

2014-2016 Goal Statements and Measures of Merit

UNIT	MEASURE OF MERIT (MOM)	2017 SUCCESS VALUE	FREQUENCY OF REVIEW	MONITOR OF THE MOM	PHASE 1 END OF 2014	PHASE 2 END OF 2015
Board	On January 1, 2017, the OCF has 17-20 Board members who reflect diversity, community involvement and possess the skills to move the organization forward. They are influential and engage in the community. They participate rigorously in OCF committees and recognize the OCF is a premier Board position.					
1	T/F	Skills matrix for board and committee members (includes influence, major donor representation & other requirements)	TRUE	Annual	President and CEO	TRUE TRUE
2	%	Accepted Board invitations	>=90%	Annual	President and CEO	>=66% >=75%
3	%	Committee and Board meeting attendance	>=75%	Annual	Governance Committee Chair	>=75% >=75%
4	T/F	The Board will represent the diversity of the community	TRUE	Annual	President and CEO	FALSE FALSE
5	#	Board members	>=17 & <=20	Annual	President and CEO	>=17 & <=20 >=17 & <=20
Scope of Service	On January 1, 2017, the OCF increases and enhances giving by coordinating community investment in nonprofit organizations. The mission of the OCF is reflected in the grants that are awarded to tackle identified, significant community needs.					
6	%	Funds flowing to designated areas of need (as defined by the Board after the 2013 Needs Assessment)	10%	Quarterly	CFO	2% 6%
7	%	Nonprofits, civic organizations, and private foundations indicate OCF adds value	60%	Annual	Director of Community Investment	20% 40%
*8	#	Unique individuals participating in Omaha Gives [DONORS]	>=30,000	Annual	Director of Communications	>=17,000 >=22,000
Brand/ Perception	On January 1, 2017, the OCF is seen by professional advisors, nonprofits and the community as a transparent, ethical and professional organization that is a thought leader in community needs and priorities and a connector of resources.					
9	#	Total number of referring advisors	>=260	Annual	Director of Donor Services	>=190 >=220
10	#	Cumulative total of unique visitors to OCF Website, Facebook likes, and Twitter followers	49,500	Annual	Director of Communications	30,500 38,750
Finance	On January 1, 2017, the OCF's total assets are increasing from \$1 billion through the addition of new donors. OCF has a distribution rate of 10 – 20%, while maintaining long-term sustainability.					
*11	\$	Total combined assets of the OCF are \$1 billion [DONORS]	>\$1 billion	Quarterly	CFO	\$850MM \$935MM
*12	%	Total combined grants of the OCF are between 10 – 20% of total combined assets [SCOPE OF SERVICES]	10% – 20%	Quarterly	CFO	10-20% 10-20%
13	T/F	OCF maintains an adequate operating reserve as defined by its operating reserve policy	TRUE	Annual	CFO	FALSE TRUE
Culture/ Workforce	On January 1, 2017, the OCF team is a diverse group of individuals who are laser focused on achieving the Foundation's mission by attracting and retaining professionals with the expertise to execute their duties who are empowered and passionate about their work. The OCF culture promotes collegiality, integrity, respect and FUN.					
14	T/F	The OCF team will represent the diversity of the community	TRUE	Annual	President and CEO	TRUE TRUE
15	%	Each open position has at least 4 well qualified applicants	>=90%	Annual	Director of Administrative Services	75% 100%
16	%	Voluntary turnover rate	<10%	Annual	Director of Administrative Services	<20% <10%
17	%	Total annual payroll spent on professional development	2%	Annual	President and CEO	2% 2%
18	%	OCF staff engagement	>=60%	Bi-annual	Director of Administrative Services	>=50% >=55%
Donors	On January 1, 2017, the OCF is growing at a rate of 200 net new donors per year (based on data from 2016) who reflect the community and future givers, while cultivating giving of current donors.					
19	#	Net new donors (rate based on donors added in 2016)	>=200 per year	Annual	Director of Donor Services	130 160
20	%	Donors Under Age 50	>=50%	Annual	Director of Donor Services	>=30% >=40%