Responsibility Of: President/CEO and Planning/Operations Committee Members.

✓ Staff Development

- Training and Conferences

Action Needed: Provide access to training/conferences relevant to conduct Foundation activities

Outcome: Follow-up report by CEO/Staff after training/conference and setting goals relevant to Foundation activities. Reports may be written and/or verbal.

Timeline: Ongoing

Resources Needed: Funds to attend training/conferences

Responsibility Of: President/CEO, LWF Executive Committee and LWF Staff

✓ Board Development

Action Needed: Annual Board Retreat

Outcome: Increase Board Members understanding of functioning of grantmaking organizations.

Timeline: Annually

Resources Needed: Funding for guest speaker and meeting place in Ouachita Parish

Responsibility Of: President/CEO, LWF Staff, and Executive Committee.

✓ Staffing

Action Needed: Review staffing needs on ongoing basis

Outcome: Staff according to the needs of current and future initiatives

Timeline: Ongoing

Resources Needed: As needed

Responsibility: President/CEO and Planning/Operations Committee

✓ Annual Report to the Community

Action Needed: Coordinate an annual meeting in January of each year, luncheon to report to the community

Outcome: Update the community as to the LWF highlights and updates for the year

Timeline: Annually

Resources Needed: Facility, Sponsor(s) for the luncheon

Responsibility: President/CEO, LWF Staff and Executive Committee

✓ Annual Review of Strategic and Community Plan

Action Needed: Review Community Plan and then Strategic Plan

Outcome: To ensure our current method of operation matches the needs of our community. Determine the focus for grantmaking during the upcoming year.

Timeline: August of each year

Resources Needed: Meeting time for Planning/Operations committee.

Responsibility: Planning/Operations Committee, LWF Board of Directors, and President/CEO

✓ **Grant Review/Evaluation**

Action Needed: Annual review of grants provided through LWF

Outcome: Goals and objectives of grants awarded are being met.

Timeline: Quarterly; annually at Annual Planning Meeting

Resources Needed: Evaluation results

Responsibility: Grants Manager and Programs/Grant Review Committee

FUND/RESOURCE DEVELOPMENT

Description:

The fund/resource development area will focus on maintaining existing and securing additional resources and revenue through grants and contributions. This will be accomplished through grant-seeking/writing, investment development and appeals to the faith-based and civic organizations as well as private/corporate business communities.

Areas to Address

✓ **Fund Development**

- Accessing Grants

Action Needed: Research to determine if LWF is eligible to receive grants to administer programs or help organizations receive grants.

Outcome: Awareness of available resources to allow LWF or LWF funded organizations to be able to increase/leverage funding

Timeline: Ongoing; report to the LWF Board of Directors

Resources Needed: Contacting local, state, federal foundations

Responsibility Of: CEO and Planning/Operations Committee

✓ **Accessing Donors**

- Charitable Giving
 - Donors

Action Needed: Develop charitable giving model; Make charitable giving model available to the community

Outcome: A charitable giving model that will allow for increased funding/resources for the Foundation

Timeline: Ongoing (This is not a priority during the 2011 year)

Resources Needed: Model program, donors

Responsibility Of: Planning/Operations Committee and CEO

- Corporate Sponsors

Action Needed: A system to contact and present to Corporations

Outcome: Corporate funding sponsors for specific initiatives/events

Timeline: Ongoing

Resources Needed: Model to present to corporations to consider giving/partnering

Responsibility Of: CEO and Planning/Operations Committee

- Investment Management

Action Needed: Quarterly review of results; annual review of policy

Outcome: Increase investment

Timeline: Ongoing quarterly/annually

Resources Needed: Reports

Responsibility Of: CEO and Finance/Investment Committee,

✓ **Resource Development**

- Advisory Council

Action Needed: A Plan to develop the advisory council and involve members in LWF

Outcome: An Advisory Council to advise and support the ongoing efforts of LWF

Timeline: 2011 - 2013

Resources Needed: Plan of action; volunteers

Responsibility Of: CEO and Planning/Operations Committee

- Corporate, Faith Based, Civic Partnerships

Action Needed: Establishing partnerships

Outcome: Utilize resources/services that support the LWF operations/services

Timeline: 2011 – 2013

Resources Needed: Partners that believe and support the LWF mission and vision

Responsibility Of: CEO

PUBLIC AWARENESS

Description:

The public awareness area will serve as a voice for the Foundation in establishing and branding our name and identity as well as communicating the purpose, mission, vision and successes of the Foundation. This will be accomplished through efforts of the Board of Directors, Advisory Council, staff and professional services.

Areas to Address

✓ Printed Material

- Brochures
- Annual Report
- Logo

Action Needed: Develop printed material for ongoing and annual needs; logo to be on all material directly/indirectly associated with LWF

Outcome: Informing the general public about LWF

Timeline: Ongoing

Resources Needed: Layout and printing of material and funds to develop

Responsibility Of: LWF Staff

✓ Communications

- Public Service Announcements
- Radio/TV Appearances
- Newspaper semi-annual/annual (LWF highlights)

- Newsletter (electronic and/or paper copies)

Action Needed: Requesting the services to be donated from media as activities and needs avail themselves

Outcome: Informing the community of LWF services and activities

Timeline: Ongoing as activities dictate the need

Resources Needed: Communication - advertising services through mass media

Responsibility Of: CEO



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