A Roadmap for Good
Our strategic framework
At the end of the day, a strategic plan is a road map. As with any road map, there are different routes we can take to reach our destination.

Community First Foundation has been connecting donors and innovative Colorado nonprofits since 1975. As the community foundation serving Jefferson County, we are committed to activating ideas, people and resources so that all Jeffco communities have the opportunity to thrive.

We help donors with philanthropic planning, support nonprofits with grants and resources, and together, build resilient and connected communities. Our work is rooted in radical listening and a commitment to equity and inclusion.

We believe it is hard to thrive when you cannot meet your most essential needs and that when our neighbors are economically secure, everyone benefits. We believe that resilient and connected neighborhoods are the backbone of a strong community, and that civil discourse and social justice is key to strengthening this place we call home.

We are passionate, we are hungry, and we love tough problems and new challenges. We set big goals that require the long view, but we know that our work today is the first step toward a better tomorrow.

Let’s dream big and together, make good possible!
PURPOSE
Together, Making Good Possible.
We can’t do it alone, nor do we want to! We want to be inclusive and participatory. Community is so important to us that we lead with the principle of togetherness. Good is subjective and we’re not here to tell you what good is. Instead, we want to define good together through radical and relentless listening. What do you cherish about your community that inspires you to support and invest? What dreams and hopes do you have for the communities in which you live? What needs healing, where are the gaps, and what do you see that no one else is paying attention to? Good is what happens on the way to extraordinary and we are relentless in our pursuit.

VISION
All communities in Jeffco have the opportunity to thrive.
Community is more than a place where people live. Community also means groups of people who share common interests or values. People can belong to many communities and experience various stages of thriving in each one. Belonging and equal opportunity is the heart of equity. Thriving happens when people accomplish astonishing wellness that spans all the elements of human existence, from art to basic needs. We believe it applies as much to food access and as it does to rich historical districts and our vision is that all communities in Jeffco have the opportunity to thrive.

MISSION
We achieve the extraordinary by activating ideas, people and resources.
Achieving the extraordinary is our mission. We refuse to settle for just good and want to achieve the extraordinary with you. We want Jefferson County to be the model for what happy and thriving communities look like. We have big dreams and hopes for our county and look forward to what we can accomplish, together, with you. We believe that ideas and people – when connected, focused and properly resourced – can accomplish extraordinary things. We don’t create the extraordinary. With you, we activate the needed ingredients to achieve the extraordinary.
VALUES
These are our non-negotiables.

Certain behaviors are foundational to everything we do, and they guide our daily interactions with each other and our community. They communicate purpose while serving as anchors and connecting our actions to our behaviors. Our values are core to our organization’s culture and personality, we hire for these values and we strive to meet them every day.

- **Be empathetic**
  Communication starts by listening, understanding different perspectives, and caring about others’ well-being and success.

- **Keep learning**

- **Help each other thrive**
  Together, we are stronger. We deliver more success through shared goals and mutual support; that means we take ownership of outcomes, good and bad.

- **Do the right thing**
  We stand for what is just and right and hold ourselves to a high level of ethical standards. We know what’s right is not the same as what’s easy.

- **Make something better today**
  We are passionate, we are hungry, and we love tough problems and new challenges. We set big goals that require the long view, but we know that our work today is the first step toward a better tomorrow. When we see a hurdle, we jump!

OUR PEOPLE
MAKE THE DIFFERENCE

Our people are the driving force behind everything we do. We recruit carefully to build an extraordinary team. Good workplace culture is a special thing, and we are protective of ours! We check our egos at the door and we do not wait until someone leaves to celebrate. We work together to make decisions and get things done.

We Celebrate

We celebrate diversity, equity and inclusion. We support our community inside and outside our walls. We strive to experience joy in our workplace.

Creating Impact

We are committed to activating ideas, people and resources so that all Jeffco communities have the opportunity to thrive. In all of our work we will:

- Promote equity and inclusion.
- Balance innovation with the tried and true.
- Balance how we meet immediate need and address root causes.
- Support the capacity of our nonprofit partners in Jefferson County.
- Leverage all of our tools to accomplish our mission.
  - Grants and investments
  - Business Development
  - Marketing and Communications
  - Advocacy
  - [ColoradoGives.org](http://ColoradoGives.org)
DEFINING SUCCESS

We listen empathetically, relentlessly and systematically with a lens of equity to understand what success looks like.

• We actively and continuously engage in formal and structured listening approaches.
• We engage in targeted listening to inform our work and broad listening to understand our community.
• We share what we hear and learn throughout our organization and more widely when appropriate.
• Our entire organization is engaged listening.

We continually evaluate the use of our resources and performance to determine if our strategy is hitting our targets. We will know we are successful when:

• Positive change in Jeffco is tied to progress in the specific activities within our impact portfolios.
• Donors, community members and partners are activated and engaged in our work, providing ideas and resources to drive change.
• We are recognized and called upon to serve as a community champion.

IMPACT AREAS for Grantmaking and Community Building

The impact areas below guide where we need to listen, learn and focus our attention. Like signs on a roadmap, they get us where we need to be. We create portfolios within each impact area to help us leverage all of our available tools. Grants and impact investments are nested within the portfolios and are evaluated using shared measures of success. Learn more about our impact portfolios and grant opportunities at CommunityFirstFoundation.org/Grants.

Essential Needs

It’s hard to thrive when you cannot meet your most essential needs. That is why we are working towards better access to food, housing, safety and health care (physical, dental and mental) for Jeffco residents.

Resilient and Connected Neighborhoods

Resilient and connected neighborhoods are the backbone of a strong community. Resilient communities are socially-connected places where neighbors work together. They promote individual and collective wellbeing. They are places where we can all thrive. We support community-driven and initiated projects that make neighborhoods safe, welcoming, fun and inclusive.

Economic Prosperity

When all our neighbors are economically secure, everyone benefits. We support efforts that help our neighbors get and keep, and even create good-paying jobs. This includes making sure quality early childhood education (ECE) through 12th grade education for all neighbors and supporting apprenticeships, job training, up-skilling and programs that promote entrepreneurship and small development.

Civic Engagement

Great communities are built by engaged and active community members. We support efforts that promote quality of life, community engagement, civility and/or help community members develop the knowledge, skills and motivation to make a difference in their communities through leadership, art, advocacy and other means.
AN INVITATION

To achieve the extraordinary, we need people, organizations and resources that are activated to create real and lasting change. We need partners with a bias towards creative, community-driven solutions that are not afraid to innovate and try new things. If you like what you’ve read so far, we invite you to join us in our work! Below are only a few ways you can partner with us. We invite you to reach out and start a conversation – we love meeting new people and hearing about new ideas.

• Donor-Advised Funds are individual giving accounts for people, families or businesses who are interested in becoming more philanthropic. We can work with your existing financial advisor or wealth manager on an Advisor-Managed Fund.

• ColoradoGives.org provides many ways to support charitable work, ranging from fundraising pages for your favorite nonprofit to full-scale employee giving and engagement programs. The online tool also supports DAF Giving Cards, IRA Giving Cards and corporate gift options making it easy to put action to your passions.

• A Nonprofit Endowment Fund builds a critical safety net and increase credibility for nonprofits. We are honored to manage the endowments for more than 100 nonprofits. Our world-class investment management team coupled with our history of working in Colorado positions us well for this type of local investment.

• Impact investing, or investing funds into social enterprises that will deliver on mission and generate a financial return, offers an innovative way for philanthropically-minded people to put more of their money toward mission.

Let’s make good possible, together!

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