



REALTOR® Foundation 2017 – 2020 Plan

Mission: Founded in 1984 by the MIBOR REALTOR® Association, the REALTOR® Foundation seeks “*To mobilize our real estate community to raise funds and foster support for organizations that transition central Indiana’s homeless to safe and secure housing.*”

Vision: *Central Indiana’s homeless have access to safe and permanent housing solutions that positively change their lives.*

Goal 1: Lives are Lifted from Homelessness

Strategy #1 Invest in organizations making a measurable impact on central Indiana’s homeless

We will invest in housing-and outcome-based solutions that lead to self-sufficiency. We will align our reporting requirements with the Continuum of Care (Blueprint 3.0) to measure the effectiveness of our grant recipients compared to the broader spectrum of services.

Strategy #2 Take leadership role in developing Indianapolis’ plans to reduce homelessness

We will participate in the process and add to the discourse. Our role as a funder makes us an advocate, convener, and conduit for change.

Goal 2: Build and Sustain the Foundation’s Donor Base

Strategy #1 Grow total donor number within the real estate community

We will maintain a high donor retention rate above 65%. We will continue to cultivate new donors and reengage with former donors. Our retention and acquisition efforts will result in a donor base representing 10% of the MIBOR membership.

Strategy #2 Implement a communication plan that creates a unique personal connection to mission and recipients

We will identify grant recipients with a good story to tell and find ways to share those stories. We will supply our leaders and friends with the resources to help spread our message.

Strategy #3 Foster and enhance sense of pride among MIBOR members about Foundation’s impact

We will increase awareness among MIBOR members about the collective impact of our real estate community through the philanthropic work for the Foundation. We will engage members in our mission in unique ways that builds ownership. The REALTOR® Foundation is Your REALTOR® Foundation.

Goal 3: The Foundation maintains Financial and Organizational Stability

Strategy #1 Grow the endowment value to \$2 Million by 2020

We will invest in our future whenever possible and ask others to do the same. Reaching \$2 million in net assets will allow a 5% investment return to fund operating expenses in perpetuity and provide the opportunity to expand our grant making.

Strategy #2 Grow operating revenue

We will continue to grow annual event revenues and other operating revenue. We will work with corporate partners to maximize their exposure to MIBOR audiences while meeting their philanthropic goals. We will value our corporate partnerships as we do our individual donors.

Strategy #3 Increase Foundation Awareness to Foster Board Recruitment

We will select leaders that are motivated to end homelessness in central Indiana and have a history of philanthropy in our community. We will engage our current and former leaders in identifying potential candidates.