



EASTVALE COMMUNITY FOUNDATION REGULAR MEETING AGENDA

**Eastvale City Hall
12363 Limonite Ave, Suite 910, Eastvale, CA 91752
Monday, January 25, 2016, at 6:00 P.M.**

1. CALL TO ORDER

2. ROLL CALL/PLEDGE OF ALLEGIANCE

Board Members: Gregory Coker, Dawn Hook, Carolyn Corrao, Sharyn Link, Jenniffer Rodriguez, Jonathan Shardlow, Alexandria Marrs, and Ric Welch

3. PRESENTATIONS - None

4. PUBLIC COMMENT

This is the time when any member of the public may bring a matter to the attention of the Eastvale Community Foundation that is within the jurisdiction of the Board. The Ralph M. Brown act limits the Board Member's ability to respond to comments on non-agendized matters at the time such comments are made. Thus, your comments may be agendized for a future meeting. The Board Members may discuss or ask questions for clarification, if desired, at this time. Public comment is limited to two (2) minutes each with a maximum of six (6) minutes.

5. ADDITIONS/DELETIONS TO AGENDA

6. CONSENT CALENDAR

6.1 Minutes

RECOMMENDATION: Approve the minutes from the November 16, 2015 regular meeting.

7. BUSINESS ITEMS

7.1 Military Banner Update

RECOMMENDATION: Receive verbal update from Executive Director Link.

7.2 Proposed Amended By-Laws

RECOMMENDATION: Receive verbal update from Executive Director Link.

7.3 Strategic Plan 2016-2018

RECOMMENDATION: Receive verbal update from Executive Director Link.

7.4 Annual Sponsorship Campaign

RECOMMENDATION: Receive verbal update from Executive Director Link.

7.5 State of the City

RECOMMENDATION: Receive verbal update from Executive Director Link.

7.6 Fall Festival Parade

RECOMMENDATION: Receive verbal update from Executive Director Link.

7.7 Finance Report

RECOMMENDATION: Receive verbal update from Executive Director Link.

7.8 CDGB Update

RECOMMENDATION: Receive verbal update from Executive Director Link.

8. BOARD MEMBER COMMUNICATIONS

9. ADJOURNMENT

The next regular meeting of the Eastvale Community Foundation will be held on February 22, 2016 at 6:00 p.m. at Eastvale City Hall, 12363 Limonite Avenue, Suite 910, Eastvale, CA 91752

I, Marc Donohue, City Clerk or my designee, hereby certify that a true and correct, accurate copy of the foregoing agenda was posted seventy-two (72) hours prior to the meeting, per Government Code 54954.2, at the following locations: City Hall, 12363 Limonite Ave. Suite 910; Rosa Parks Elementary School, 13830 Whispering Hills Drive; Eastvale Library, 7447 Scholar Way; and on the City's website (www.eastvaleca.gov)

MINUTES
SPECIAL MEETING OF THE EASTVALE
COMMUNITY FOUNDATION BOARD

Monday, November 16, 2015

6:00 P.M.

Rosa Parks Elementary School, 13830 Whispering Hills Drive

1. CALL TO ORDER: 6:03 p.m.

2. ROLL CALL:

Board Members present: Board Members Coker, Corrao, Hook, and Executive Director Link.

Board Members absent: Board Members Shardlow, Rodriguez, Marrs, and Welch.

Staff Members present: Recording Secretary Wuence.

The Pledge of Allegiance was presented by Executive Director Link.

3. PRESENTATIONS/ANNOUNCEMENTS:

There were no Presentations or Announcements.

4. PUBLIC COMMENT/CITIZEN PARTICIPATION:

There was no Public Comment.

5. ADDITIONS/DELETIONS TO AGENDA:

There were no Additions/Deletions to the agenda.

6. CONSENT CALENDAR:

6.1. Minutes – October 26, 2015 Regular Meeting.

Recommendation: Approve the minutes from the October 26, 2015 Regular Meeting.

Motion: Moved by Corrao, seconded by Coker to approve the Minutes from the October 26, 2015 Regular Meeting.

Motion carried 4-0 with Shardlow, Marrs, Welch, and Rodriguez absent.

7. BUSINESS ITEMS:

7.1 Military Banner Update

Recommendation: Receive verbal update from Executive Director Link.

Board Member Coker provided a summary of the program through November, 2015. There was discussion regarding the timing of the seven pending banner installations.

Motion: Moved by Corrao, seconded by Hook to change the Chairmanship of the Military Banner Program.

Motion carried 3-0-1 with Coker abstaining and Shardlow, Marrs, Welch, and Rodriguez absent.

Executive Director Link requested Board Member Coker turn in all information and materials pertaining to the Military Banner program. It was decided that Board Member Hook would assist with the Military Banner program.

7.2 **Assistant Executive Director Appointment**

Recommendation: Receive verbal update from Executive Director Link.

Executive Director Link reviewed recent Board Member resignations and noted that a new Assistant Executive Director was needed.

Motion: Moved by Link, seconded by Corrao to appoint Board Member Hook as Assistant Executive Director.

Motion carried 4-0 with Shardlow, Marrs, Welch, and Rodriguez absent.

