

IMPACT100 STRATEGIC PLAN YEAR 1 REPORT

The 2024–2025 grantmaking session marked the first year of implementing our three-year, community-informed Strategic Plan. Year 1 of the Strategic Plan has strengthened the member experience, providing members with new opportunities to:

- **Enjoy a more intentional journey**, from initial outreach and early onboarding, to authentic connections with each other, and meaningful engagement with grantees.
- **Practice equitable grantmaking and deepen understanding of the regional community** by accessing more diverse pools of applications and attending all site visits.
- **Enhance their support for grantees** guided by tangible, resonant offerings that are facilitated through board and operational improvements.

IMPERATIVE 1:

Connected, engaged, and informed members

Drive a membership experience that balances engagement and grantmaking impact.

We **designed a new member onboarding program** to ensure incoming members are welcomed and engaged effectively from the start.

To equip members with resources to grow the network and encourage peer recruitment, we have **developed a member referral toolkit**.

Work to **expand membership offerings with an optional multi-year membership** has been deferred.

Continue the pursuit of building a diverse and inclusive membership.

We **investigated the Founders Fellows program** to assess its success against the original intent and goals of the program.

Exploration of **expanding or redefining membership tiers** has been deferred.

Equip members to connect meaningfully with each other and our broader community.

In partnership with students in Villanova’s nonprofit education program, we began **developing a new approach to member education that supports our dual mission of engaging women and advancing high-impact grantmaking** guided by a curriculum for practicing trust-based philanthropy.

IMPERATIVE 2: Thoughtful grantmaking

Always work to be better at making grants that support smaller nonprofits during critical points in their evolution.

We **developed and implemented a new grantmaking process** to improve applicants' odds of success.

The implementation of the new grants process resulted in a **revised Grant Applicant Information Session that clearly communicates updates, explores past finalist selections, and emphasizes the criticality of "why now"**.

To live into our mission of funding smaller, diverse and lesser-known organizations, **we investigated updating our eligibility criteria to include fiscally sponsored organizations.**

IMPERATIVE 3: Sustainable operations and community connections

Support our grantees beyond the grant.

We **documented and developed Beyond-the-Grant offerings** including complimentary Grantee memberships, Grantee spotlights, and the addition of the Nonprofit Liaison (NPL) News & Notes section in the member letter.

The **Grants Champion role was standardized and expanded** to ensure consistent support for, and connection to, Grantees.

Commit to sustainable and manageable operations that support our mission.

We **restructured the Impact100 Board** to better align its composition with the implementation of the strategic plan, including the addition of an Assistant Treasurer and alignment of leadership positions for the 2025-2026 Board Year.

The Board approved a **new Bequest and Legacy Framework** to guide future giving.

We **advanced internal financial controls** to improve reporting, audit readiness, and risk mitigation.

To improve internal and external messaging, we **developed and piloted a comprehensive communications calendar** and plan.

We **analyzed and formalized the Financial Review Panel work stream** to ensure continued value, effectiveness, and alignment to the Board.

Initiatives to **utilize social media in recruiting new members and raising the profile of grantees** were deferred.