



Together, We Prosper

The Community Foundation's 10-Year Strategic
Vision to Close Our Region's Racial Wealth Gap

*Tonia Wellons, President & CEO
Greater Washington Community Foundation*

Our Strategic Goals

(2021 - 2031)



Community Leadership

To Lead in the Community and invest in strategies that close the racial wealth gap and increase economic mobility.



Asset Growth & Sustainability

Double the assets of the foundation in order to respond to the scope of our challenges and opportunities, at scale.



Board Leadership & Governance

The Board of Trustees will offer exceptional governance and leadership to support the success of the plan.



Regional Presence

The Community Foundation is fully aligned as a united organization serving the entire region, yet recognizing the unique needs and nuances of jurisdictions and neighborhoods



Racial Equity & Inclusion

The Community Foundation commits to leading with racial equity and inclusion in every aspect of our work.



Operational Excellence

We will work to maximize operational efficiency and offer excellent customer service.



Strategic Communications

We will powerfully communicate our work and the opportunity to create a more just and equitable Greater Washington Region

A Vision for Economic Justice in the Greater Washington Region

Our Community Leadership Goals

Close The Racial Wealth Gap

Invest in strategies to advance economic justice, increase economic mobility, and close the racial wealth gap.

Address Critical Community Needs

Address critical community needs, including responding to crises to stabilize and improve the quality of life for our neighbors and communities.

Connect Philanthropy To Impact

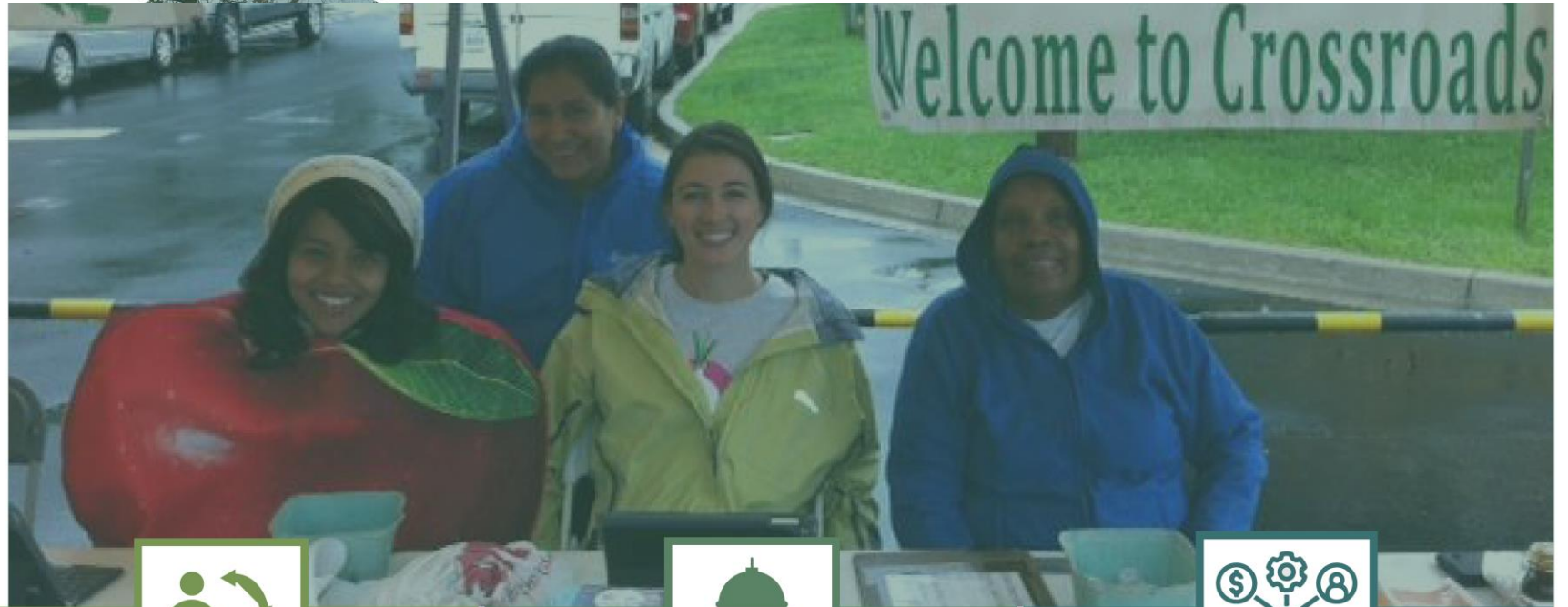
Connect philanthropy to impact by leveraging our unique value and expertise to mobilize resources for this community.

Strengthen Neighborhoods and Community Institutions

Use data to direct resources toward neighborhoods with the greatest need. Prioritize investments in Black, Indigenous, and people of color-led organizations serving those neighborhoods.



Levers for Change



Research

Commission & disseminate cutting-edge research that grows our understanding of the racial wealth gap and racially equitable, reparative strategies to close it.