7.3 **Proposed Amended By-Laws**

Recommendation: Receive verbal update from Executive Director Link.

Executive Director Link requested all Board Members review the proposed Amendments to the By-Laws and noted that the item should be discussed and acted on at the next meeting.

7.4 **Strategic Plan 2016-2018**

Recommendation: Receive verbal update from Executive Director Link.

Executive Director Link requested all Board Members review the revised Strategic Plan for 2016-2018 and noted that the item should be discussed and acted on at the next meeting.

Motion: Moved by Corrao, seconded by Coker to table the Proposed Amended By-Laws and the Strategic Plan 2016-2018 for discussion at the next Foundation Meeting.

Motion carried 4-0 with Shardlow, Marrs, Welch, and Rodriguez absent.

8. BOARD MEMBER COMMUNICATIONS:

Board Member Corrao invited Board Members to attend the City's Christmas Party and noted that Waste Management would like to provide beverages for the event as a gift from the Foundation.

Board Member Coker noted that he was available to help with the Military Banner or any other Foundation needs.

Assistant Executive Director Hook noted that she would continue to update the Foundation's Facebook page.

Executive Director Link noted that the Foundation would have a booth at JCSD's Winter Wonderland event on Saturday, December 5. She would send an email invitation to Board Members to sign up to work the booth. She noted that the State of the City would likely be held on April 5 at the Community Center.

Executive Director Link noted that a storage location was needed for a large number of Foundation merchandise and other items. There was discussion regarding possible locations including the rental of a storage unit. It was noted that assistance would be needed to move the items to the new location. Board Member Corrao agreed to research the cost of storage units for the items.

It was noted that the next Foundation meeting would be held in January.

9. ADJOURNMENT:

There being no further business, the meeting was adjourned at 6:34 p.m.

*Submitted by Margo Wuence, Recording Secretary
Reviewed and edited by Marc Donohue, City Clerk*

**AMENDED AND RESTATED BYLAWS OF
EASTVALE COMMUNITY FOUNDATION, INC.**

A California Nonprofit Public Benefit Corporation

1. Name

The name of this corporation is Eastvale Community Foundation, Inc.

2. Principal Office of Corporation

The principal office for the transaction of the activities and affairs of this Corporation shall be located at such place within the City of Eastvale as the Board may from time to time designate by resolution. Any such change of location must be noted by the Secretary on these Bylaws opposite this Section; alternatively, this Section may be amended to state the new location.

3. Purpose of Corporation

The public and charitable purposes for which this Corporation is organized are to lessen the burdens of government and to promote and support the cultural, recreational and human services needs of the City of Eastvale.

4. Directors

- A. This Corporation shall consist of no less than **5** and not more than **7** Directors. Directors will be chosen by the current City Council of the City of Eastvale, who may receive a recommendation by the current Board of Directors.
- B. All Directors serve at the will and pleasure of the City Council. No term limits will be placed on the Board of Directors, as long as each Board Member is in good standing and an active participant with Foundation activities, meetings and events.
- C. The qualifications of the Directors shall be as follows:
 - (1) Directors must be top quality people with reputations and characters that are beyond question.
 - (2) Directors need to have an interest in and relevance to the community and broad cultural and recreational interests.
 - (3) Directors should have a good understanding of business and how it operates.

- (4) Directors, even though busy, must have the time and be willing to use it as needed to support the work of the Foundation. **Any Director missing 3 activities, meetings and/or events in any 6 month period without Board approval shall forfeit their position on the Board.**
- (5) Directors must exhibit a high interest in services on the Board and the goals of such service.
- (6) The Board of Directors should have a balance of interests, experience and skills.
- (7) Directors should have knowledge general business operations and it is desirable to have knowledge of major corporations and their operations. Personal contacts with corporate representatives at key locations in the operation would be desirable.
- (8) Directors should have fundraising capabilities and participate in all Foundation fundraising events.
- (9) Directors are expected to attend monthly Board meetings, events and the yearly organizational meeting.
- (10) Directors must be either residents of the City of Eastvale, or, conduct business within the City of Eastvale.

Therefore, the Directors are people who bring something to the Foundation, who have the ability to see the big picture and make the decisions necessary to move the Foundation forward.

- D. A vacancy or vacancies on the Board of Directors shall occur in the event of (a) the death or resignation of any director; (b) the declaration by resolution of the Board of a vacancy in the office of a Director who has been convicted of a felony, declared of unsound mind by a court order, or found by final order or judgment of any court to have breached a duty under California Nonprofit Public Benefit Corporation Law, Chapter 2, Article 3; (c) action by the City Council of the City of Eastvale removing the director from office.
- E. Resignation: Any Director may resign by giving written notice to the Chairman of the Board, if any, or to the Executive Director or the Secretary of the Board. The resignation shall be effective when the notice is given unless it specifies a later time for the resignation to become effective.

5. **Members**

The Corporation shall have no Members other than the Board of Directors.

