## Strategic Plan 2022-24

### Our Mission:
To advance the profession by awarding scholarships for students in industrial hygiene and related disciplines, and funding training/professional development opportunities for industrial hygienists in the first fifteen (15) years of their professional careers.

### Our Vision:
Support the educational needs of those pursuing and/or practicing IH and related disciplines.

<table>
<thead>
<tr>
<th>Donor Relations</th>
<th>Investment Funds Management</th>
<th>Scholarships/Grants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop new and manage existing donor relationships.</td>
<td>Manage fund investments, whose performance meets or exceeds target benchmarks.</td>
<td>Distribute awards in an equitable and consistent manner that recognizes recipients pursuing degrees and/or professional development opportunities in IH and related disciplines.</td>
</tr>
</tbody>
</table>

### Success Statements

#### Year over Year:
1. Increase number of donors and the average contribution per donor.
2. Increase total amount of donations, both restricted and unrestricted.

#### Sustain and grow investment funds to meet or exceed established benchmarks.

#### 1. Sustain and increase number and/or value of awards each year.
2. Increase the number of scholarship recipients who become dues-paying AIHA members.

### Strategic Objectives

1. Target and develop messaging for specific sub-groups of the AIHA membership.
2. Cultivate and grow relationships with other stakeholder groups outside the core AIHA membership.
3. Identify and implement innovative methods of raising monies.

#### Work in tandem with investment firm to ensure monies are invested in alignment with the AIHF investment policy.

#### 1. Explore, test, and develop alternative award options (e.g., needs based scholarships), engaging AIHA volunteer groups as needed.
2. Consider expanding eligibility criteria.
DONOR RELATIONS

1. **Strategic Objective #1: Target and develop messaging for specific sub-groups of the AIHA membership**
   - **Strategy #1:** Develop and deploy a communications plan targeted at for-profit organizational members, Hamilton Club and other sponsors, advertisers, and educational philanthropic donor foundations.
   - **Strategy #2:** Develop and deploy a communications plan targeted at mid-to-late career and emeritus individual members (“pay it forward” approach).
   - **Strategy #3:** Periodically communicate with existing donor base to re-confirm interest and explore enhancements to their current level of giving.

2. **Strategic Objective #2: Cultivate and grow relationships with other stakeholder groups outside the core AIHA membership**
   - **Strategy #1:** Develop and deploy a communications plan targeted at corporate entities and consultants occupying the more traditional safety and EHS generalist space (e.g., consider reviewing ASSP, NSC, NAEM, BCSP stakeholder groups as a starting point).
   - **Strategy #2:** Work with AIHA, BGC, ACGIH, etc. to enhance the perceived value of scholarships to our donor base.

3. **Strategic Objective #3: Identify and implement innovative methods of raising monies**
   - **Strategy:** Explore and test options based on identification of ideas obtained through organizations with similar missions

INVESTMENT FUNDS MANAGEMENT

- **Strategic Objective:** Work in tandem with investment firm to ensure monies are invested in alignment with the AIHF investment policy
  - **Strategy:** Regularly review performance against established benchmarks and adjust allocations as warranted.

SCHOLARSHIPS/GRANTS

1. **Strategic Objective #1: Explore, test, and develop alternative award options (e.g., needs based scholarships), engaging AIHA volunteer groups as needed**
   - **Strategy #1:** Pending legal review and Board of Trustees approval, launch new needs-based scholarship pilot program for 2022-23 school year
   - **Strategy #2:** Engage the AIHA Academic Advisory Group (and/or any other interested academic faculty members) to discuss other options
   - **Strategy #3:** Explore whether the Foundation should expand its offerings to beyond core-academic scholarships based on donor preferences and other considerations.

2. **Strategic Objective #2: Consider expanding eligibility criteria**
   - **Strategy:** Engage the AIHA Academic Advisory Group (and/or any other interested academic faculty members) to discuss other options.