

I AM TRENTON  
COMMUNITY FOUNDATION



MAKING TRENTON  
EVEN BETTER.  
→

**Strategic Plan** 2022 - 2024

# We are Trenton.

Making Trenton even better through community engagement, building pride in our city, and community-focused giving.

2007

I Am Trenton founded by a group of dedicated Trentonians. First "I Am Trenton" billboard campaign.

2009

First citywide grant round launched.

2014

First managed grant round launched in the West Ward with Isles, Inc.

2017

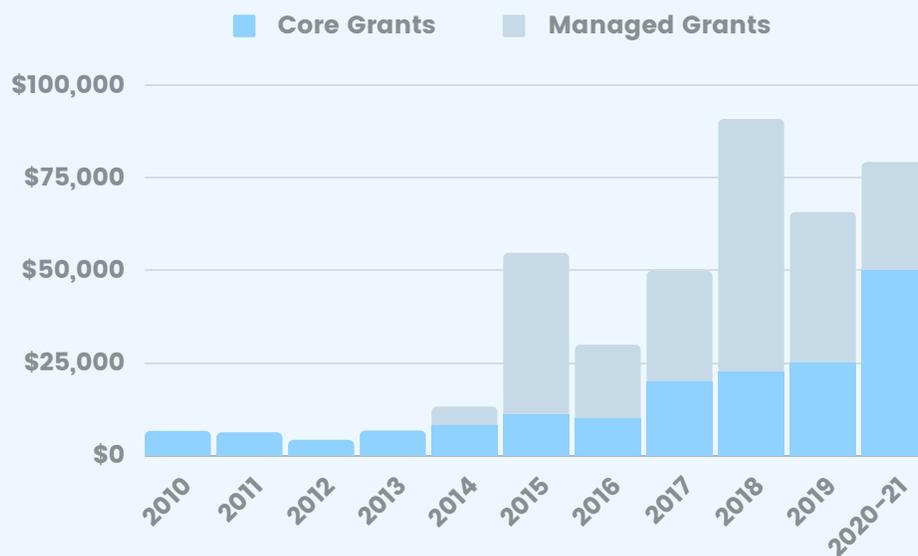
Second billboard campaign. First Strategic Plan (2017 - 2020).

2020

IAT's focus on social justice results in largest donation push and grant round to date.

2021

Strategic Plan review and refresh.



# 2017–2020 Plan

## strengths

- We provide seed funding (venture capital) to grassroots ideas led by Trentonians.
- We empower residents to be the positive change they want in their communities.
- We build a sense of pride in Trenton.

## vision

We will strengthen I Am Trenton as a full-fledged community foundation focused on Trenton, putting more resources on the ground and promoting a positive view of the city.

## status

**still  
true.**

## priorities

### Build Sustainable Capacity

- |  |                         |
|--|-------------------------|
| • Strengthen committees + leadership by 2018     | Done - needs next steps |
| • Improve operational systems & policies by 2020 | Done - needs review     |

### Increase unrestricted revenue to \$75k/y.

- |  |                         |
|--|-------------------------|
| • Create a development and outreach plan by 2018 | Done - needs next steps |
| • Improve impact monitoring and comms by 2018    | Done                    |
| • Invest in finance/accounting expertise by 2020 | Done                    |

# 2022 - 2024 Priorities

Over the next three years, I Am Trenton will grow as a sustainable resource for Trenton, ensuring that we stay true to our [grass]roots and become more representative of our community.

## 01

### **Fundraising**

We will create and execute a clear fundraising plan -- with specific targets and people to do it.

## 02

### **Human Capacity**

We will build our human capacity, including paid staff, board and volunteers.

## 03

### **Engaging the Latino Community**

We will authentically engage the Latino community in all our efforts, from board representation to grant outreach to creating strategic priorities.

# 01 Fundraising

## by 2024, we will...

### Expand our number of repeat donors.

- Increase retention of newer donors
- Develop and implement new communications strategies around donor engagement and retention

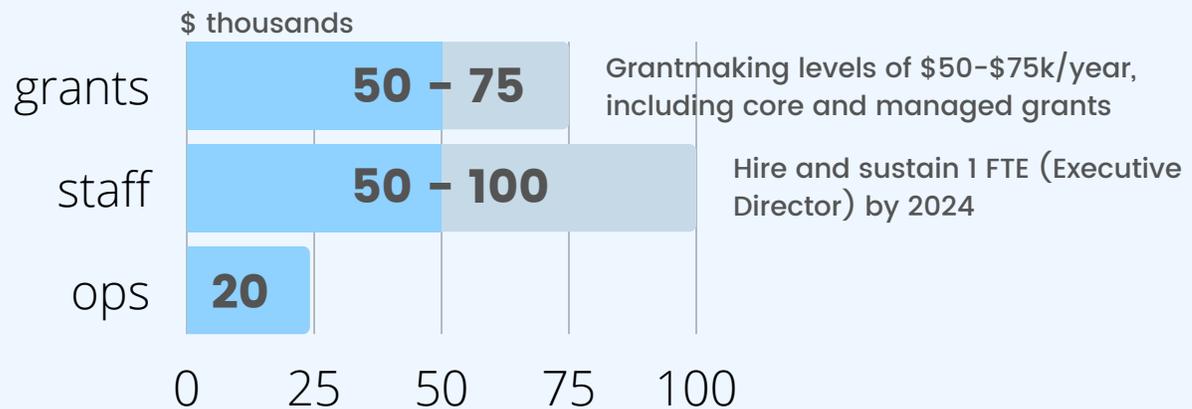
### Improve our donor stewardship processes.

- Have a dedicated point person on the board managing donors
- Effectively use our CRM (or replace it if necessary)

### Restart our Capital Campaign.

- Secure \$500,000 in major gifts (raised or pledged)

## target 2024+ budget: \$120k-\$195k



# Human capacity

by 2024, we will...

## Be more representative of Trenton.

- Ensure our board reflects Trenton's changing demographics.
- Increase representation of people active in or affected by common grant topics [arts, youth...] -- as board members, volunteers, and readers.
- Allow priorities and methods to shift as more representative voices set the agenda.



- > Expand the board to 14 members (from 8)
- > Add 3-4 Latinx community members

We must  
be open to  
changing  
how we  
work.

## Strengthen our continuity as a team.

- Create and implement processes that address outreach, onboarding, succession, and continuity -- for board members, volunteers, and staff.
- Improve onboarding process and support new board members to thrive and lead.

**To accomplish our goals, we need staff.  
We will hire a full time Executive  
Director by 2024.**

# Engaging the Latino Community

by 2024, we will...

## **Ensure representation and leadership within IAT..**

- Have Latino representation on board in numbers consistent with their representation in the Trenton community.
- Have Latino volunteers for full range of our mission work.
- Continue outreach for grant recipients from the community.
- Co-create initiatives, grant rounds, etc. with community members.

## **Ensure accessibility.**

- Make all materials available in Spanish (website, grant docs, social media, reports, etc.)
- Ensure translation for all info webinars and events.
- Integrate bilingual needs into budget, timelines, etc.

## **Engage authentically.**

- Create Latino focus group(s) to generate suggestions for people to bring on or partner with, and ways to engage.
- Ensure engagement of less-visible / less represented communities.

We need to be present – not just expect people to come to us.



**I Am Trenton  
Community Foundation**

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