Community Engagement

Center the lived experiences, leadership, and aspirations of our Black and Brown neighbors who have been most negatively impacted by the racial wealth gap.



Policy Advocacy

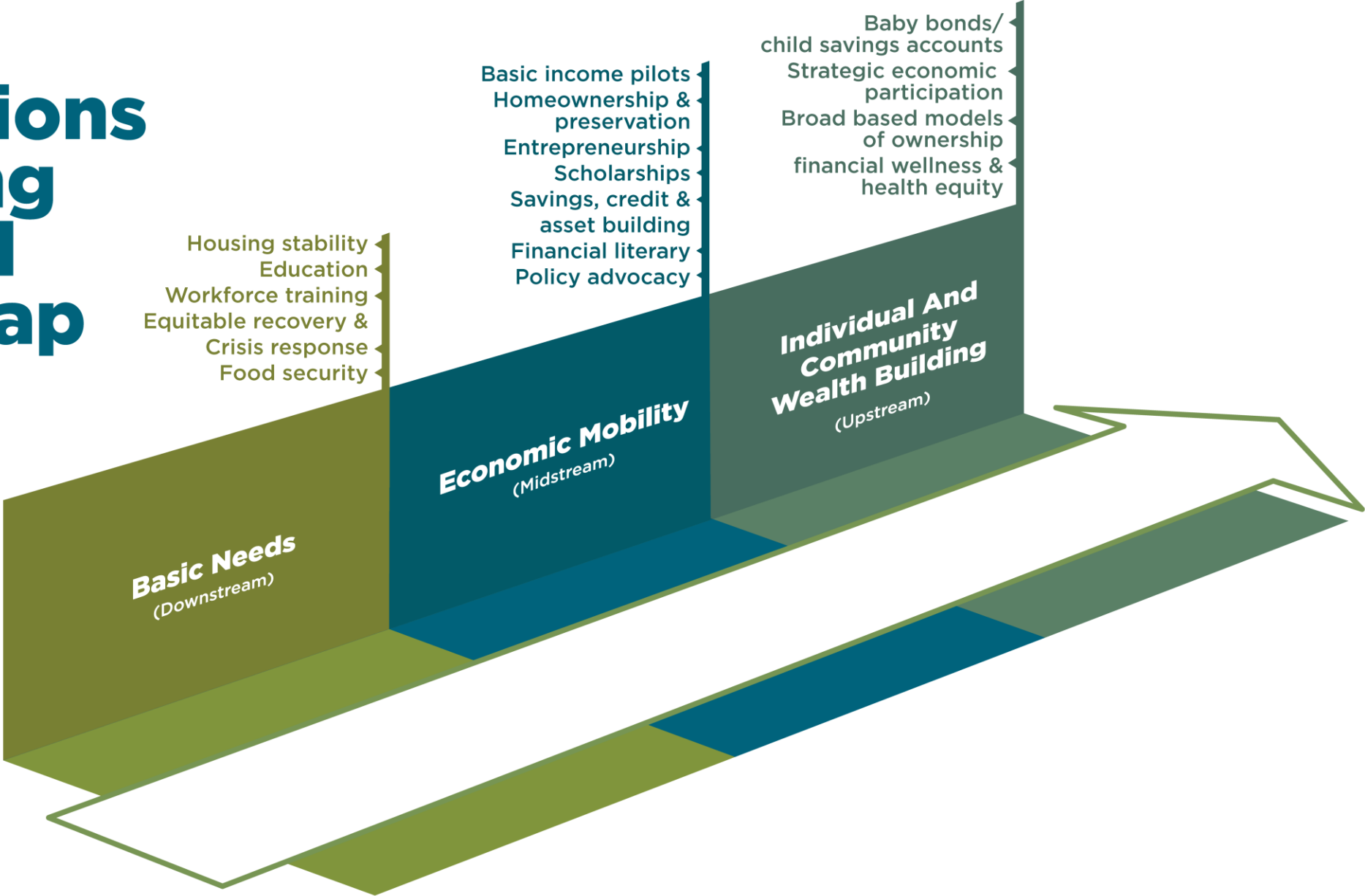
Disrupt policies and systems that perpetuate the racial wealth gap, and advocate for and advance economic interventions that will produce more racially equitable and reparative outcomes.



Neighborhood Investment

Organize and deploy innovative capital strategies for racially equitable and reparative grantmaking to close the racial wealth gap at the level of neighborhoods.

Interventions for Closing the Racial Wealth Gap



A Focus on Neighborhoods

Interest Areas/*Priority Areas

District of Columbia

- Ward 7/8—east of the Anacostia River*
- Columbia Heights*
- Mt. Vernon/Shaw

Montgomery County

- Takoma Park, Langley Park
- East County*—White Oak, Burtonsville
- Upcounty—Germantown*, Gaithersburg
- Wheaton, Aspen Hill

Prince George's County

- Langley Park, Chillum, Adelphi (Purple Line)*
- Seat Pleasant, Largo Corridor (Blue Line)*
- Suitland, Branch Avenue, Pennsylvania Avenue

