

MAPS COMMUNITY  
FOUNDATION  
STRATEGIC PLAN  
2021-24



COMMUNITY FOUNDATION

---

***Goal:** To develop a three-year strategic plan that broadens the scope of Maps Community Foundation’s charitable giving efforts to achieve significant, measurable community impact.*

---

**Maps Community Foundation Mission, Vision, and Core Values:**

**MISSION:** *“To enrich the lives of members and our community by investing in education, economic empowerment, and community vibrancy”*

**VISION:** *“Our vision is a thriving community where all people can access educational opportunities, attain financial stability, and live a healthy, vibrant life”*

**CORE VALUES:**

- **Community** – Maps cares deeply about our local Mid-Willamette Valley community and community is at the heart of our commitment to give-back. Listening, learning, and building relationships with diverse communities across our region will allow us to invest in the most meaningful ways.
- **Impact** – We aim to achieve significant and measurable positive community impact. Life-long learning is a Maps core value and we commit to staying informed, relevant, and responsive to community issues.
- **Equity** - We are committed to ensuring that all people and organizations have fair and inclusive access to funding opportunities and that resources are equitably and thoughtfully distributed to meet the diverse needs across our urban and rural service area.
- **Integrity** – We are committed to excellence, ethics, and accountability in all aspects of our work and aim to be honest and transparent in our communications and decision-making processes.
- **Leadership** – Using our knowledge and diverse relationships, we are committed to serving as a philanthropic leader and collaborative partner on key community issues while inspiring giving and community service. We will lead with Maps core values of commitment, character, collaboration, and competence.

**BACKGROUND AND HISTORY:** Maps Community Foundation (MCF) was formed in 2010 as the charitable arm of Maps Credit Union, receiving nonprofit 501c3 status in 2012. MCF was established with a focus on improving the quality of life in the communities served by Maps through encouraging financial literacy and promoting economic development. With Maps Credit Union’s roots in public education, a primary focus has been life-long learning, as well as economic development tied to our business and brand as a financial institution.

MCF's original mission was to: "deliver asset-building programs and services to the communities eligible to be served by Maps Credit Union." Initial MCF efforts were split into the following categories: Financial Education (30-50%), Community Partnerships (30-40%), and Scholarships (20-30%). Over its first 10 years, MCF achieved positive community impact via multiple initiatives including college scholarships, teacher grants, Doernbecher's Children's Hospital, financial education, community challenge awards, sponsorships and more. This is the first MCF strategic planning process since 2013-2015 objectives and benchmarks were established.

**MAPS VISION AND CULTURE:** Maps has a rich history and strong reputation as an innovator in the financial services sector. An entrepreneurial spirit permeates the organization. We thrive, innovate, and lead via a culture of "possibility." The 10-year vision includes six themes, three of which directly relate to the vision and work of MCF including *agility*, *member centrist*, and *giveback*.

**MAPS 10-YEAR VISION: THEME SIX – GIVEBACK:** In July 2018, the Maps Credit Union Board approved "Giveback" as the sixth theme of the 10-year (2017-2026) Vision Statement and Strategy. In the Maps strategic context, "giveback" is broadly defined as a pool of funds dedicated for the reward of mutual success between the Maps organization and its members, employees, and community. Additional goals for community giveback include more significant and measurable impact, an expanded community presence, and greater communication of giveback efforts to strengthen the Maps brand and community reputation, while playing a key role in shaping a thriving community as a philanthropic leader.

In terms of geographic area, the "community" for giveback is defined as the Maps service area with an emphasis on Marion and Polk counties and/or areas where Maps has a physical presence. With 75% of members currently residing in Marion and Polk counties, the two counties will provide the main focus for MCF involvement and giving for the 2021-2024 plan.

Annual giveback levels are based exclusively on the financial performance of Maps Credit Union for the calendar year prior. Annually, the Maps CU Board of Directors determines giveback allocation at its January meeting. From 2012 to 2018, MCF was funded primarily through member Free Community Checking Accounts and had a giveback budget of approximately \$100,000 annually. The vision from 2019 moving forward is to build on member contributions with a significant annual investment from Maps CU—both for MCF operations and to grow the MCF endowment. As a result of the increased investment and an expanded scope of work, the vision is that MCF will become a key community change influencer and a leader in local and regional philanthropy. The new strategic plan will guide this growth.

## KEY IMPACT AREAS

### **EDUCATION: Shaping a Healthy, Thriving Future**

We invest time and resources into projects and programs that build upon Maps legacy of supporting education and promoting life-long learning to shape a healthy, thriving future for our Mid-Willamette Valley region.

#### **Objectives**

---

- Recognize and Honor Teaching Excellence and Innovation
- Increase High School Graduation Rates in Marion and Polk counties
- Support High School Students on their Career and College Pathways
- Strengthen and Expand Career Technical Education Opportunities
- Strengthen Children and Families; Build Youth Resiliency

#### **2021-24 Initiatives**

---

- Student Scholarships
- Teacher Grants
- AVID Middle School Partnership
- CTE Summit/Willamette Career Academy
- School Supply Drive
- Supporting Local Schools Promotion
- Maps Youth Awards Program
- Regional Excellence in Teaching Awards

### **ECONOMIC EMPOWERMENT: Increasing Financial Health and Expanding Access to Services**

We invest time and resources into projects and programs that support financial health and increase access to financial services with a focus on underserved, marginalized populations.

#### **Objectives**

---

- Expand Student Saver Opportunities for Successful College and Career Pathways
- Offer Financial Education Programs for Underserved, Marginalized Populations
- Expand Financial Education Opportunities for Young Adults Transitioning to Adulthood
- Increase Access to Credit, Loans, and Capital for Underserved, Marginalized Populations

#### **2021-24 Initiatives**

---

- IDA and Maps Match Savings Program
- MCF Loan Fund
- Financial Education Programs

**VIBRANT COMMUNITIES: Creating a Healthy, Thriving Mid-Willamette Valley Region**

We invest time and resources into projects and programs that make our Mid-Willamette Valley region a vibrant, thriving place to live with an emphasis on supporting nonprofit organizations, community and economic development, and growing a philanthropic culture.

**Objectives**

- Support Nonprofit Organizations and Community Events
- Make Strategic Investments in Community and Economic Development Projects
- Serve as a Catalyst for Growth of Social Impact Businesses
- Strengthen Maps Giveback Culture via Employee Community Service and Member Engagement

**2021-24 Initiatives**

- Nonprofit Organization Grants and Event Sponsorships
- Community Impact Partnerships
- Maps Community Awards
- CDFI Designation
- Fund to Catalyze Social Impact Businesses
- Maps Café in new Maps Professional Center
- Maps Employee Community Service Program