6. **Board of Directors**

- A. The Board of Directors shall meet a minimum of once a month at a time and place within the City of Eastvale as established by resolution of the Board which resolution may be amended by majority of the Board.
- B. A majority of Directors shall constitute a quorum to conduct business. The majority of the quorum may take action. Every action taken or decision made by a majority of the Directors present at a duly held meeting at which a quorum is present shall be an act of the Board, subject to the more stringent provisions of the California Nonprofit Public Benefit Corporation Law, including, without limitation, those provisions relating to (a) approval of contracts or transactions in which a Director has a direct or indirect material financial interest, (b) approval of certain transactions between corporations having common directorships; (c) creation of and appointments to committees of the Board, and (d) indemnification of Directors. A meeting at which a quorum is initially present may continue to transact business, despite the withdrawal of some Directors from that meeting, if any action taken or decision made is approved by at least a majority of the required quorum for that meeting.
- C. Subject to the provisions and limitations of the California Nonprofit Public Benefit Corporation Law and any other applicable laws, and subject to any limitations of the Articles of Incorporation or Bylaws regarding actions that require approval of the members, this Corporation's activities and affairs shall be managed, and all corporate powers shall be exercised, by or under the direction of the Board.
- D. The Board shall appoint all officers; for example the Executive Director, Secretary and Chief Financial Officer. No person may simultaneously serve as Executive Director and Chief Financial Officer. The Board may remove any officer with or without cause. Any officer may resign at any time by giving written notice to the Board. The resignation shall take effect on the date the notice is received or at any later time specified in the notice. Unless otherwise specified in the notice, the resignation need not be accepted to be effective. Any resignation shall be without prejudice to any rights of the Corporation under any contract to which the officer is a party.
- E. The Board of Directors shall establish procedures by Resolution in accordance with the Brown Act for the noticing and conduct of meetings.

In any event, meetings of the Board shall be in accordance with the Brown Act.

- F. The Chairperson, if any, or the Executive Director, may call a special meeting of the Board at any time by written request, specifying the general nature of the business proposed to be transacted. Notice shall be promptly given in accordance with the Brown Act.
- G. This Corporation shall not compensate Directors, members of committees, officers or employees for their services, but may reimburse Directors, members of committees, officers or employees for their reasonable and necessary expenses incurred on behalf of the Corporation, in accordance with such rules and procedures as may be established by Resolution of the Board of Directors.
- H. The Board of Directors may establish temporary ad-hoc committees to work directly on specific projects or events. Any such temporary ad-hoc committee established shall have a minimum of one active Board Member. All decisions made by an ad-hoc committee are advisory only and shall require approval of the collective Board of Directors.

7. Restriction on Interested Persons Serving as Directors

No more than 49 percent of the persons serving on the Board may be “interested persons”. An interested person is (a) any person compensated by this Corporation for services rendered to it within the previous 12 months, and (b) any brother, sister, ancestor, descendant, spouse, brother-in-law, sister-in-law, son-in-law, daughter-in-law, mother-in-law, or father-in-law of such person. However, any violation of this paragraph shall not affect the validity or enforceability of transactions entered into by this Corporation.

8. Responsibilities of Officers

- A. Executive Director: The Executive Director shall be the General Manager of this Corporation and shall supervise, direct, and control this Corporation’s activities, affairs, and officers. The Executive Director shall preside at all Board meetings, committee meetings, or as required by the Board. The Executive Director shall have such other powers and duties as the Board or the Bylaws may require.
- B. Assistant Executive Director: If the Executive Director is absent or disabled, the Assistant Executive Director shall perform all duties of the Executive Director. When so acting, a Assistant Executive Director shall have all powers of and be subject to all restrictions on the Executive Director. The Assistant Executive Director shall have such other powers and perform such other duties as the Board or the Bylaws may require.

- C. Secretary: The Secretary shall keep or cause to be kept, at this Corporation's principal office or such other place as the Board may direct, a book of minutes of all meetings, proceedings, and actions of the Board, of committees of the Board, and of members' meetings. The minutes of meetings shall include the time and place that the meeting was held; whether the meeting was annual, general, or special, and, if special, how authorized; the notice given; the names of persons present at Board and committee meetings; and the number of members present or represented at members' meetings.

The Secretary shall keep or cause to be kept, at the principal California office, a copy of the Articles of Incorporation and Bylaws, as amended to date.

The Secretary shall give, or cause to be given, notice of all meetings of the Board, and of committees of the Board that the Brown Act requires to be given. The Secretary shall keep the corporate seal, if any, in safe custody and shall have such other powers and perform such other duties as the Board or the Bylaws may require.

- D. Chief Financial Officer: The Chief Financial Officer shall keep and maintain, or cause to be kept and maintained, adequate and correct books and accounts of this Corporation's properties and transactions. The Chief Financial Officer shall send or cause to be given to the Directors such financial statements and reports as are required to be given by law, by these Bylaws, or by the Board. The books of account shall be open to inspection by any Director at all reasonable times.

The Chief Financial Officer shall (i) deposit, or cause to be deposited, all money and other valuables in the name and to the credit of this Corporation with such depositories as the Board may designate; (ii) disburse this Corporation's funds as the Board may order; (iii) render to the Executive Director, Chairman of the Board, if any, and the Board, when requested, an account of all transactions as Chief Financial Officer and of the financial condition of this Corporation; and (iv) have such other powers and perform such other duties as the Board or the Bylaws may require.

