



# JCCF TOGETHER

A Strategic Plan for a Thriving Community



[jccf.org](http://jccf.org)



## **VISION STATEMENT**

The Johnson County Community Foundation is the leading voice and trusted partner for community involvement and investment, serving as a convener, innovator, and thought-leader.



## **MISSION STATEMENT**

The Johnson County Community Foundation inspires a legacy of support to enhance the quality of life for our community by connecting people who care with causes that matter.



# STRATEGIC PRIORITIES





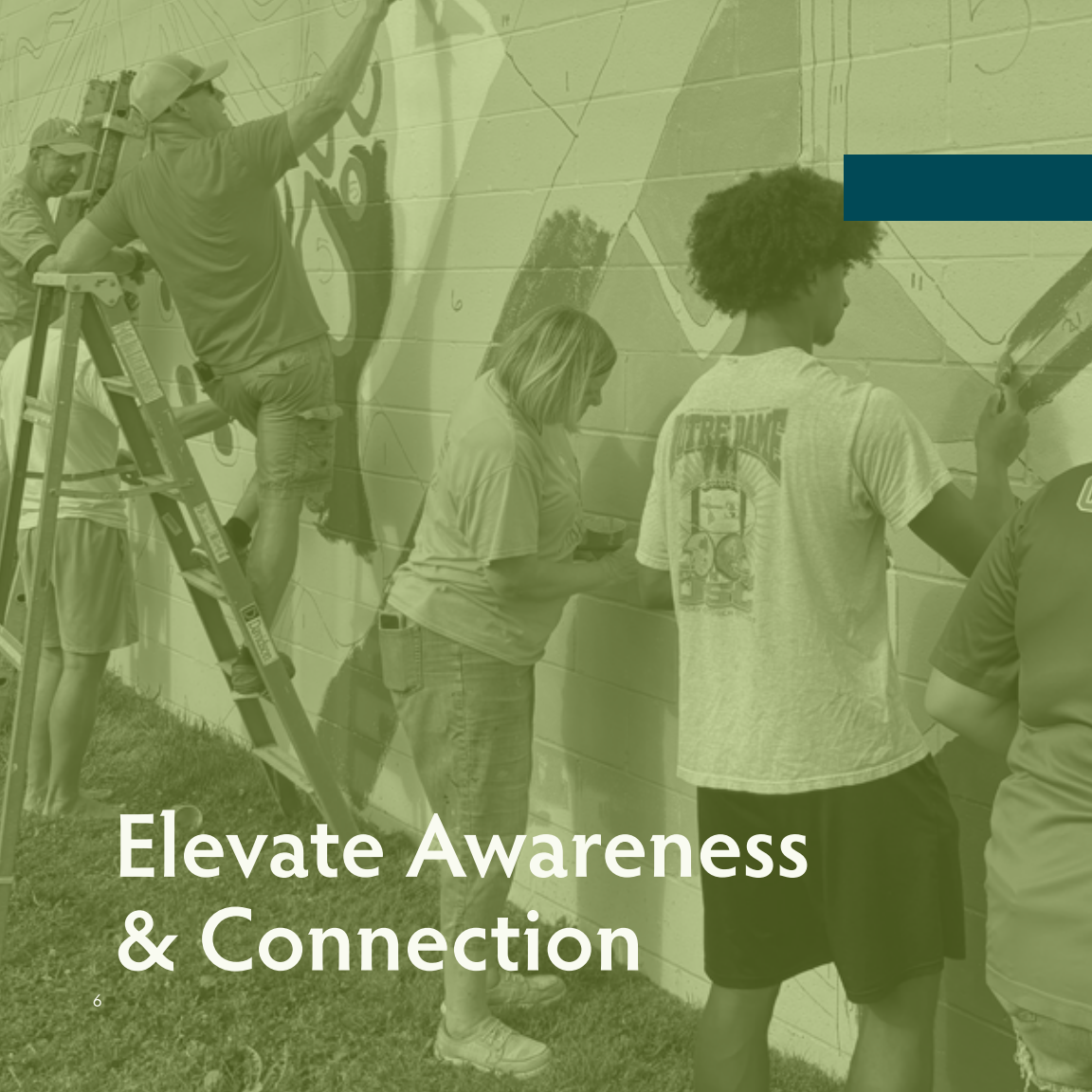
Elevate Awareness &  
Connection

Deepen Donor Engagement  
and Grow Support


Lead and Convene for Greater  
Community Impact

Strengthen Internal Tools  
and Team Capacity





# Elevate Awareness & Connection



Share JCCF's story more effectively, reach key audiences with clarity, and use data to understand and expand our visibility and impact.



***Why this matters:***

*Expanding awareness ensures more people know about and can benefit from JCCF's work, strengthening our ability to make a difference across the region.*



# Deepen Donor Engagement and Grow Support





Deepen donor engagement and grow support through relationship-building, stewardship, data-informed outreach, and a focus on annual, legacy, endowment, and unrestricted giving.

***Why this matters:***

*Stronger donor relationships build trust and long-term support, ensuring JCCF's resources continue to meet community needs for generations to come.*

### Visualize for Clarity and Impact


Simple visuals make your data more powerful.  
Visuals can make your work more effective and efficient.  
They can highlight key data points and make the message more clear.  
They can make the data more accessible and more engaging.  
They can make the data more memorable and more impactful.

