



Executive Summary  
2020-2024

# STRATEGIC PLAN

*Building a Foundation for the Future*



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David M. McGowan, CFRE  
President & CEO



Michael R. Sitrick, JD, CFRE  
Executive Vice President for  
Advancement



Barbara S. Szczepaniak  
Vice President for  
Programs



David A. Weisz  
Vice President for  
Finance

“ I have been a DuPage Foundation supporter for years and there is no entity – not one! – that is closer to two important groups of people in DuPage County: those who have the means to give and those in need. This knowledge of our community makes DuPage Foundation the single best resource available for local philanthropists.”

- John W. Vires, CFA, CFP, Mathieson, Moyski, Austin & Co., LLP



# Introductory Letter

**Dear DuPage Foundation Friend,**

Thank you for the opportunity to present DuPage Foundation's 2020 – 2024 strategic plan to raise the quality of life throughout DuPage County.

In the past five years, we have doubled our assets, doubled our cumulative grants and responded by nearly doubling our staff to support this growth by helping area residents and organizations realize their charitable goals, providing impactful support to

our community's not-for-profits and fostering key partnerships to address issues affecting our community.

Since its inception, the Foundation has grown to more than \$130 million in assets and awarded more than \$65 million in grants to not-for-profit agencies serving the residents of DuPage County and beyond. As DuPage County's philanthropic leader, we:

- Teach those who don't yet know the joy of giving how to give
- Show donors how to endow their current giving, turning annuals into perennials
- Inform those who give regionally, nationally and internationally about their opportunities to make a difference locally
- Build the capacity of our not-for-profit partners
- Prepare professional advisors for their client conversations around charitable giving

Thank you for your interest in our work. We invite you to partner with us in realizing this plan for our community, so that we can **SEE MORE IMPACT** together.

Sincerely,



A handwritten signature in black ink, appearing to read 'Nate'.

Nathaniel P. Wasson  
Chair  
Board of Trustees



A handwritten signature in black ink, appearing to read 'J. Myers'.

James G. Myers  
Chair  
Strategic Planning Committee

## Vision, Mission and Value



### Vision

To raise the quality of life throughout DuPage County.



### Mission

To foster philanthropy, connect donors to area needs, and build community partnerships.



## Our Value to the Community

- We connect donors to the most comprehensive information about community needs and the organizations responding to them
- We help people discover the joy of giving
- We encourage donors to leave their legacy and we ensure their wishes are honored in perpetuity
- We bring donors and community partners together to achieve goals they cannot realize on their own
- We are skilled at accepting complex gifts
- We are excellent stewards of funds
- We are transparent in all that we do
- We provide personalized attention
- We are nimble and responsive



# Our Goals



## Our Voice: Community Engagement

Goal: Increase the effectiveness and reach of our messaging to engage more people and organizations in philanthropy



## Our Capacity: Endowment Growth

Goal: Expand our role as DuPage County's philanthropic leader by growing our endowment



## Our Impact: Strategic Grantmaking

Goal: Focus our programs and grantmaking to increase our impact on DuPage County residents



## Our House: Organizational Development

Goal: Ensure that systems, procedures, facilities and human capital are in place to support our growth

**“ THANK YOU!! – you all are the BEST!! It is such an honor to call you all friends! Your quick response and dedication to making our communities stronger and healthier is inspiring! ”**

**- Amy Van Polen, Bridge Communities**



*Former Board Chair Denice Gierach and former Strategic Planning Committee Chair Ernie Mrozek signing the Board Resolution adopting the plan.*

## Our Voice **Community Engagement**



### Goal:

Increase the effectiveness and reach of our messaging to engage more people and organizations in philanthropy

### Objectives:

1. Enhance our marketing and communication to increase awareness of the Foundation's mission
2. Create messages that compel our key audiences to action
3. Position the Foundation and our ambassadors as visible community leaders and experts in philanthropy



*A brand awareness project conducted by not-for-profit communications consultant Lipman Hearne provided the Foundation with a brand marketing plan including a creative concept, manifesto and talking points.*