The Chief Financial Officer shall be the primary cosigner and contact for the Corporation's financial institution and all third party accounting and bookkeeping firms for monthly reporting and filing annual tax returns.

If required by the Board, the Chief Financial Officer shall give this Corporation a bond in the amount and with the surety or sureties specified by the Board for faithful performance of the duties of the office and for

restoration to this Corporation of all of its books, papers, vouchers, money, and other property of every kind in the possession or under the control of the Chief Financial Officer on his or her death, resignation, retirement, or removal from office.

8. Contracts/Loans Involving Directors and Officers

- A. No Director of this Corporation nor any other corporation, firm, association, or other entity in which one or more of this Corporation's Directors have a material financial interest, shall be interested, directly or indirectly, in any contract or transaction with this Corporation, unless (1) the material facts regarding that Director's financial interest in such contract or transaction or regarding such common Directorship, officership, or financial interest are fully disclosed in good faith and noted in the minutes, or are known to all members of the Board prior to the Board's consideration of such contract or transaction; (b) such contract or transaction is authorized in good faith by a majority of the Board by a vote sufficient for that purpose without counting the votes of the interested Directors; (c) before authorizing or approving the transaction, the Board considers and in good faith decides after reasonable investigation that this Corporation could not obtain a more advantageous arrangement with reasonable effort under the circumstances; and (d) this Corporation for its own benefit enters into the transaction, which is fair and reasonable to this Corporation at the time the transaction is entered into.

This subsection does not apply to a transaction that is part of a charitable program of this Corporation if (a) approved in good faith without favoritism, (b) results in a benefit to a Director or family because they are in a class of persons to be benefited by the charitable program of this corporation.

- B. This Corporation shall not lend any money or property to or guarantee the obligation of any Director or officer without the approval of the California Attorney General; provided, however, that this Corporation may advance money to a Director or officer of this Corporation for expenses reasonably anticipated to be incurred in the performance of his or her duties if that Director or officer would be entitled to reimbursement for such expenses by this Corporation.

9. Maintenance of Records

This Corporation shall maintain:

- A. Adequate books and records of account.
- B. Written minutes of Board meetings.

10. Right to Inspect

Every Director and member of the City Council of the City of Eastvale shall have the absolute right at any reasonable time to inspect this Corporation's books, records, documents of every kind, physical properties, and the records of each subsidiary. The inspection may be made in person or by the Director's agent or attorney. The right of inspection includes the right to copy and make extracts of documents.

11. Annual Report

The Board shall cause an annual report to be sent to the Directors within (120) days after the end of this Corporation's fiscal year. That report shall contain the following information, in appropriate detail:

- A. The assets and liabilities, including the trust funds, of this Corporation as of the end of the fiscal year;
- B. The principal changes in assets and liabilities, including trust funds;
- C. This Corporation's revenue or receipts, both unrestricted and restricted to particular purposes;
- D. This Corporation's expenses or disbursements for both general and restricted purposes;
- E. Any information required by these Bylaws; and
- F. An independent accountants' reports or, if none, the certificate of an authorized officer of this Corporation that such statements were prepared without audit from this Corporation's books and records.

This requirement of an annual report shall not apply if this Corporation receives less than \$25,000 in gross receipts during the fiscal year, provided, however, that the information specified above for inclusion in an annual report must be furnished annually to any Director who requests it in writing.

12. Execution of Instruments, Deposits, Checks

By Resolution the Board shall establish the authority of officers to execute instruments, receive deposits, to open bank accounts, and to sign checks for this Corporation.

13. Construction and Definitions

Unless the context requires otherwise, the general provisions, rules of construction, and definitions in the California Nonprofit Corporation Law shall govern the construction of these Bylaws. Without limiting the generality of the preceding sentence, the masculine gender includes the feminine and neuter, the singular includes the plural, the plural includes the singular, and the term “person” includes both a legal entity and a natural person.

14. Dedication of Assets

The property of this Corporation is irrevocably dedicated to public and charitable purposes and no part of the net income or assets of this Corporation shall ever inure to the benefit of any Director, officer or member thereof or to the benefit of any private person. Upon the dissolution or winding up of the corporation, its assets (other than trust funds) remaining after payment, or provision for payment, of all debts and liabilities of this Corporation shall be distributed to one or more nonprofit corporations organized and operated for the benefit of the City of Eastvale, such corporation or corporations to be selected by the Board of Directors of this Corporation with approval of the City Council of the City of Eastvale. Such nonprofit corporation or corporations must be qualified for federal income tax exemption under Section 501(c) (3) of the Internal Revenue Code, and be organized and operate exclusively for charitable, scientific, literary or educational purposes, or for a combination of said purposes. In the alternative, upon dissolution of the corporation, the net assets, (other than trust funds), shall be distributed to the City of Eastvale to be used for public purposes.

15. Insurance

This Corporation shall have the right, and shall use its best efforts, to purchase and maintain insurance to the full extent permitted by law on behalf of its officers, Directors, employees, and other agents, to cover any liability asserted against or incurred by any officer, Director, employee, or agent in such capacity or arising from the officer’s, Director’s, employee’s or agent’s status as such.

