

# THE URBANA LIBRARY FOUNDATION

Supporting The Urbana Free Library since 1997.

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## STRATEGIC PLAN

FY 2026–2028

### About

The Urbana Free Library Foundation is an independent 501(c)(3) nonprofit established in 1997 to support The Urbana Free Library. Donations are deductible for federal income tax purposes to the extent allowed by law. The Foundation is managed by a volunteer Board of Directors and is governed by the Bylaws of The Urbana Free Library Foundation.

### Mission & Vision

Our mission is to promote and sustain The Urbana Free Library's role as a vibrant community resource by providing supplemental funding to support the Library's diverse programs and services. We envision a thriving, well-resourced public library that fosters intellectual freedom, lifelong learning, and community connection for generations to come.

### Strategic Position

Our role is to strengthen and sustain The Urbana Free Library through financial contributions. We are dedicated to ensuring that the Library remains a welcoming space for learning, growth, and connection for all community members for generations to come.

### Core Values

- Community Connection, Equity, and Inclusion
- Intellectual Freedom and Literacy
- Stewardship and Sustainability

### Strategic Goals

**Goal 1:** Grow annual campaign support by a minimum of 10% year over year.

**Objective:** Build sustainable revenue streams that support both current needs and long-term growth, including general fund growth, major gifts, legacy giving, grants, and corporate support.

#### Initiatives:

- Build strong donor relationships through cultivation, recognition, impact reporting, and more.
- Pursue grants and fundraising opportunities to expand support for the Library.
- Increase visibility and communication through events, local media, and consistent outreach.

**Goal 2:** Support the Library's long-term financial priorities.

**Objective:** Fund innovative programs and capital needs aligned with The Urbana Free Library's strategic goal of stewarding physical and financial resources to serve evolving community needs.

#### Initiatives:

- Prioritize funding capital projects, including facilities maintenance and upgrades.
- Prioritize funding programs, services, and resources that support sustainability and increase equitable access to resources.

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**Goal 3:** Increase organizational effectiveness by end of FY2029.

**Objective:** Ensure the Foundation operates with strong governance, fiscal health, a clear identity, and a succession plan.

### Initiatives:

- Recruit diverse members and invest in training for fundraising and donor engagement.
- Update website and establish a mission-driven social media presence.
- Conduct annual financial reviews and update investment policies as needed.
- Review the strategic plan annually to ensure mission alignment with the Library.

### Performance Metrics

To ensure the success of this strategic plan, progress will be tracked using the following key performance indicators (KPIs):

- Donor activity data via donor management platform
- Annual review of financial statements, including revenue and investment income growth
- Event attendance, donor engagement, and board member participation

### Implementation Plan

**Year 1:** Focus on board training, update policies and procedures, update website, and build a social media presence.

**Year 2:** Analyze the previous year's performance and adjust based on successes and opportunities. Establish and launch a legacy giving circle.

**Year 3:** Ensure a strong financial foundation has been established and systems have been put in place to support long-term organizational growth. Review and update the strategic plan based on learnings and accomplishments from years 1 – 3.

### Conclusion

The Urbana Free Library Foundation is dedicated to securing resources that sustain and grow the Library's vital role in Urbana. This strategic plan charts a clear path to growing the Foundation's capacity and ensuring long-term sustainability. Together with our partners and supporters, we will ensure the Library continues to enhance, embrace, and empower its community by providing access to diverse resources and programs.

Learn more at [urbanafreelibrary.org/about-us/foundation](https://urbanafreelibrary.org/about-us/foundation).