## Our Capacity Endowment Growth



### Goal:

Expand our role as DuPage County's philanthropic leader by growing our endowment

### Objectives:

1. Enhance the Foundation's status as DuPage County's premier charitable resource
2. Grow our unrestricted assets and key endowments to increase our annual community support and ensure that our initiatives have the resources needed to succeed
3. Foster greater engagement with professional advisors

### \$75 Million Goal

A feasibility study conducted by CCS Fundraising in 2019 concluded that DuPage Foundation could raise \$50 million over five years. With additional resources dedicated to the effort, \$25 million more could be possible. A Strategic Plan Implementation Fund was created with a budget of \$2.5 million which is 10% of the additional \$25 million we hope to raise, using those funds. The first three years of funding has been secured with a balance of \$550,000 still needed to cover the last two years.



**DONOR-ADVISED FUNDS**      **\$35 million**

#### UNRESTRICTED FUNDS

Field-of-Interest Funds      \$25

**\$25**

#### INITIATIVES

Arts DuPage      \$ 4

**\$ 4**

#### RESTRICTED FUNDS

Agency Funds      \$ 4

Designated Funds      \$ 3

**\$ 7**

#### ADMINISTRATIVE ENDOWMENT FUND

**\$ 4**

**\$75 million**

Our Impact

# Strategic Grantmaking



Goal:

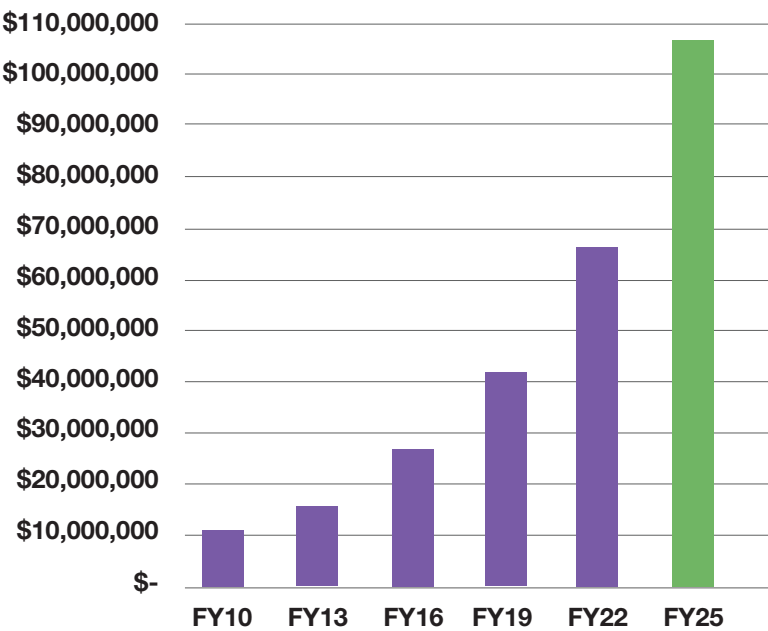
Focus our programs and grantmaking to increase our impact on DuPage County residents

Objectives:

- 1. Increase awareness of current/emerging needs; expand the leadership role and impact of the Foundation’s discretionary grantmaking
- 2. Increase the impact and reach of Bright & Early DuPage, the Foundation’s kindergarten readiness initiative
- 3. Increase the impact and reach of Arts DuPage, the Foundation’s county-wide arts council
- 4. Help donor-advisors and other community partners increase their focus on DuPage County’s needs



DuPage Foundation Cumulative Grants





## Our House Organizational Development



### Goal:

Ensure that systems, procedures, facilities and human capital are in place to support our growth

### Objectives:

1. Expand Board and committee development to ensure the Foundation has leadership in place to achieve its goals
2. Analyze and improve information technology systems to provide excellence in financial stewardship, donor satisfaction, and community impact
3. Maintain a positive organizational culture that ensures the Foundation can continue to recruit and retain top talent
4. Evaluate facilities and fixtures to prepare for future expansion



*The site of the Foundation's offices in Downers Grove since July 7, 2015.*



*The Foundation staff, 2019.*

**“As we looked around, your Covid-19 Response Fund seemed to be the quickest, most efficient and effective way to get money into the community where it was needed most. Thanks for providing the vehicle and doing the work.”**

