



PROJECT PROFILE



The Mary I. Gourley Foundation
Strategic Plan: 2024-2027
Prepared with assistance from Project Partners, Inc.



MARY I. GOURLEY FOUNDATION *Strategic Planning Consulting '24*

Since 1988, the Gourley Foundation has provided direct financial assistance to more than 1,000 college students for wrap-around services needed most at the time. With that history, the Executive Director and her board were looking ahead to the next big rocks to accomplish for the Foundation. Those strategic priority areas to discuss included vision and mission; external and internal visibility of the Foundation; financial resources; and data and demographics.

The Executive Director and Board Chair teamed with Project Partners to help plan and facilitate a 4-hour strategic planning workshop for board members and members of the scholarship committee to define goals, objectives, and action plans. An internal SWOT analysis also resulted from this work to help inform decisions. In addition, we provided the written results of the workshop in a strategic plan document to include primary goals, objectives, tasks, assignments, measurable outcomes, and timelines.

“Thank you for the great job of facilitating our strategic planning board retreat. With a full agenda, we stayed on topic and on time with great participation by all, and the resulting resolutions and strategic plan will help carry us forward.”

Ann Rice, Board Chair
Mary I. Gourley Foundation