

CONNECTING DIASPORA
STRENGTHENING COMMUNITIES





Connecting Diaspora. Strengthening Communities.

To our friends from County Mayo -

We are honored to introduce you to the newly created County Mayo Foundation and to present our inaugural strategic plan for investment. The Foundation was established for you – Mayo people – long known for your commitment to giving back to your home county.

Over this past year, we have established the Foundation as a 501 (c)(3) organization, creating a mechanism for donors in the United States to support charitable initiatives back home.

We have set 3 ambitious goals for our inaugural year. Our first task will be to build an online donation platform to connect donors in the United States with non-profit organizations supporting people from County Mayo. Second, we will launch a capital campaign to support a competitive grant-making program. And, last, but not least, we will develop new chapters across the United States to raise awareness of the Foundation's work.

It will be hard to achieve these goals without your help and we turn to you now with the following requests:

- **Raise awareness:** Urge your fellow friends of Mayo to get connected and to use this Foundation as the vehicle for future support.
- **Identify opportunities:** Please let us know about worthy causes in need of support.
- **Contact the foundation:** With any questions and with suggestions for how we can improve our work.

On behalf of the board of County Mayo Foundation and to all our friends of Mayo who have helped us over this year, we thank you for your support.

Sincerely,

County Mayo Foundation Board of Directors

Peter Hynes, President
John O'Malley, Secretary
John Roche, Treasurer
Siobhán Carney, Vice President
Joanne Grehan
James O'Hora
James Waldron

Acknowledgements

On behalf of the board of County Mayo Foundation, we wish to acknowledge all the help and support that we have received from our friends of County Mayo in establishing this Foundation.

To all those who participated in our events where we sought ideas for investment, we thank you for your time, dedication and great suggestions.

To our legal adviser, Christine Hogan, who helped us apply to the IRS for 501 (c)(3) status, without your guidance none of this would be possible. You created the mechanism for donor support and we can't thank you enough for all your help.

To the staff at Mayo County Council, for your strategic, administrative and technical support. Thank you for making this possible and we look forward to your continued support.

To all those who work in the non-profit sector, thank you for your unending commitment to supporting people from County Mayo.

To our donors, we are forever grateful for your passion, energy and commitment to your home county. May this Foundation facilitate stronger connections and mobilize many more Mayo people – both in our home county and our adopted country, the United States.

Introduction

County Mayo Foundation was established to engage Mayo's diaspora and facilitate investment in initiatives designed to strengthen the non-profit sector and communities from County Mayo. It represents an innovative funding model for supporting and strengthening civic engagement and addressing priority areas in need of sustainable investment. The Foundation will support projects which focus on Education, Public Health, Social Enterprise, Arts and Culture, and Recreation.

County Mayo Foundation connects Mayo's diaspora and strengthens communities. To achieve this vision, the Foundation will facilitate partnerships between Mayo's diaspora and the non-profit sector to strengthen civic engagement and support communities from County Mayo.



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About Us

County Mayo Foundation is organized and operates as a non-profit corporation under the non-profit corporation law of the State of New York. Its purpose is to support initiatives that strengthen civic engagement and support communities from County Mayo. County Mayo Foundation will also support people and non-profit organizations across the United States of America who have ties to County Mayo.

Our Approach

In order to identify the right governance and funding structure for support and investment, and the key priority areas to focus on, the Foundation solicited ideas from elected officials, community groups, and individuals from the public, philanthropic, and private sectors.

The Foundation also analyzed a number of strategic planning documents for County Mayo to identify specific areas in need of support and to ensure its mission was aligned with future plans for the county. Data from that analysis support a focus for investment in five areas:



County Mayo Foundation represents a new opportunity to engage multiple sectors and connect the Mayo diaspora around the world with many successful initiatives within the non-profit sector. To achieve these goals, the Foundation will act as a catalyst for investment and a medium for those wishing to support initiatives in their local communities.

The Foundation will undertake a review of this strategic plan every three years to ensure that its work is effective, addresses current priority areas, and is responsive to local needs.

“A stronger non-profit sector requires a new and sustainable funding model, a clear vision for investment, and identification of focus areas which reflect current priorities. This will be achieved by facilitating partnerships between Mayo’s diaspora and the non-profit sector. Investment in present and emerging needs will be encouraged to strengthen civic engagement and support communities from County Mayo”

**Board of Directors,
County Mayo Foundation**

The County Mayo Foundation Strategic Framework

MISSION

To achieve our vision, County Mayo Foundation will facilitate partnerships between Mayo's diaspora and the non-profit sector, to strengthen civic engagement and support communities from County Mayo.

