

# Strategic Plan



**Twin County Community Foundation**

Serving Carroll County, Grayson County and the City of Galax

**FY2025-FY2027**

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# Table of Contents



Message from the Executive Director	1
Overview	2
Mission Statement/Core Values	3
Priorities	4
Goals	5
Timeline	6
Annual Grant Funding	7
TCCF Scholarship Program	8

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# Message from the Executive Director

***To Our Valued Community and Partners,  
I am thrilled to share with you the***

***Twin County Community Foundation's new strategic plan - a roadmap that will guide our efforts to enhance health, education, and well-being in Carroll County, Grayson County, and the City of Galax. This plan represents our collective vision for the future, built with input from our dedicated board, director, and community partners.***

***Our approach is driven by five core values that define our foundation's work: Innovation, Community, Integrity, Collaboration, and Impact. These values are the cornerstone of everything we do, helping us to create meaningful and sustainable change that positively affects the lives of those we serve.***

***As we move forward with this plan, we are committed to fostering collaboration, being responsive to the needs of our communities, and ensuring that our initiatives have a lasting impact. Together, we will continue to make a difference, creating opportunities and improving lives across our region.***

***We are grateful for your ongoing support and partnership as we begin this exciting journey. Together, we will work to turn this plan into action and build a brighter future for all.***



Mariah Evans  
Executive Director  
Twin County Community Foundation  
tccfexecutivedirector@gmail.com | 276-601-8011





# Overview

**The Twin County Community Foundation (TCCF) has a legacy rooted in community health and well-being. Originally established in in July 1995 as the “Twin County Community Hospital Foundation,” the foundation was created to support the charitable needs of the Twin County Regional Hospital.**

**In a significant transition on April 1, 2012, 80% of the hospital’s interest was sold to Duke LifePoint, with the remaining 20% retained as a community asset. At this time, the foundation’s existing funds were transferred to the newly restructured Twin County Community Foundation, now an independent 501(c)(3) with its own governing board. According to the terms of the sales agreement, the proceeds will be allocated for community grants, starting after March 31, 2017, to support healthcare and education-related initiatives across the Twin Counties, in alignment with our updated mission to enhance the overall well-being of the community.**

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# Mission

The Twin County Community Foundation is dedicated to uplifting and empowering the residents of Carroll County, Grayson County, and the City of Galax by providing financial support to local initiatives that enhance education, strengthen general well-being, and improve the overall health of our communities.

## Core Values



**Innovation:** Encouraging creative solutions to address community challenges.

**Community:** Building strong connections and fostering inclusivity.

**Integrity:** Acting with honesty, accountability, and transparency.

**Collaboration:** Partnering with organizations and individuals to maximize impact.

**Impact:** Driving measurable, meaningful change.

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# Priorities

The Twin County Community Foundation prioritizes general well-being, education, and healthcare in its strategic plan, ensuring a comprehensive approach to improving the quality of life for all residents in Carroll County, Grayson County, and the City of Galax.





# Goals

## GOAL 1

### DRIVE MEASUREABLE IMPACT

- Prioritize projects that demonstrate clear, measurable benefits for residents in Carroll County, Grayson County, and the City of Galax.
- Promote programs that build a more inclusive and equitable community

## GOAL 2

### ENSURE LONG-TERM SUSTAINABILITY

- Build TCCF's financial resources to sustain funding and provide stability for future initiatives.
- Develop evaluation frameworks to measure the success of funded projects and use data to inform future decisions.

## GOAL 3

### INCREASE COMMUNITY ENGAGEMENT

- Raise awareness of TCCF's work through targeted marketing campaigns.
- Foster a sense of shared ownership by involving community members in decision-making and feedback processes.

## GOAL 4

### FOSTER COLLABORATIONS & PARTNERSHIPS

- Strengthen existing partnerships with local organizations and create new collaborations to amplify community impact.
- Act as a connector for nonprofits and community groups to share resources, ideas, and expertise.



