ASEA - Central Education Foundation
2024 Strategic Plan

Foundation

Mission	Vision	Values
To provide an educational pathway for all to participate and prepare for a role in the Snowsports industry.	- Broaden cultural, demographic, and economic participation - Provide access to grants, connections, mentorships, and volunteers - Remove impediments associated with joining the Snowsports industry	It is our belief that Snowsports education should be fun, innovative, and inclusive.

Competitive Advantages

(1) Focused solely on the Central Region (Midwest) for the delivery of the mission.	(2) Central Region member-led organization by volunteers with no compensation.	(3) Members administrate and deliver services to the organization and recipients. No donations are going to fund consultant commissions or third-party administrators.
(4) The programming focuses on non-traditional recipients' exposure to Snowsports.		

Strategy

Strategic Objectives (3 to 5 years)

(1) Develop an endowment to generate interest revenue to sustain annual scholarship and operational objectives.

(2) Identify and gain commitment for annual sponsorship of activities.

(3) Develop a planned giving program for current and past PSIA - Central Membership.

(4) Enhance the Board Members with additional members.

(5) Maintain antimony from PSIA/AASI Central and National, so respective organizations do not violate 501c IRS and State regulations.

Strategic Annual Goals (1 - years goals/objectives with short term supporting actions)

(1) Secure $10,000 in donations to support 2024/25 grant activities.

Actions
- (1A) Improve communication to membership on the value of supporting the Division's Foundation
- (1B) Improve integration with an annual membership renewal process to achieve donations by 25% of the members annually.
- (1C) Develop relationships with 1 Ski/Board Shop in each major geography to donate high-interest items for fundraising auctions, direct donations for recognition in PSIA marketing materials or participate in endowment fund.

(2) Improve and further develop relationships between Central non-profit with Boyne Corporation, Vail Resorts, and Rob Katz (Katz Foundation) for ongoing collaboration and financial support within midwestern area.

Actions
- (2A) Position Central ASEA CEF as a delivery arm of programming financed by Boyne, VR and/or Katz Foundation. In return, CEF receives payment for services and volunteer time for re-investment.

(3) Improve awareness and relationship with Central Region Membership

Actions
- (3A) Emails, CentralLine, and Social Media - Social media schedule
- (3B) Success stories and profile of grant winners communicated
- (3C) Research a target list and build an ongoing contact database of significant potential donors within Central or have Central roots.
- (3D) Continue the recognition of donors including Thank you letters, utilize donors to help develop other donors.

(4) Grant Selection and administration.

Actions
- (4A) Recruit and expand diversified potential applicants and recipients.
- (4B) Selection of Grant recipients by 10/27/2024 (similar for 2025 & 2026)
- (4C) Develop implementation plan for grants including funding, activities underlying, monitoring and close out.

s (5) Autonomy ASEA - CEF to maintain viability as an independent Snowsports non profit organization.

Action

(5A) Engage legal consulting to have a clear opinion related to charter and lines of separation between Central and National.
(5B) Manage the foundation to adhere to IRS and Michigan 501c regulations.

Key Performance Indicators (KPIs)

KPI (1) Secure by 6/31/2024 $5,000 in donations and by 9/30/24 $7,500

KPI(2) Award of $5,000 in grants by 10/1/2024

KPI(3) Sustaining plan developed and executed with $50,000 in donations by 12/31/2024 to initiate sustaining fund with yield of $2,500 in 2025 grant funding. Followed by 2025 funding of an incremental $50,000 and another incremental $50,000 for 2026. The end goal would build a $500,000 sustaining fund by 2029.

Strategy Reviews

Every 30 days, 15 min agenda item on Director's Monthly Meeting.

Implementation Model and Plan

Led by Board Members and development of a sustaining endowment committee related to strategy item #1. Develop Grant Administration plan and schedule.