87%

of participants  
said they would use  
more visuals

"For the first time, I felt that  
I could speak up for myself."  
- Mary, Communications

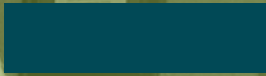
# Lead and Convene for Greater Community Impact





Lead and convene for greater community impact by strengthening nonprofit partnerships, investing in high-need areas, and helping shine light into under served corners of the region.

***Why this matters:***

*By stepping into a leadership role and bringing others together, JCCF can address complex community challenges more effectively and equitably.*



# Strengthen Internal Tools & Team Capacity



Strengthen internal tools and team capacity by improving use of systems like CRM and dashboards, training staff to use data for decision-making, and aligning internal workflows for greater efficiency.

***Why this matters:***

*Investing in our people and systems allows JCCF to operate more effectively and sustainably, maximizing our impact on the community we serve.*



## Together, we can:

- Tell JCCF's story far and wide
- Strengthen relationships with donors and partners
- Lead important conversations about community needs
- Invest in solutions that help every person and neighborhood thrive





# IN CONCLUSION

# APPENDIX



## STRATEGIC PLANNING COMMITTEE

Throughout the planning process, committee members reviewed data, engaged in thoughtful discussions, provided critical feedback, and helped shape the mission, vision, strategic priorities, and goals that form the foundation of this plan.

### Committee Members:

- |  |                                      |
|--|--------------------------------------|
| 1. Chris Beil – Former Board Member        | 7. Dana Monson – Board Member        |
| 2. Kim Kasting – Staff                     | 8. Dan Nicoson – Board Member        |
| 3. Wes Klutts – Board Member               | 9. Vicki Noblitt – Board Member      |
| 4. Stephanie Marten – Staff                | 10. Joe Paulson – Board Member       |
| 5. David Maurer – Finance Committee Member | 11. Erin Smith – Former Board Member |
| 6. Evan Meade – Board Member               | 12. Tom Sprague – Board Member       |

The Johnson County Community Foundation gratefully acknowledges the dedicated members of the Strategic Planning Committee, whose insight, commitment, and hard work guided the development of this plan.

## COMMUNITY FOCUS GROUP PARTICIPANTS

As part of our strategic planning process, JCCF convened a community focus group on March 10, 2025. Facilitated by Dana Cummings and Melanie Norton, the session brought together a diverse cross-section of community members, including nonprofit leaders, business representatives, and engaged residents.

### The focus group was designed to:

- Explore perceptions of community strengths, weaknesses, opportunities, and threats
- Gauge awareness of and engagement with JCCF
- Identify potential barriers to connection
- Gather fresh ideas for how JCCF could better serve the community

Participants engaged in lively discussions, interactive activities, and small-group brainstorming. They shared insights on community needs, gaps in services, and opportunities for JCCF to deepen its role. Ideas generated during the session were captured on oversized post-it notes and directly informed the foundation's strategic priorities.

### Focus Group Participants:

- |  |   |
|--|---|
| 1. Stephanie Amos (Ivy Tech, Franklin campus)    | 6. Lisa Lintner (Johnson County Public Library)   |
| 2. Kerry Carmichael (The Refuge, Greenwood)      | 7. Christian Maslowski (Aspire Johnson County)    |
| 3. Sarabeth Drybread (Town of Edinburgh)         | 8. Kate Taylor (Indian Creek Schools)             |
| 4. Andy Fisher (Johnson County Sheriff's office) | 9. Tiffany Woods (Greenwood Education Foundation) |
| 5. Ken Kosky (Festival Country Indiana)          |   |

# APPENDIX





# INDIVIDUAL INTERVIEW PARTICIPANTS

Throughout the strategic planning process, JCCF conducted individual interviews in two distinct phases.

**Early-Phase Interviews:** These conversations took place at the beginning of the planning process and were designed to gather foundational insights into JCCF's strengths, community needs, opportunities, and aspirations for the future. Participants shared their perspectives on the foundation's mission, vision, and role within the community, helping set the direction for subsequent phases of planning.

**Strategic Priority Feedback Interviews:** After the draft strategic priorities were developed, JCCF conducted a second round of interviews with key stakeholders to gather their reactions. These conversations explored how the emerging priorities aligned with community needs, identified potential opportunities for partnership, and ensured the plan would resonate with diverse voices across the region.

Combined, these interviews provided rich qualitative data that directly influenced the strategic priorities, goals, and action plans outlined in this plan.

## Interview Participants:

- |   |   |
|---|---|
| 1. Steve Bechman (Retired, Horizon Bank)                      | 9. Trent & Jill Newport (CrossRoad Engineers) |
| 2. Jennifer Bartenbach (Central Indiana Community Foundation) | 10. John Purdie (Town of New Whiteland)       |
| 3. Betsy Dusold (Retired, Eli Lilly)                          | 11. Carol Phipps (Interchurch Food Pantry)    |
| 4. Dr. David Dunkle (Johnson Memorial Hospital)               | 12. Kathleen Ratcliff (Upstream Prevention)   |
| 5. Dr. Kristin Flora (Franklin College)                       | 13. Tom Sprague (First Financial Bank)        |
| 6. Peter Goerner (Retired, Rolls-Royce)                       | 14. Chad Stewart (Cook Medical)               |
| 7. Natalie Markle (The Cisco Companies)                       | 15. Carmen Young (Town of Whiteland)          |
| 8. David Maurer (Quayle Enterprises)                          |   |

JCCF extends heartfelt thanks to the community members who participated in the focus group and one-on-one interviews. Their insights and perspectives were invaluable in helping us understand the needs, opportunities, and hopes for our community.

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