

JEWISH FEDERATION OF GREATER NAPLES

STRATEGIC PLAN 2022 - 2027

Vision: The Jewish Federation of Greater Naples aspires to be the central communal voice for the Jewish community of Greater Naples and the supportive thread that runs through the fabric of the Jewish community, its organizations, and services, connecting all.

Mission: To enhance and enrich the quality of Jewish life by recognizing and supporting the charitable, educational, humanitarian, and social service needs of the Jewish community locally, nationally, overseas and in the State of Israel.

Strategic Objectives for the Jewish Federation of Greater Naples

The Board of Directors enthusiastically identified their collective vision for the Federation over the next 5-10 years as follows:

- Central address and the central communal voice of Jewish community and identity
 - . Successful recruitment of Jewish community bridging generations, especially those aged 45-65—where all gather, learn, play, and celebrate their Jewish identity together
 - . Highly regarded and respected organization known for cooperation and collaboration amongst all Jewish organizations
 - . Aspirational organization that attracts people to join and enjoys enriched programming year-round while maintaining our 'Hamish' welcoming feeling
 - . Expanded breadth and scope including all areas of Collier County as well as Southern Lee County and dialogues with Protestants, Catholics, Evangelicals and Muslim communities
- Strong and effective volunteer and staff leadership
 - . Energized, strong and prestigious Board of Directors with more active, working committees
 - . Leadership team (Executive Committee and CEO) along with staff consistently exceed Federation's goals and objectives thereby successfully growing the organization
- Financial sustainability
 - . Increased annual campaign reaching \$4+ million/year by 2032
 - . Endowment fund growing over 10-15 years to cover annual operational expenses (\$10+ million)
 - . Fully funded replacement reserve fund
- Vibrant and cohesive Jewish population
 - . 12,000 or more Jews in Greater Naples
 - . Safe and secure Jewish community
 - . Jewish population growing at 5% or more annually

STRATEGIC INITIATIVES (2022 - 2027)

1. Ensure financial sustainability with effective donor development and financial resource development to secure long-term fiscal strength
2. Enhance programming, relevancy and engagement striving to attract seasonal and year-round participation
3. Increase outreach, community awareness and visibility to both Jewish and non-Jewish communities
4. Recruit, develop and engage effective and capable leadership (staff and volunteer) to meet current and growing fundraising, administrative and programming needs
5. Develop and implement a comprehensive strategy for maximizing the utilization of the Nina Iser Jewish Cultural Center (NIJCC) and its impact on the Naples area Jewish community

GOALS and TACTICS

1. Ensure financial sustainability with effective donor stewardship and financial resource development to secure long-term fiscal strength
2. Enhance programming, relevancy and engagement striving to attract seasonal and year-round participation
3. Increase outreach, community awareness and visibility to both Jewish and non-Jewish communities
4. Recruit, develop and engage effective and capable leadership (staff and volunteer) to meet current and growing fundraising, administrative and programming needs
5. Develop and implement a comprehensive strategy for maximizing the utilization of the Nina Iser Jewish Cultural Center (NIJCC) and its impact on the Greater Naples Jewish community