

YVWF Strategic Plan Summary

Definition of Wellness: Wellness includes physical health, a healthy mind, a safe environment, strong connections to others, and conditions that allow both individuals and communities to thrive.

Vision Statement: A healthy and connected region where individuals, families, and communities are socially, mentally, and physically well.

Mission Statement: The Yadkin Valley Wellness Foundation provides resources, connects partners, and builds capacity to improve the health and wellness of individuals, families, and communities across our region.

AREAS OF IDENTIFIED NEED

- Resources to expand access to direct care services to improve mental and physical well being
- Resources for places and programs that promote physical activity
- Resources to address food insecurity and promote nutrition
- Resources for seniors and the elderly
- Resources for children and youth

STRATEGIC PRIORITY AREAS

PRIORITY AREA #1: Grantmaking. Deploy resources in ways that create immediate and near-term impact while also building toward the long-term capacity and sustainability of the region's health and wellness infrastructure.

Strategy #1: Prioritize catalytic over perpetual funding by investing in projects and efforts that strengthen organizations, improve sustainability, and increase long-term community impact.

Strategy #2: Prioritize transformational projects that have potential to significantly improve the health and wellness of the region.

Strategy #3: Prioritize funding opportunities that advance regional collaboration and partnership, increase collective capacity, and reduce programmatic and operational redundancy.

Strategy #4: Balance direct-service funding with investments in upstream factors such as systems, infrastructure, and readiness that influence long-term health and wellness outcomes.

PRIORITY AREA #2: Capacity Building. Strengthen the effectiveness, sustainability, and leadership capacity of nonprofit organizations serving the region.

Strategy #1: Prioritize funding and support that helps organizations build stronger internal capacity, operate more efficiently, and sustain their work over time.

Strategy #2: Support internal organizational health, not just external programs, by offering funding and training that addresses operational gaps weakening capacity and mission delivery.

Strategy #3: Encourage open discussion around strategic growth, realignment, restructuring, or sunseting when those paths strengthen long-term mission effectiveness.

PRIORITY AREA #3: Education. Strengthen public understanding of health and wellness issues and available resources while also expanding opportunities for learning, training, and development within the nonprofit sector.

Strategy #1: Create and support opportunities for nonprofit organizations and leaders to access education, training, peer learning, and best practices that strengthen their work.

Strategy #2: Strengthen regional nonprofit capacity by supporting local organizations in identifying and pursuing new funding opportunities that support education of health and wellness issues in the region.

Strategy #3: Increase public awareness of existing health and wellness resources and services to close gaps caused by underutilization or lack of information.

Strategy #4: Support education and communication efforts that help communities better understand the social, economic, and public health trends affecting local well-being.

PRIORITY AREA #4: Collaboration. Encourage shared solutions, reduce fragmentation, and position the Foundation as a convener and connector across the region.

Strategy #1: Identify and connect organizations or efforts that are working toward similar goals to turn parallel work into more coordinated regional initiatives.

Strategy #12 Act as a convener by bringing organizations together around common issues, challenges, and opportunities to deepen relationships, identify shared priorities, and maximize regional efficiency.

Strategy #3: Prioritize and encourage applications that involve multiple organizations, shared infrastructure, or coordinated programmatic delivery.

Strategy #4: Create recurring opportunities for relationship-building across the region to foster trust, connection, and the conditions for future collaboration.