FOCUS AREAS

-  Education
-  Public Health
-  Social Enterprise
-  Arts & Culture
-  Recreation



GUIDING PRINCIPLES

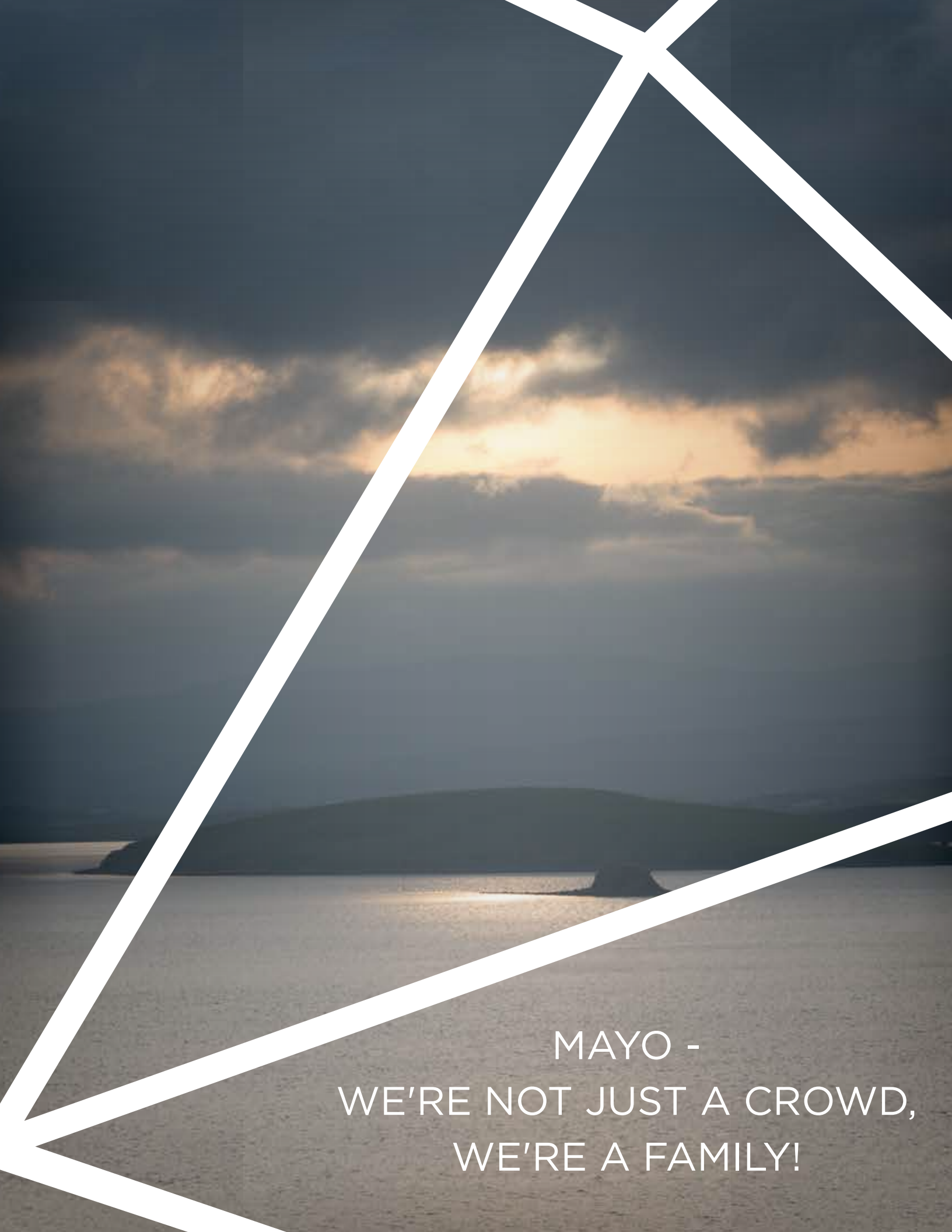
COLLABORATION: We are committed to collaborating with key stakeholders in the United States and County Mayo to identify investment opportunities and share best practices.

TRANSPARENCY: We are committed to transparent governance and financial management policies. We will share what we learn so that future work can learn from our strategic investments.

IMPACT: We are committed to supporting immediate needs, while also investing in innovative ideas that provide lasting solutions and opportunities for people from County Mayo.

GOALS

1. Facilitate strong connections between Mayo's diaspora and the non-profit sector.
2. Invest in initiatives that are impactful, innovative and sustainable, and address immediate and emerging needs.



MAYO -
WE'RE NOT JUST A CROWD,
WE'RE A FAMILY!

County Mayo Foundation Investments

Through its engagement with multiple sectors, the Foundation will prioritize initiatives that encourage collaboration among multiple sectors, facilitate greater access to services, and encourage innovative and sustainable approaches that respond to needs. The action areas and investment efforts laid out in this strategic plan will serve as the foundation for our investments. All action items represent cross-cutting and complementary themes that together represent priority areas of interest for County Mayo.