16. Amendment of Bylaws

A simple majority of the Board may amend the Bylaws at any meeting. However, no such amendment or modification shall alter the purpose of this Corporation as set forth in Section 6. or in the Articles of Incorporation and/or affect in any manner the tax exempt status of this Corporation and the donations to it deductible from taxable income to the extent allowed by the provisions of the Code and other applicable legislation and regulations as they now exist or as they may be amended in the future. Every amendment or modification of these Bylaws shall be in writing, shall be signed by a majority of the Board of Directors

then serving and shall be delivered to each of the members of the Board then in office and shall be delivered in writing to the City Council of the City of Eastvale which shall require a vote of at least three (3) Council members for approval.

The term "majority," as used in this Section, is as defined in the California Nonprofit Corporation Law.

17. Maintenance of Records

The Secretary of the Corporation shall see that a true and correct copy of all amendments of the Bylaws, duly certified by the Secretary, is attached to the official Bylaws of the Corporation and is maintained with the official records of the Corporation at the principal office of the Corporation.

18. Certificate of Secretary

A Certificate of the Secretary of this Corporation shall be affixed to the original, or most recent amended version of the Bylaws, such Certificate to be in the following form.

CERTIFICATE OF SECRETARY

I certify that I am the duly elected and acting Secretary of the Eastvale Community Foundation, a California Nonprofit Public Benefit Corporation, that the above bylaws, consisting of _____pages, are the bylaws of this Corporation as adopted by the Board of Directors on _____, and that they have not been amended or modified since that date.

Executed _____ at Eastvale, California.

Secretary

Eastvale

C O M M U N I T Y
F O U N D A T I O N



**Strategic Plan
2016-2018**

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EXECUTIVE SUMMARY

With great pleasure, the Eastvale Community Foundation presents its first strategic plan to ensure the continued progress of our city. It is the Foundation's utmost priority to assist the City of Eastvale in providing residents the highest quality of life possible and to continue the promise for excellence. This strategic plan outlines the Foundation's determination for organizational efficiency and utilization of resources as it optimizes its fundraising potential, provides excellent communication with the Eastvale community, and establishes a comprehensive volunteer program. By creating signature fundraising events and a merchandise store, the Foundation intends to fund a targeted goal for the Eastvale community. The progress and success of the foundation will be communicated through an annual report to the city council, community residents, and partners. The plan will begin implementation in July 2013 and end at the close of the 2015 calendar year after being approved by the board of directors and being presented to city council. Thanks to passionate individuals, the Eastvale Community Foundation will continue to look forward to assisting the City of Eastvale in striving toward a prosperous and elite community.

Strategic Goals

The following goals have been identified.

1. Optimize the foundation's fundraising potential
2. Provide excellent communication with the Eastvale community
3. Establish a comprehensive volunteer program
4. Maintain organizational efficiency

For each of these goals, the strategic plan identifies specific objectives and action steps to achieve the objectives. The action plan includes assignment of organizational responsibilities and a time frame to implement the actions. Finally, the plan provides a performance document the foundation may use to measure its progress in achieving the goals and reporting it to city council.

BOARD AUTHORIZATION OF STRATEGIC PLAN

The authorizations below designate each board member's approval of the strategic direction and action plans this strategic plan proposes.

Sharyn Link

Date

Dawn Hook

Date

Jonathan Shardlow

Date

Alexandria Marrs

Date

Gregory Coker

Date

Carolyn Anderson- Corrao

Date

Assemblyman Eric Linder's Rep.

Date

Jurupa Community Services Dist.

Date

ORGANIZATIONAL DESCRIPTION

The Eastvale Community Foundation (ECF), created in 2011 by the Eastvale City Council, is a non-profit 501(C)(3) organization made solely of volunteers including the capacity for 13 board members whom are appointed by the city council. Through community outreach and discussions with the city council, the board identifies needs of Eastvale's community. This past year, the ECF was privileged to distribute \$25,000 of a Community Development Block Grant (CDBG) to underprivileged youth from the Eastvale community allowing them to participate in sports and arts programs. In addition, the ECF has organized events to foster community involvement including: Holiday Celebration at the Eastvale Fire Station (to support the Spark of Love toy drive), Eastvale Night at the Quakes Stadium, E-Waste Collections, and participation at the Jurupa Community Services District's Picnic in the Park.

MISSION, VISION, AND VALUES

Mission

The mission of the Eastvale Community Foundation is to strengthen the Eastvale community by collaborating with the city council to identify city needs and issues, encourage volunteering of time, talent, and resources.

Vision

The Eastvale Community Foundation envisions a community that works together in a spirit of generosity, gratitude, and civic engagement in order to insure a thriving, safe, and diverse community.

Values

The Eastvale Community Foundation believes in the following core values:

1. Children
2. Education
3. Community
4. Civic Responsibility
5. Leadership

GOAL 1: OPTIMIZE THE FOUNDATION'S FUNDRAISING POTENTIAL

This is the top priority goal of the Foundation, as supporting the Eastvale community is dependent upon its fundraising capabilities.

