



## **MSD Foundation Five-Year Strategic Plan**

**Implementation Date 1 July 2017**

### **MSD Foundation Mission Statement:**

The Mission of the Maryland School for the Deaf Foundation is to raise money to provide scholarships and resources that enhance the education of MSD students. The Foundation seeks to stimulate awareness about MSD through community involvement while acting as a responsible solicitor and prudent manager of assets created by charitable gifts, bequests and fundraising.

### **MSD Foundation Values:**

- Vision
- Awareness
- Leadership with Integrity
- Unity and Community
- Education
- Support

### **MSD Foundation Vision Statement:**

MSD students thrive in a barrier-free environment through innovative educational opportunities with strong community support and involvement, facilitated by MSDF's growing endowment.

### **MSD Foundation Goals - our programs of concentration:**

- #1 Community Outreach**
- #2 Fundraising**

### **#3 Stakeholder Participation**

### **#4 Board Governance**

## **MSD Foundation Objectives - how we achieve our goals**

### **#1 Community Outreach**

- ASL classes
- Increase public relations efforts
- Family event
- New website and social media

### **#2 Fundraising**

- Annual event
- Annual donor approach
- Create a planned giving program
- 100% board participation in Annual Giving campaign

### **#3 Stakeholder Participation**

- Scholarships Exposure and Increase Student and Staff Applications
- Increase Board Participation at School Events
- Improve Collaboration with Board of Trustees

### **#4 Board Governance**

- Re-evaluation of By-laws
- Establish a Board Member Orientation Program (with clear expectations)
- Annual Board Capacity Building Meeting