

OREGON SOCIETY OF AMERICAN FORESTERS FOUNDATION

STRATEGIC PLAN – 2012-2015

PREAMBLE

The Oregon Society of American Foresters Foundation (OSAFF) was conceived in the 1980s by Merle Lowden, a prominent OSAF member, who had a dream of helping future foresters obtain a quality education to serve the forestry profession. It is administered by a Board of Trustees as directed by the Foundation Bylaws.

Since establishment in 1985, members and friends of the OSAF have made generous contributions to the Foundation. These contributions are deposited within the Oregon State University Foundation, which invests them on our behalf. The annual earnings from these investments are used by the OSAFF Board of Trustees to advance the mission of the Foundation. This includes fostering forestry education opportunities for Oregon students and enhancing public knowledge about professional forestry.

STRATEGIC PLAN REVIEW AND UPDATE PROCESS

Periodically, the Foundation Board of Trustees reviews the Foundation's efforts and successes in the past and forecasts expected trends for the future. Included in these reviews are:

- Discussion of previous fund-raising efforts and outcomes
- Discussion of previous program successes and failures
- Review of the economies impacts on Foundation assets
- Review past scholarship recipients' work history and current roles in SAF
- Review of OSAF membership trends
- Analysis of giving patterns and estate planning vehicles

2011-15 OSAF FOUNDATION GOALS

After discussion of these matters above, the Trustees reconfirmed that the mission of the Foundation continues to be attracting the best students to the profession of forestry, and improving the knowledge of Oregonians about professional forestry. However the Trustees determined that at this time the former would be our priority. The Foundation plans to achieve this by:

- Working towards providing two scholarships annually, each equaling the cost of one academic year's tuition (in-state rate) for a student enrolled in a SAF accredited undergraduate degree program at the Oregon State University College of Forestry.
- Deferring funding educational projects or other chapter support in order to better meet the goal of providing scholarships.

IMPLEMENTATION:

In order to achieve its scholarship goals, the Foundation fund will need to increase its asset balance to approximately \$350,000. The Board of Trustee's plans to pursue the following:

- Actively pursue fundraising opportunities for the Foundation , including continuation of annual golf tournaments.
- Inspire donors to consider planned giving to the OSAF Foundation
- Better coordinate fundraising opportunities
- Maintain and build knowledge of the Foundation with SAF members through the Western Forester, the Forestry Source, constant contact, the OSAF website, and other opportunities.
- Report the activities of the Foundation annually to OSAF members during the Annual Meeting.
- Annually evaluate the need for funding scholarships, balancing the desire to attract top students through 2 full scholarships with the effort to increase capital within the Foundation Fund, or support other missions of the Foundation.

REVIEW & EVALUATION:

Annually, the Foundation Board of Trustees will conduct a planning meeting(s) where it will prepare an annual budget and review the Strategic Plan. Additionally, the OSAF Foundation Chair will conduct an annual financial review and provide a report on the state of the foundation to the OSAF Executive Committee at year end. The report will address steps the Foundation has taken towards achieving its goals and objectives. In addition, the report will present information pertaining to the financial health of the Foundation and a budget for the upcoming year. The intent of the report is to encourage the Chair and the Trustees to reflect on the accomplishments of the prior year, to assist in planning the year ahead, and to openly communicate the position of the Foundation to its members.