OBJECTIVES	ACTION STEPS	RESPONSIBLE PARTIES	2013		2014			2015		
1.1 Enhance current sponsorship program	1.1.1 Create an online donation destination	Communication Fundraising								
	1.1.2 Create an in-kind sponsorship form for donors to claim for taxes									
	1.1.3 Create potential sponsorship list									
	1.1.4 Create 'Thank You' template with attached sponsorship survey and reiterate foundation mission/fundraising goal									
1.2 Create merchandise store	1.2.1 Research merchandise opportunities	Store Manager								
	1.2.2 Obtain initial money to purchase merchandise									
	1.2.3 Purchase and install 'Eastvale Store' in city hall, ie. display case with items									
	1.2.4 Create store marketing plan including grand opening and continual marketing									
1.3 Improve quality participation at community events	1.3.1 Ask hosting organization for a need we can fill for the event ie. what to sell	Fundraising Store Manager Events Volunteer								
	1.3.2 Sell Eastvale merchandise at event booth									
	1.3.3 Have a donated raffle prize available									
	1.3.4 Create mission and fundraising goal displays for the booth									
1.4 Seek grants	1.4.1 Identify and apply for grants that support the foundation's vision	Finance								
1.5 Seek fundraising training for Board Members	1.5.1 Schedule a workshop with an organization that provides non-profits with fundraising training									

GOAL 2: PROVIDE EXCELLENT COMMUNICATION WITH THE EASTVALE COMMUNITY

It is to the benefit of the Foundation, partners, and community to maintain effective communication in reaching our collective vision for Eastvale.

OBJECTIVES	ACTION STEPS	RESPONSIBLE PARTIES	2013		2014			2015		
2.1 Identify a specific fundraising goal	2.1.1 Work with city partners to identify a goal for which funds will be spent	Board President								
	2.1.2 Research cost, design, and description									
	2.1.3 Publicize goal for community to see									
2.2 Continue building a contact database	2.2.1 Add contact information previously provided	Communications Volunteer								
	2.2.2 Create opt-in option for emails solicited									
	2.2.3 Provide contact registration at all community events in attendance									
	2.2.4 Continue immediate inputting of contacts into database									
2.3 Create email marketing system	2.3.1 Research and register for an email marketing site	Communications								
	2.3.2 Create policy for e-notifications/press releases									
2.4 Maintain updated social media	2.4.1 Designate social media administrators and tasks	Communications								
	2.4.2 Connect all social media so one post is pushed to all sites									
2.5 Enhance page on website	2.5.1 Create list of enhancements and provide to city staff	Communications								

2.6 Enhance Board and volunteer participation at community events	2.6.1 Encourage volunteers and Board member attendance for events well in advance	Volunteer Board	■	■	■	■	■	■	■	■	■	■
	2.6.2 Provide excellent outreach skills while working events											
2.7 Provide Annual Report to community and partners	2.7.1 Provide an annual report in January to community and partners containing accomplishments of the year	President Vice-President			■				■			
2.8 Maintain positive relationships with partners	2.8.1 Designate a partner-relations committee	President Vice-President Communications	■	■	■	■	■	■	■	■	■	■
	2.8.2 Send timely letters of gratitude for collaboration, donations, special recognitions, etc.											

GOAL 3: ESTABLISH A COMPREHENSIVE VOLUNTEER PROGRAM

Because the ECF is operated by volunteers, it is paramount there are enough so as not to exhaust the principal leaders.

OBJECTIVES	ACTION STEPS	RESPONSIBLE PARTIES	2013		2014			2015			
3.1 Create and launch a volunteer/ambassador recruitment campaign	3.1.1 Identify a volunteer committee	Volunteer Communications									
	3.1.2 Create registration form for volunteering										
	3.1.3 Have volunteer sign-ups at events										
	3.1.4 Add volunteer app to Foundation page on website										
	3.1.5 Send volunteer sign-up information in partners' bills										
	3.1.6 Send press releases through city and foundation contacts										
	3.1.7 Create guidelines for ambassador qualifications										
	3.1.7 Create and implement a volunteer and ambassador recognition program										
3.2 Register for Volunteer Spot	3.2.1 Register for Volunteer Spot and connect with contact list	Volunteer									
	3.2.2 Add push to page on website										
	3.2.3 Input and maintain event volunteer requests										
3.3 Create a learning environment for local educational institutions	3.3.1 Identify support committee	Volunteer									
	3.3.2 Meet with Norco Community College, or other educational institutions, to offer an internship program										
	3.3.3 Meet with Corona Norco Unified School District to offer community service hours										

GOAL 4: MAINTAIN ORGANIZATIONAL EFFICIENCY

With limited resources and manpower, it is of the utmost importance the Foundation operates efficiently and is transparent in its business.