Education

Action 1: Support and invest in efforts which promote greater access to educational opportunities and expanded options for young people and adults with educational challenges, and unemployed youth and adults returning to education.

Education is a prerequisite to building strong, successful and healthy communities and is critical to achieving long-term economic success. However, many young people and adults face a number of challenges in accessing, participating in, and achieving success in education.

FOCUS AREAS

- **Support the development of meaningful career pathways for young people and adults seeking to return to education.** Efforts will focus on programs that prioritize outreach to rural communities and hard-to-reach or disadvantaged populations, deliver quality job training and intensive supportive services, increase exposure to job and entrepreneurial opportunities, and build collaborations between employers, education institutions, and non-profit organizations.
- **Develop technology solutions and support investments in infrastructure to address service gaps where appropriate.** Technology has the capacity to connect information and services to people living in rural areas and/or hard-to-reach or underserved populations. Efforts will focus on initiatives that use technology to increase awareness and encourage greater participation and performance in programs, and develop solutions to the barriers people face in accessing and completing education programs.
- **Increase opportunities for capacity building within non-profit organizations.** The Foundation will support professional development and capacity-building opportunities for non-profit organizations. In particular, it will focus on building capacity for smaller organizations to expand the reach of effective programs and encourage more young people to engage in community development work. This may include training and technical assistance for working with hard-to-reach or underserved groups (including people with disabilities, the unemployed, immigrants and young people at risk). Efforts may also include helping organizations evaluate their programs to demonstrate effectiveness and inform improvements as well as connecting organizations with the public, philanthropic and private sectors to increase funding opportunities.



Public Health

Action 2: Support efforts to improve public health by investing in initiatives that encourage healthy and safe communities and result in better health outcomes for people from County Mayo.

The Foundation will support initiatives that protect and improve the health and well-being of people from County Mayo, by investing in initiatives that build healthy communities, address barriers to care, and encourage greater participation and improved health outcomes for people, in particular, those living with physical, intellectual, mental health and chronic illness.

FOCUS AREAS

- **Invest in initiatives that support healthy communities.** Given the importance of health and wellbeing to the success of communities, the Foundation will support initiatives that increase access to quality care and other support services and encourage greater use of community recreational resources. The Foundation will also support strategies to encourage greater public awareness around healthy practices and educational programs and services that focus on improving health and well-being.
- **Expand capacity of evidence-based or innovative public health approaches for populations at risk of poor life outcomes.** The Foundation will support public health initiatives that encourage greater engagement in pro-social activities and mediate longer-term risk factors, such as academic problems, antisocial behavior, substance abuse, lack of access to quality care, obesity, isolation, depression and other mental health issues.
- **Invest in non-profit organizations that provide health and social care programs for young people and adults.** The Foundation will support organizations working with people with disabilities, the elderly at home and in care, and those living with life threatening and end of life challenges.



Social Enterprise

Action 3: Support new and existing social enterprises and develop opportunities for identifying new enterprises.

The Foundation will invest in social enterprises that strengthen local economies, hire local staff and generate revenue in support of a non-profit mission. Given that social enterprises are the backbone of many local economies, the Foundation will prioritize initiatives that act as a driver for new enterprise creation, build capacity among existing enterprises, and encourage greater collaboration between the public, philanthropic and private sectors.

FOCUS AREAS

- **Invest in education, training, and peer mentoring efforts for social entrepreneurs that encourage innovation and enable greater economic and social independence.** The Foundation will prioritize initiatives that raise awareness of the benefits of social entrepreneurship, organize social enterprise idea challenge events, provide education, training and networking opportunities for potential entrepreneurs, and develop sustainable funding models to ensure long-term success.
- **Increase capacity to support existing social enterprises that offer the greatest potential for local and sustainable job creation and maintenance of important community assets.** The Foundation will support efforts to build capacity, encourage networking, increase financial sustainability, and enhance the supporting infrastructure to develop and strengthen social enterprises. The Foundation will target social enterprises that support the tourism, recreation, food and agriculture, renewable energy and technology sectors.
- **Launch public education and awareness campaign through social media.** To complement efforts to develop tailored services and sustainable funding models for social enterprises, the Foundation will support strategies that encourage more awareness of County Mayo's strong economic and social infrastructure, highly-skilled workforce, and engaged communities.



Arts & Culture

Action 4: Support arts and cultural initiatives that preserve history and heritage and encourage greater engagement in the non-profit sector.

Investing in arts and cultural initiatives will encourage greater participation in civic engagement, increased knowledge of County Mayo's unique cultural identity, increase the number of visitors, and stimulate local economies in County Mayo. The Foundation will prioritize projects that reflect a strong sense of history and heritage and encourage participation in artistic and cultural initiatives.

