

Community Investment Strategy for Johnson County Community Foundation		2024-2027
WHERE WE ARE		WHERE WE WANT TO BE
challenges and opportunities	<p>The Johnson County Community Foundation was established to provide leadership for the formation of a permanent community endowment fund that will support local philanthropic goals now and years into the future. The board set an inaugural fundraising goal of \$50,000 for 2022 and surpassed that goal in less than 30 days.</p> <p>The JCCF is well positioned to build upon opportunities, with a community-driven focus on arts & culture like local musical talent and highly skilled artisans, and access to outdoor activities and other tourism possibilities. The county and region's strong history and tight-knit values inform the work needed to improve quality of life moving forward.</p> <p>Board members of the JCCF recognize these focus areas as key to improving quality of life:</p> <ul style="list-style-type: none"> Arts development and cultural preservation Supporting programs addressing housing insecurity and homelessness Creating opportunities for economic self-sufficiency for families Community engagement and leadership development <p>To work toward this vision, the board will strengthen relationships with local organizations like the Johnson County Fiscal Court, County and City of Paintsville Tourism, local school system, Chamber of Commerce, Historical Society and the Christian Appalachian Project.</p>	<p>Mission: To promote philanthropy in an impartial, unbiased, ethical way, and to bring together people and resources to identify and address present and emerging community needs.</p> <p>The Johnson County Community Foundation serves as a catalyst and connector, and provides leadership and resources to improve quality of life that supports growth and prosperity for all citizens.</p> <p>Vision: To provide a clean, safe community where all individuals and families can achieve their fullest potentials and to raise the quality of life throughout Johnson County and Eastern Kentucky.</p> <p>Johnson County residents, including young people, will have opportunities and experiences that result in a high quality of life, strong local businesses, and development of art and culture.</p>
	GUIDING PRINCIPLES FOR THE WORK	
	Improve Quality of Life Think & Plan Long-term Model Community Accessibility Be Impactful Agents of Change	
overarching strategies for resource deployment	<p>1. RAISE AWARENESS & SUPPORT FOR THE COMMUNITY FOUNDATION Share the mission and vision with the community through media campaigns to promote legacy and other giving opportunities, grow donor database and create and hold a signature fundraising event</p> <p>2. SUPPORT ARTS AND CULTURAL PRESERVATION Revive the John CC Mayo play as a signature fundraiser event to share regional history and support local theater arts. Proceeds benefit the Foundation.</p> <p>3. SUPPORT EDUCATION FOR ALL AGES Create and grow scholarship funding for college, and start a fund for accessing arts lessons for all ages.</p>	<p>overall desired outcomes</p> <ul style="list-style-type: none"> - New donors will join the Johnson Co. CF: 10 new donors in year one; 25 new donors in year two; 60 new donors in year three. - Signature event will raise up to \$20,000 per year for the fund. - Generate \$6,600 in 2024 and \$15,000 in funding from individual donors to the 264 Club. - Grow 3 scholarship funds within 3 years - Award 15 stipends in 2024, and 20 stipends in 2025 for people to attend arts classes.