

Strategic Plan

2024-2027

01

Mission

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

02

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 & CAPACITY BUILDING

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 to achieve the greatest impact for all entities.