



SOUTH MADISON COMMUNITY FOUNDATION

A Vision for Our Future 2025-2030



Our mission is to connect residents, support local organizations, and propel transformative and sustainable impact that enriches lives across South Madison County.

Our vision is for South Madison County to be a caring and connected community that enjoys natural amenities, an active civic life, economic vitality, and a philanthropic culture. We will pursue this vision through our roles as catalyst, connector, educator, and funder.

Our values and practices: We aim to inspire a culture of civic engagement by striving to be a cornerstone of welcome and belonging and a hub of community knowledge. We are committed to shift and upgrade our resources to accomplish this plan's goals.

www.SouthMadisonFoundation.org

Introduction

South Madison Community Foundation (SMCF) is a pillar of local philanthropy. Created in 1991 and led by a local volunteer Board of Directors, SMCF now has assets of \$14.6 million invested for permanent impact through annual grant-making.¹ A funding partner to agencies that build the quality of life enjoyed by residents, SMCF seeks to do ever more. This strategic plan highlights the ways SMCF will position itself to serve South Madison County through 2030 and beyond.

Initiatives and Strategies

SMCF exists to make a positive impact across South Madison County. Accordingly, this strategic plan describes initiatives that heighten our community impact and sustain and grow our operations.

Community Impact Initiatives and Strategies

Initiative: Address Unmet Needs

- Raise awareness and foster empathy for people in need.
- Sponsor and promote service delivery for people in need.
- Invest in and advocate for universal accessibility and inclusive public policies.

What success could look like in 2030: Unmet Needs



There is an ethical code in our community around how to compassionately help others and destigmatize help-seeking. We share expertise with resource providers to expand their capacity to serve. Providers are supplemented by collective action groups that are eager to help. The support networks built in good times hold up when tested. Each Township has a community service hub with regular open hours, 24/7 digital access, and customized services such as rural transit connections.

¹ Value as of March 2025. The SMCF Board adopted this strategic plan on March 27, 2025.

Initiative: Encourage Lifelong Learning and a Resilient Economy

- Expand upon current youth development offerings.
- Build a robust college/career/community pipeline.
- Support educational offerings for lifelong learners.

What success could look like in 2030: Lifelong Learning



Youth development in South Madison County is a community project; people from all walks of community life recognize how their work helps create healthy, well-adjusted young people. Young people recognize this investment in them and begin contributing to the fabric of community life from their earliest interactions. A cadre of youth volunteers is coached on how to create a community in which they would like to live. Participants have developed soft skills and real-world experience as a result and are in high demand among universities and employers.

Initiative: Enhance Physical Spaces and Interpersonal Connections

- Support efforts to preserve, protect, restore, and expand greenspaces.
- Invest in community amenities that foster social engagement and mental well-being.

What success could look like in 2030: Enhanced Connections



In 2030, we are investing in public spaces and assisting with land acquisition for public benefit. We are reinforcing the value of ecology and biodiversity through funds we commit and projects we undertake.

We have successfully linked newcomers to our amenities and invited them to get involved in community leadership where they can add their own stamp to our favorite community places and

events. This infusion of participants has kept things fresh and fun and has increased volunteerism.

Initiative: Expand Civic Capacity

- Ally with anchor institutions to plan and deliver exemplary service to residents.

- Equip residents to become informed on civic matters and to serve in public roles.

What success could look like in 2030: Expanded Capacity

The fruits of this work are manifold: more people feel a sense of agency over decisions that shape their community; public officials lead more confidently and compassionately because communication pathways have been opened. There is a sense of excitement spurred by collaborative action; excitement creates a local identity that spurs investment.



Foundation Strengthening Initiatives and Strategies

Initiative: Elevate Our Team's Resources and Performance



Expansion of mission hinges on SMCF growing its staff, aligning resources in formalized community partnerships, developing donor relationships, and exercising Board leadership that is positive, proactive, insightful, and knowledgeable.

Initiative: Heighten Our Local Visibility and Identity

Building from our reputation as an approachable, relatable, and responsible organization, we will extend our visibility through physical indicators of our impact. SMCF is widely recommended by a word-of-mouth network and is known equally for our agility and our deep understanding of the community we serve. Perhaps best of all, SMCF is known for the fun, personal stamp it puts on everything it does.



Create community with SMCF: Call 765.778.8444 or Email tammy@southmadisonfoundation.org