

NEW HANOVER COMMUNITY ENDOWMENT

2023-2025
Strategic Plan

Goals, Objectives & Desired Impact





VISION

*To transform our
community so all will thrive*

VALUES

*Integrity, Transparency,
Inclusivity, Courage,
Collaboration,
Accountability*

MISSION

*To improve the health,
education, safety, and
economic opportunity
of every person in our
community*

We strive to build a community that is just and inclusive. Our commitment to equity is at the core of who we are and serves as a guiding principle that shapes our work. We aspire to build a community where all voices are heard, all barriers are faced and where all people have the opportunity to reach their full potential and build a better life. We are committed to the work that is required to build a community that values and supports the humanity of all people.



SOCIAL & HEALTH EQUITY

GOAL: Optimal Health and Well-Being

All residents in New Hanover County are able to achieve their best possible health outcomes regardless of income, zip code, or race.

STRATEGIC OBJECTIVES

- + Improve the social and economic factors that have the greatest impact on health outcomes
- + Strengthen the healthcare workforce and supporting systems in order to provide the highest quality of care that meets the needs of our diverse population
- + Increase access to preventative healthcare that help individuals maintain their best possible health and well-being

DESIRED IMPACT

- + Barriers to accessing quality health resources are reduced or eliminated for everyone, especially for populations with a higher health burden
- + A healthcare system equipped to provide the best possible services to meet the needs of residents at all levels of care
- + Residents experience health improvement and connectedness that supports mental well-being



EDUCATION

GOAL: Comprehensive Education & Competitive Workforce

Establish a world class public education system that equips children and adults with all they need to meet the highest standard for career success and responsible citizenship.

STRATEGIC OBJECTIVES

- + Ensure that every child has access to the resources to meet and exceed early learning and development benchmarks in the first 1,000 days of life
- + Promote quality learning, innovation, instructional rigor, and enrichment that will position K-12 public school students for scholastic achievement
- + Build more accessible pathways to industry-leading technical and educational resources that position adults to compete and succeed at every career level

DESIRED IMPACT

- + All children enter kindergarten with the social, emotional, and educational skills to achieve grade level benchmarks
- + Engaged children and youth that demonstrate drive, well-being, and scholastic success at each grade level for a hopeful future.
- + A trained, skilled, and diverse professional workforce for a prosperous economy



COMMUNITY SAFETY

GOAL: Safe and Thriving Communities

Develop the safest, most stable and connected communities in the state.

STRATEGIC OBJECTIVES

- + Increase resources that will help communities most impacted by crime and violence develop solutions and influence public actions that will prevent instances of harm
- + Improve community conditions that promote safety including sidewalks, thorough lighting, quality spaces for community enrichment and elimination of blighted structures
- + Reduce instances of violence in communities: specifically, interpersonal violence, youth violence, child abuse, and neglect
- + Improve the ability of systems and communities to work together to respond to and remediate harmful experiences

DESIRED IMPACT

- + Highly desirable communities that attract and maintain residents for generations
- + All people are able to participate fully and freely without fear of harm
- + Communities that provide the places and spaces for individuals, children, and families to have positive lifelong experiences
- + Engaged communities that foster accountability and connection



COMMUNITY DEVELOPMENT

GOAL: An Inclusive Community and Economy

Cultivate an inclusive community and economy that foster the fullest life benefits.

STRATEGIC OBJECTIVES

- + Increase awareness of and access to quality affordable housing and desirable infrastructure to support the well-being of residents
- + Promote small business development and entrepreneurship
- + Cultivate and strengthen a diverse business economy that provides high wage jobs
- + Support the development of an engaged and skilled workforce positioned for opportunities that provide not only a living wage, but also the path toward long-term financial security

DESIRED IMPACT

- + Quality housing and community infrastructure to meet growing needs and demands
- + Higher wage jobs that maximize the interest and talents of residents
- + More sustainable, locally developed small businesses
- + Residents are able to stay in the county and earn a life-sustaining income for growth and prosperity



EFFECTIVE PHILANTHROPIC STEWARDSHIP

+ SUPPORTING CAPACITY BUILDING

NHCE views capacity building as an approach to investing in individuals and organizations that starts by lifting up what exists as the building blocks for greater impact.

+ POLICY AND INFLUENCE

As a community endowment, NHCE understands that to transform communities, policies and systems must be designed so all can thrive. Our funding strategy includes supporting efforts to increase awareness, educate, and mobilize communities to lead transformation efforts.

+ INTERNAL OPERATIONS

Being a good steward of the resources in our charge means having experienced staff grounded in community and the internal systems in place to implement grant making strategies that lead to positive change and transformation.

+ MULTI-LEVEL IMPACT

Through strategic and responsive philanthropy, NHCE believes that our efforts will have a positive impact across the individual, family, organizational, community, and systems levels leading to true transformation in the lives of those most impacted by inequities.