

# Strategic Plan

2024-2027

## Our Mission

Advance social connection nation-wide rooted in evidence for our collective well-being.

## Our Vision

A vibrant society where social connection is at the heart of how we live.

## Our Strategic Priorities

### Research & Practice

1. Build the **evidence base** for **effective strategies** to positively impact social connection.
2. Create **tools and written supports tailored for our audience** (public, scientific, etc.) to contribute to the greater good of **advancing social connection work**.
3. Build the translation from **evidence to practice** through **advisory consulting**.

### Network & Partnerships

1. Grow the Foundation's **networking and convening** power to **support and coordinate** efforts within the ecosystem to advance social connection **across diverse sectors and disciplines**, grounded in the elements of the **SOCIAL Framework**.
2. Create and foster **long-term partnerships** to achieve the Foundation's goals.

### Storytelling & Communications

1. **Enhance the Foundation's communications strategy** to advance brand awareness and name recognition.
2. Shift the national narrative around social isolation, loneliness, and connection to one that **acknowledges evidence-based messages** and **prioritizes social connection** as essential to broad-scale well-being.

### Operations

1. Create the **organizational infrastructure** to hire and retain a **highly qualified** staff with a **variety of experiences** and perspectives who are passionate about the organization's mission.
2. Create an **independent, financially sustainable** organization with a **diversified funding base**.
3. Build a governing board with a **variety of experiences and perspectives** willing to invest their time and talents to advance the organizational mission and vision.
4. Leverage **collective impact** by developing **formal collaborations** with key entities (CESIL and GILC) to achieve the **greatest impact for all entities**.