**- Jim Mensching, President, Itasca Bank & Trust Co.**



# Foundation Leadership

## Staff:

Dave McGowan, CFRE  
President & CEO

Kait Balsewicz, CFRE  
Assistant Director of Donor  
Services

Maureen Brink  
Administrative Assistant

Yusra Javed Chaudhry  
Graphic Designer

Laura Ernst  
Program Officer

Samantha Keck  
Communications Associate

Mike Sitrick, JD, CFRE  
Executive Vice President for  
Advancement

Barb Szczepaniak  
Vice President for Programs

Debbie Venezia  
Director of Arts DuPage

Karen Vicary  
Office Manager

Yashica Weeks, MS, CFRE  
Director of Gift Planning

David Weisz  
Vice President for Finance

Matt Wilson  
Finance Officer

## Board of Trustees

Nathaniel P. Wasson, Chair  
William E. Blum, Vice Chair  
Gerald E. Lewis, Secretary  
Charles E. Saul Jr., Treasurer

Rich Cline  
Julie Curran  
Timothy D. Elliot  
Bob Fernandez  
Betsy Goltermann  
Andrew O. Johnson  
John W. Kaiser Jr.  
Gerald E. Lewis Jr.  
Diana L. Martinez  
Roger P. McDougal

Charles B. McKenna  
Paul C. Miles  
Joan S. Morrissey  
James G. Myers  
Dorothy I. O'Reilly  
Kevin J. Phillips  
Sahira P. Sadiq  
Megan Shebik  
Braden Waverley

## Strategic Planning Committee

Jim Myers, Chair

Deb du Vair  
Denice Gierach  
Del Koch  
Dave McGowan  
Charlie McKenna  
Joan Morrissey  
Ernie Mrozek

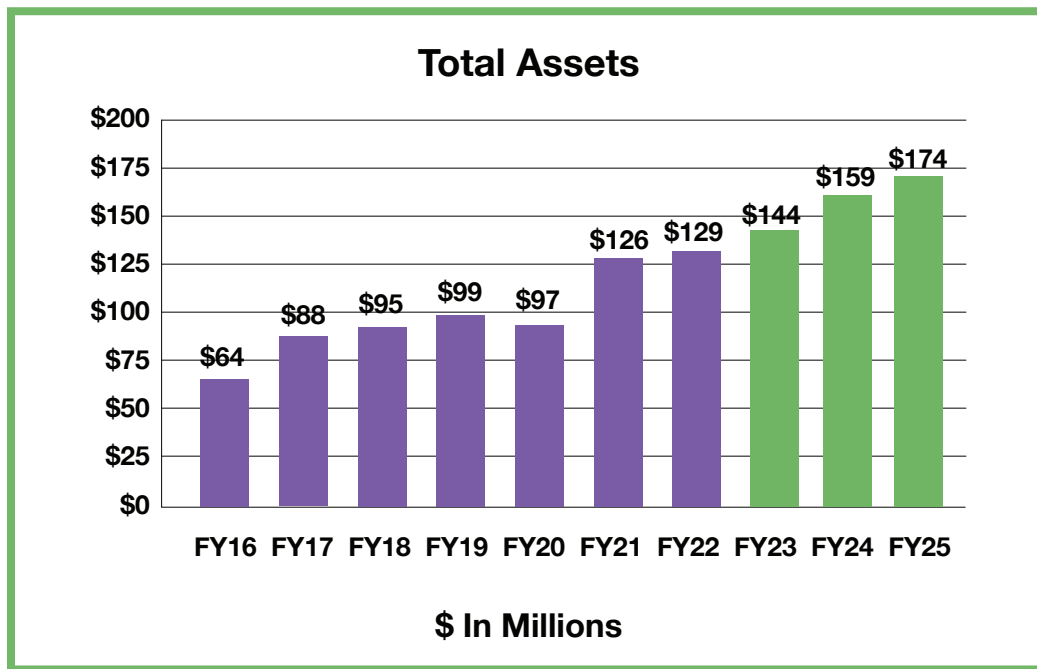
Megan Shebik  
Mike Sitrick  
Barb Szczepaniak  
Karen Vicary  
Nate Wasson  
David Weisz