OBJECTIVES	ACTION STEPS	RESPONSIBLE PARTIES	2013		2014			2015			
4.1 Maintaining responsible budgetary procedures	4.1.1 Identify a finance committee	All									
	4.1.2 Provide a written, monthly finance report										
	4.1.3 Prepare budgets including: each event, committees' budgets, semi-annual budget, and annual budget in first month of the fiscal year										
4.2 Maintain responsible meeting notice and notes availability to the public	4.2.1 Continue to have meetings agendized and posted for public notice	Secretary									
	4.2.2 Continue to have meeting notes taken and posted for availability to the public										
4.3 Create board policies	4.3.1 Create board policies for budgets, financial reporting, records retention, etc.	All									
4.4 Create organization master calendar	4.4.1 Create organization master calendar for all organization needs: budget due dates, taxes, statement of information, events, benchmarks	Secretary									
4.5 Maintain good standing with government agencies	4.5.1 Continue to submit required forms (taxes, statement of information) to IRS	Finance									
	4.5.2 Make current year's taxes available on website										
4.6 Establish an online records database	4.6.1 Identify a records committee	Secretary									
	4.6.2 Research an online database for records retention such as icloud										
	4.6.3 Scan/submit all foundation records										
	4.6.4 Provide access information to Board members										

CONCLUSION

As the ECF's first strategic plan, this document creates a framework for continually analyzing the Foundation's priorities and progress towards meeting key objectives. Although the strategic plan is for two years, the Foundation should assess its progress and re-evaluate its objectives every three months to ensure compliance or make adjustments as needed to the plan. The performance document can be included in the annual report on Foundation operations.

Much of the focus of the strategic plan is in the next year in developing organizational tools to assist in the Foundation defining the ultimate character it will operate by. Further development will need to occur as tasks are completed and new obstacles arise. The Foundation will need to carefully analyze the best use of resources continually to successfully execute fundraising efforts. Following the implementation of this plan, the Foundation will have a more developed internal infrastructure, volunteer support system, and understanding of successful fundraising practices to navigate the path toward being a thriving resource to the city.

APPENDIX A: MONITORING AND EVALUATION OF THE STRATEGIC PLAN

The ECF is committed to achieving success and recognizes that by following this plan, it will enable them to meet their goals. Monitoring and evaluating the plan to the end of 2015 is critical to ensure success. Board committee and member selection should associate with each major area of the strategic goals or objectives. To ensure board committees and board members are fully participative and effective, the attached work plan is provided for them to fill out for reporting back to the board monthly.

WORK PLAN



RESPONSIBLE COMMITTEE/POSITION:

STRATEGIC PLAN OBJECTIVE #
DESCRIPTION:

