



# Auto Dealers **CARing** for Kids Foundation

Spring 2007

## Foundation Trustees Continue Strategic Plan Process

In the last issue of our Foundation's newsletter, I reviewed the framework for the Trustees to develop a strategic plan. This plan will provide the Foundation with a business plan. The plan has to be realistic and attainable and allow current and future Trustees to think strategically and act with an agreed common purpose.

The Trustees met in November to begin this process, led by TCC Group, a firm specializing in the development of strategic plans for non-profit organizations, such as Wachovia, Bristol-Myers Squibb Foundation and Brandywine Health and Wellness Foundation.

TCC walked us through two solid days of material which was compiled as a result of a survey conducted with Dealer Members, Associate Members and a variety of people who come from the civic, media and marketing arenas. We analyzed the results of the surveys through using the **SWOT** analysis approach – pinpointing **Strengths, Weaknesses, Opportunities** and **Threats**. The strategic plan is being devel-

oped by building on strengths, resolving weaknesses, exploiting opportunities and avoiding threats.

We all have a vision for the Foundation and where we would like to see it be in decades to come. We must be diligent and specific about what the Foundation is and does and the mission needs to be defined accordingly. This means identifying our primary services, key processes, who the recipient(s) can or can't be, markets/segments and principal channels of giving.

Although we did not leave the meetings with a strategic plan in stone, we did leave with a much clearer picture of what we don't want and what we do want. We identified our short-term strategies, long-term strategies, governance, management and operations, fundraising/finances, image and external communications and operating strategy. We started the meetings with Trustees miles apart from each other in thinking and ended the meeting with general consensus.

Now we take the next step in designing the Foundation for the future. Committees have been designated and are as follows:

### COMMITTEES:

#### Programs/Grant Making:

Glenn Davis, Chair, Scott Lustgarten,  
Joe Magarity, Jay Haenn

#### Mission/Vision:

Jay Haenn, Chair, Glenn Davis, Kerry Pacifico,  
Mark Frankel, Dan Polett

#### Governance:

Jim Peruto, Chair, Glenn Davis,  
David Penske, Jay Dunphy

#### Management/Operations:

Glenn Davis, Chair, Scott Lustgarten,  
Joe Magarity, Jay Haenn

#### Finance/Funding:

Joe Magarity, Chair, Glenn Davis, Jim Peruto,  
Scott Lustgarten, Dan Polett, Jay Dunphy

#### Marketing/Communications:

Scott Lustgarten, Chair, Glenn Davis,  
David Penske, Mark Frankel

In the next few weeks, these committees will shape the Foundation's future in their respective areas of responsibility through specific criteria as prescribed by TCC. The final version of the strategic plan will be announced in the next Foundation newsletter. Of course, if you have any comments or ideas, I'd welcome them.

Glenn Davis



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