FOCUS AREAS

- **Support arts and cultural education programs that encourage greater awareness and understanding of County Mayo's unique cultural identity and increase accessibility and participation in community artistic and cultural initiatives.** Efforts will include supporting local festivals, community arts and cultural initiatives, literary events, drama, music and film, and initiatives that preserve the Irish language.
- **Encourage greater connections between non-profit organizations in and outside County Mayo.** The Foundation will support initiatives that encourage collaboration between non-profit organizations in County Mayo and the United States. Initiatives may include supporting educational programs, artists engaging in arts-based graduate studies in the U.S., encouraging site visits, residencies, commissions and/or student exchange programs, and other efforts that help to raise awareness of the important role of arts and culture in building strong communities.



Recreation

Action 5: Support initiatives that highlight the important role of recreation in enhancing civic engagement, encouraging greater use of community recreational space, and building healthy and sustainable communities.

The Foundation is committed to encouraging greater access and participation in recreational activities, for all age groups and abilities, and investing in new and existing recreational spaces that help build healthy communities.

FOCUS AREAS

- **Support initiatives that improve the quality and encourage greater access to and use of local recreational facilities.** Efforts will include initiatives that encourage greater participation in sport programs and summer camps, and investing in local organizations that encourage greater access to recreational activities. A particular focus for these investments will be young people, the elderly and those living with physical, intellectual, mental health and chronic illness.
- **Invest in initiatives that examine the feasibility for establishing new recreational spaces.** The Foundation will support strategies that encourage communities to come together to identify local recreational needs and plan initiatives that access the potential for using local assets. The Foundation will also support building public awareness around the relationship between recreational space and healthy communities.
- **Support and invest in the development of sport.** The Foundation recognizes the unique role that sport plays in the life of County Mayo communities and will encourage active participation and the support of existing sporting bodies.

Making Investments

To achieve our goals, the Foundation will invest in these action areas in two ways.

Online Donation Platform

The online donation platform connects donors in the United States with non-profit organizations in County Mayo.

1.

To make a donation, the donor sets up an online account on the Foundation's website, and chooses a username, password and a method of payment.



2.

The Foundation will encourage non-profit organizations to apply for participation in the online donation platform. All organizations approved for participation will be listed on the County Mayo Foundation website.



3.

To make a donation, a donor selects an organization from the menu of approved organizations on the Foundation's website, chooses one or more projects that the organization has determined to be a priority, and decides the amount they wish to contribute.



4.

All funds raised for organizations are calculated in real-time and displayed for all visitors to the website.



5.

Donors and the Foundation receive regular updates from the organizations on how their funds have been spent, project success and plans for the future.

For more information please visit www.countymayofoundation.org



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Capital Grants

The Foundation will launch a capital campaign to raise funds from individuals and the private and philanthropic sectors in County Mayo and The United States. All funding raised through these activities will be used to support non-profit initiatives that align with the priority areas outlined in this plan. The Foundation will invite proposals which match the five priority areas detailed in this strategic plan, address gaps and build on the success of existing community development initiatives. Organizations will be selected based on the strength of written applications, a determination of need, evidence of success and adherence to the written guidelines of the County Mayo Foundation.

The Foundation will ensure that its actions are fair, ethical, and efficient; protect the interests of The Foundation and welcome a broad cross-section of potential award recipients.

Performance Measurement and Evaluation

The Foundation's beneficiaries will report to its Board of Directors on progress over the lifetime of their gift. In consultation with the Foundation, beneficiaries will specify goals, objectives and outcomes, appropriate for their projects. The Foundation will use a variety of approaches to monitor the progress and effectiveness of investments, including site visits, interviews, and evaluations. As the Foundation gathers data measuring the success of its investments, it will share that information to ensure that others can learn from supported initiatives and share best practice.

Conclusion

Through these supports and investments, County Mayo Foundation aims to connect our global diaspora and the public, private and philanthropic sectors around the world with successful non-profit initiatives. The Foundation will prioritize initiatives which support Education, Public Health, Social Enterprises, Arts and Culture, and Recreation. Together, these initiatives encompass key priority areas for County Mayo and, by building a robust fundraising effort and raising awareness of the many great initiatives already underway in these areas, the Foundation aims to encourage greater investment and a stronger non-profit sector.

Mayo County Council is a critical partner in all of this work. Building on this partnership and other concurrent efforts across the public, philanthropic, and private sectors, a strong collaborative effort across multiple sectors in County Mayo will significantly expand the impact of this work and achieve lasting change across County Mayo.

We invite you to visit our website at www.countymayofoundation.org to learn more about our work

and to contact us at info@countymayofoundation.org with new ideas for investment and questions about any aspect of our work.



THANK YOU!
GO RAIBH MAITH AGAT!



**COUNTY MAYO
FOUNDATION**

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