“ You and your staff do us all proud. ”

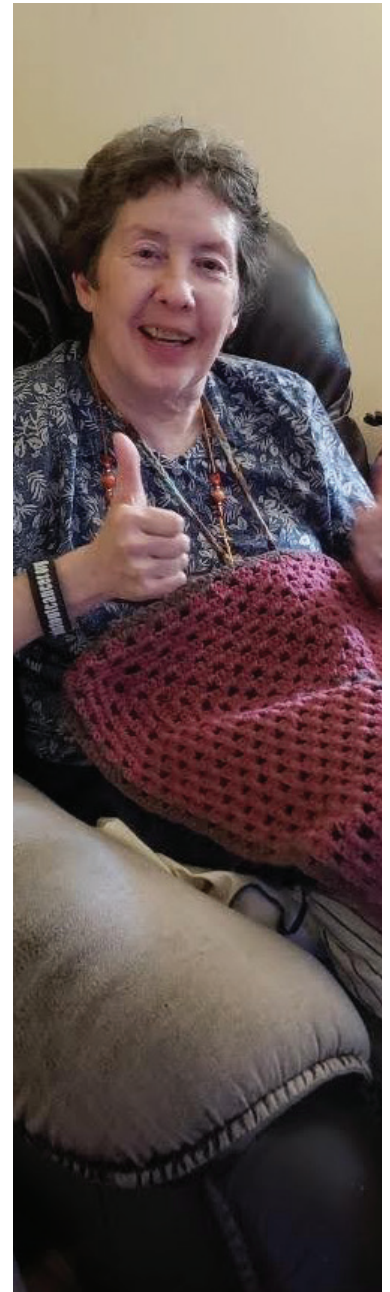
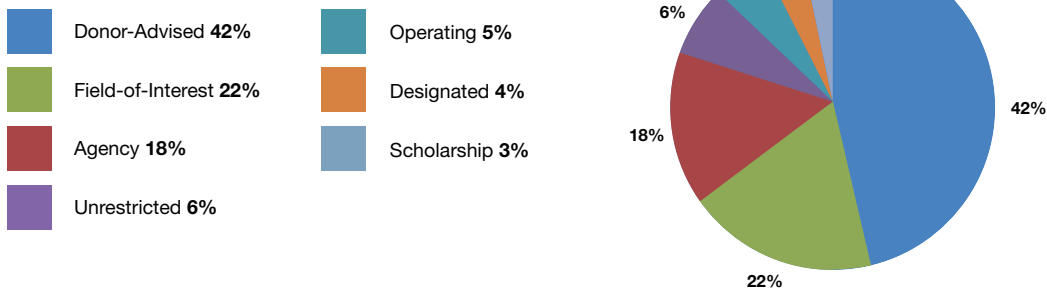
- The late **Charlie Thurston**, DuPage Foundation Founding Advisory  
Board Member



## Asset Growth



### Assets by Fund Type as of 6/30/22





# DuPage Foundation At A Glance

(as of 6/30/22)

Founded: 1986

Cumulative Grants: \$65 million

Assets: \$130 million

Legacy Society Members: 183

88 cents of each contributed dollar goes to grants and programs

Operating expenses to total assets: 1.3%

Main investment pool net performance since inception: 7.97%

Ranked 119 out of 900 U.S. community foundations by asset size

**CRAIN'S** Top 25 Foundation  
CHICAGO BUSINESS.

West Suburban Philanthropic Network Inaugural Foundation Awardee



National Standards for U.S.  
Community Foundations  
Accreditation



Candid Platinum  
Seal of Transparency



Charity Navigator  
Four Star Charity

“ Thank you for doing the work that needs to be done to shore up these not-for-profits. We are grateful to you. ”

- Patti Gustafson, Gustafson Family Foundation Fund



DuPage Foundation  
3000 Woodcreek Dr., Ste. 310  
Downers Grove, IL 60515



630.665.5556



[dupagefoundation.org](https://dupagefoundation.org)