

FOUNDRY 2025- 2027 3-YEAR STRATEGIC PLAN



MISSION

The Foundry Community exists to support, educate, and develop the purpose-driven community of Lincoln and Nebraska.



VISION

To expand the reach of the Foundry Community – in visibility, geography, and services – for strengthened impact in Lincoln and Nebraska.



CORE VALUES

- Purpose focused
- Nurturing presence
- Trailblazing spirit
- Conscientious service



KEY ACTIVITIES

1. Talent/Capacity Services
2. Incubation/Fiscal Sponsorships
3. Coworking/ Rentals/ Community



PARTNERSHIPS (Existing & Desired)

- UNL Honors
- ServeNE
- Funders - Sherwood, Acklie, LCF, other funders
- Corporate Sponsors
- Fiscal sponsored projects
- Employers served by Intern Foundry
- Cause Collective
- NAM
- DED
- UNK Honors (desired)
- NDOL (Part II desired)



STRENGTHS

- Central location downtown
- Staff well received
- Partnerships - committed
- Funders know us
- Boards (governance & advisory)
- Satisfaction with members
- National membership for fiscal sponsors - NNFS
- Innovative - BCF
- Free basement storage for members
- Unique differentiators from competitors



WEAKNESSES

- Identity confusion
- Building confusion (space, who we are)
- Parking cost downtown
- Old building - HVAC, maintenance, etc.
- “Middle” organization can make fundraising challenging
- Governance Board small; both a strength and weakness



DIFFERENTIATORS

- Focus on purpose in every part of mission
- Intensive services for small and young nonprofits
- Affordable project capacity services with no strings



MEASURES OF SUCCESS

- Annual staff performance scorecard
- Rate of occupancy and associated revenue
- Number of interns/year
- Number of nonprofits served by IF and BCF



KEY STAKEHOLDERS

- Lincoln small nonprofits
- Consultants
- Partners - UNL Honors and ServeNE
- Members and Boards (Governance and Advisory)



OPPORTUNITIES

- Further measure collaboration and member impact
- Increase member benefit awareness and clarity
- Event visibility - i.e. NE Trailblazers Breakfast
- Further optimize space
- NE Outreach
- Board development
- Branding/Storytelling about who we are



THREATS

- Building changes
- Staff turnover
- Funding decreases
- Mission creep
- Partner reliant



TOP INCOME STREAMS

- Coworking revenue/ month
- Grants in support of Intern Foundry
- Misc. service revenue - BCF, extended IF, AVO, etc
- Sponsorships



TOP EXPENSES

- Payroll
- Repairs/maintenance



INITIATIVES

1

Embrace: Strengthen Foundry's Lincoln Headquarters

- Increase visibility through events
- Grow and retain memberships; Strengthen partnerships
- Develop IF Advisory Board
- Embrace organizational values - strong culture/ relationships

2

Build: Incubation & Partner Service Wing of Mission

- Create, develop, and launch “Sparkworks.” Evaluate and refine
- Define and implement partnership support, such as the DMG Movement
- Offer and evaluate “Extended IF” opportunities

3

Go West: Expand Impact of Foundry to Central Nebraska

- Build and implement Intern Foundry Cohort
- Develop and nurture relationships with key partners to expand Base Camp Foundry impact

4

Solidify: Sustainable Business Plan for the Foundry

- Increase clarity on pricing, mission, vision, fundraising strategy, and values
- Avoid “mission creep”
- Remain agile, adapt to expected and unexpected change
- Implement Employee Benefits