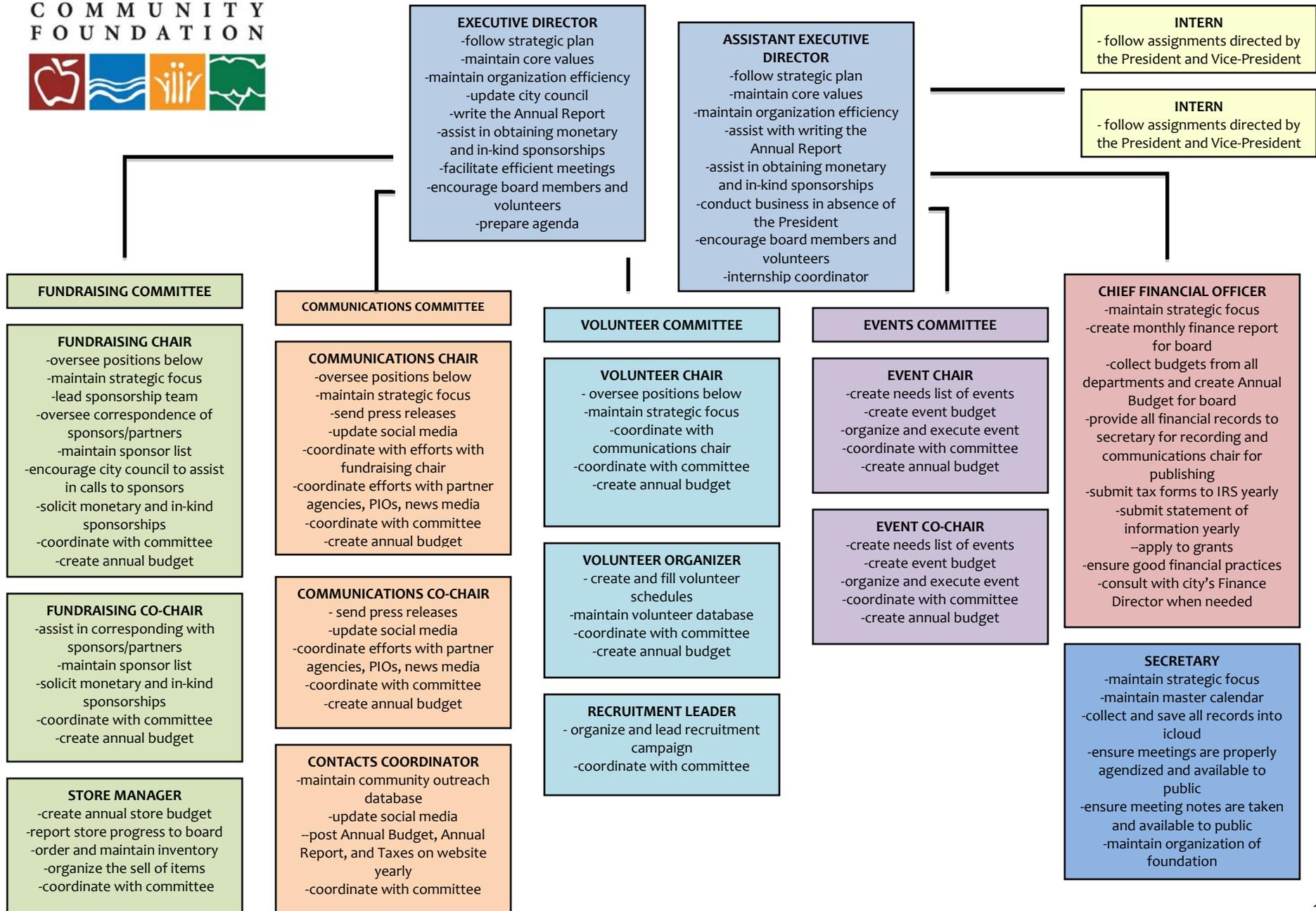
#	ACTION STEP	DATE OF COMPLETION	STATUS AND DATE

APPENDIX B: ORGANIZATION FLOWCHART

Since the ECF is operated solely by volunteers, it is of extreme importance to have roles and responsibilities clearly outlined to minimize any overlap of work. On the following page, you will find a chart of operating positions for board members.



ORGANIZATION FLOWCHART



APPENDIX C: ANNUAL BUDGET

As a professional organization, the ECF strives to operate efficiently and provide transparency to the Eastvale community. The attached budget form is to be used for the reporting of the annual budget to be adopted by the Board in the first month of each new fiscal year. It may be altered when needed.



month-month (year)
ANNUAL BUDGET

Board Approved	Yes	No
Executive Director Signature		
Chief Financial Officer Signature		

Board of Directors

1. Executive Director
2. Assistant Executive Director
3. Fundraising Chair
4. Event Chair
5. Communications Chair
6. Volunteer Chair
7. Chief Financial Officer
8. Secretary
9. Board Member
10. Board Member
11. Board Member
12. Board Member
13. Board Member

		FYE 201-		FYE 201-		FYE 201-
Revenues						
	Contributions (Individual and Corporate)					
	Grants					
	Fees and Contracts					
	Fundraising Events					
	Merchandise Store					
Total Revenue						
Expenditures						
	Grant Operations					
	Fundraising Operations					
	Merchandise Store Overhead					
	Marketing/Promotions					
	Other					
Total Expenditures						
Net Surplus/(Deficit)						
Reserves						

APPENDIX D: COMMITTEE BUDGETS AND REQUESTS FOR FUNDS

Each committee should create an annual budget for expenses and revenues they anticipate for the upcoming fiscal year. In addition to a yearly budget approval, each department must fill out a request for funds, as expenses need to be incurred. All requests for funds must be approved by the Board and be signed by both the Executive Director and Chief Financial Officer.



EVENT BUDGET

Date of event _____

Name of event _____

Date submitted for approval _____

Events Committee

1.
Chair

2.
Co-Chair

- 3.

Board Approved	Yes	No
Executive Director Signature		
Chief Financial Officer Signature		

	Description	\$
Revenues		
(work with fundraising committee)		
Total Revenue		
Expenditures		
Total Expenditures		
Net Surplus/(Deficit)		



(year)
 (committee/position)
ANNUAL BUDGET

Date submitted for approval _____

(name) Committee

1.
Chair
2.
Co-Chair
- 3.

Board Approved	Yes	No
Executive Director Signature		
Chief Financial Officer Signature		

	Description	\$
Revenues		
Total Revenue		
Expenditures		
Total Expenditures		
Net Surplus/(Deficit)		

REQUEST FOR FUNDS



Board Approved	Yes	No
Executive Director Signature		
Chief Financial Officer Signature		

DATE REQUESTED:

REQUESTER'S COMMITTEE/POSITION:

REASON FOR REQUEST TO PURCHASE:

	ITEM(S)	Q.	PURPOSE	\$
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				

APPENDIX E:

COMMUNICATING THE STRATEGIC PLAN

Upon approval of this strategic plan, the ECF will communicate the plan through the following ways:

1. Present the plan to the Eastvale City Council at a city council meeting.
2. Post the strategic plan on the ECF webpage.
3. Post a link to the strategic plan on the ECF Facebook page.
4. Write a press release and disseminate to the following:
 - a. City hall Public Information Officer for an e-notification update to residents
 - b. Local news media (Press Enterprise, Eastvale News, NBC, ABC, CBS, Ch. 9, etc.)
 - c. Board Members of partner agencies (CNUSD, JCSD, etc.)
 - d. Send email to groups within the community (LEAFF, Mustangs Football, churches, etc)
 - e. Eastvale residents community forums (Eastvale Residents, Eastvale Residents Yahoo)
 - f. Post to Eastvale heavily traveled Facebook pages (Eastvale Chamber of Commerce, CV Parent, LEAFF, Mustangs Football, Pop Warner Football, Little League, Elite Cheer, JCSD, JARPD, Eastvale schools' PTAs, etc.)