



COMMUNITY INVESTMENT PLAN

Where We Are:

The Pikeville Community Foundation (PCF) facilitates the gifting of community donors to those in need within the community. The foundation recognizes that quality of life in the community is built on several sectors and have identified as priorities the following: health and wellness; youth; housing insecurity; arts & humanities; economic development; education; and disaster relief.

Tackling such a broad range of areas means the foundation must focus on the most pressing needs. Top challenges PCF identifies are:

- Housing insecurity, homelessness, and substandard housing
- Small business development, retention, and growth
- Disaster response & recovery
- Food insecurity
- Physical and mental health
- Economic self-sufficiency for families
- Arts & humanities

Pikeville is positioned for economic growth. Surrounded by natural beauty and built on a foundation of rich heritage and values from the Appalachian mountains, the City of Pikeville has effective, progressive leadership. Strong work ethic and skills and generosity toward others are strengths, as is the public education system that serves youth and families.

No one organization can accomplish improving life for all people. PCF seeks to strengthen relationships with organizations such as the Pikeville Independent and Pike County Schools, Pike County Relief Services, Big Sandy Heritage Center Museum, Westcare, Appalachian Center for the Arts, Food Pantr, Ministerial Association, Habitat for Humanity, and Rotary Club, among others.

What We Do:

We work to strengthen Pikeville and Pike County, Kentucky, through philanthropy.

The Result We Want to Achieve

All people who live in Pikeville and Pike County will have an opportunity for self-sufficiency and to improve their lives.

Values for the Work and the Future:

Serve evolving needs to benefit the entire community | Inspire trust and transparency
 Improve quality of life | Support self-sufficiency | Support overall wellness

Overarching Strategies:

1. Support Health and Wellness

Support food insecurity programs and organizations. Support patient health advocacy programs as well as other initiatives that improve health and wellness.

2. Address Issues of Housing Insecurity

Support organizations like Sandy Valley Habitat for Humanity with an endowed fund and consider creating one for Westcare Homeless Shelter.

3. Support Disaster Response & Recovery

Function as a transparent conduit for donations during major disasters to help families, businesses, and the LTRG as needed to restore quality of life.

4. Support Youth

Support organizations serving youth and fund scholarships for local youth attending college.

5. Support Arts & Humanities

Provide grant funding for arts and humanities organizations. Supply matching grant funds.

6. Raise Awareness About the PCF

Raise awareness about the work of the PCF and focus on growing the endowment.

Indicators of Success:

- Provide at least \$75,000 grants annually to local food insecurity organizations.
- Support 1-2 organizations annually that improve health and wellness.
- Continue to grow the Habitat for Humanity endowed fund by 5% annually and consider creating an endowed fund for Westcare based on needs assessment.
- In the event of disaster, respond quickly to meet the evolving needs of the community and be seen as an important resource for recovery in partnership with other orgs.
- Provide funding to 2-4 youth service organizations.
- Provide at least \$20,000 in scholarships annually to college-aged youth.
- Youth will have increased access to college and career options.
- Arts and humanities organizations will receive up to \$10,000 per year and will leverage additional funds.
- Work with local financial advisors, do press releases, participate in Giving Tuesday, maintain a social media presence, host CLEs to drive donations toward the endowment and raise awareness.
- Share success stories of the PCF's work.