# Timeline

## YEAR 1

### BUILDING THE FOUNDATION

Focus: Establishing groundwork for success

- Launch the strategic plan through a public announcement.
- Engage with stakeholders, partners, and the community to introduce the plan's goals and core values.
- Build collaborative partnerships with local organizations to support initiatives.
- Monitor project outcomes and adjust as needed.
- Publish an annual progress report to highlight Year 1 achievements.
- Conduct a comprehensive review of Year 1 progress.
- Adjust strategies based on lessons learned, successes, and challenges during the first year.
- Develop a comprehensive plan for Year 2.

## YEAR 2

### GROWTH AND COLLABORATION

Focus: Scaling successful initiatives and deepening community engagement.

- Host community workshops to increase participation and gather insights.
- Monitor and share progress on key projects to maintain transparency.
- Share impact stories through paid advertising with various media outlets to boost community awareness.
- Review the effectiveness of all active programs and refine strategies.
- Set goals for Year 3, focusing on sustaining long-term impact.

## YEAR 3

### SUSTAINABILITY

Focus: Solidify successes, prepare for long-term impact, and create the next strategic plan.

- Conduct a thorough evaluation of the three-year plan's outcomes.
- Begin early discussions around developing a new strategic plan.
- Publish a final report summarizing the achievements of the three-year strategic plan.
- Host focus groups to gather feedback on TCCF's work and future needs.
- Officially launch the next strategic plan and outline the vision for the future.



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# Annual Grant Funding

The Twin County Community Foundation (TCCF) provides grant funding to support projects and initiatives that enhance health, education, and well-being in Carroll County, Grayson County, and the City of Galax. By partnering with eligible 501(c)(3) organizations and government entities, TCCF invests in programs that address critical needs, improve quality of life, and create lasting impact. These grants reflect TCCF's commitment to fostering collaboration and driving positive change across the region.

**MAY**

Applications  
Open

**JULY**

Applications  
Close

**SEPT**

Applicants  
Notified

**OCT**

First  
Installments  
Awarded

Twin County Community Foundation offers three different types of funding opportunities. These opportunities include Project-Based, Capacity Building, or Capital Needs applications.

**Project-Based Grants:** These grants are awarded to projects or programs that offer services that will be provided within the community. Projects clearly demonstrate a need in the community, have measurable outcomes, provide activities or services to meet the needs and obtain the outcomes, and are existing or new programs within the Twin Counties.

**Capacity Building Grants:** Capacity building can be defined as the process of developing and strengthening the skills, instincts, abilities, processes and resources that organizations need to survive, adapt, and thrive in a fast-changing world.

**Capital Needs Grants:** Twin County Community Foundation recognizes the importance of equipment required by organizations to better serve the community. In order to reduce resources and efforts for applicants requesting funds for capital needs not attached to an extended project or program, TCCF will accept applications related to purchase and/or installation of equipment

*\*More information on grant guidelines, eligibility requirements and how to apply can be found on our website:*

*[twincountycommunityfoundation.org](http://twincountycommunityfoundation.org)*

# Twin County Community Foundation Scholarship Program

The Twin County Community Foundation (TCCF) is proud to partner with Wytheville Community College (WCC) to offer scholarships that cover full tuition and fees (after all financial aid and other scholarships are applied) for eligible high school graduates from Carroll County, Grayson County, and the City of Galax. This collaboration reflects our shared commitment to making higher education accessible and empowering students to achieve their academic and career goals.

## To Qualify

### STUDENTS SHOULD:

- Have been a resident of the Twin County Region for the last two years
- Have attended a public or private high school in the Twin County Region for at least their junior and senior years and graduate with 3.0 GPA (Homeschooled/GED - must satisfy all other eligibility requirements)
- Provide an official high school transcript

## How To Apply:

- ✓ Complete application for admission to WCC
- ✓ Submit a Free Application for Federal Student Aid (FAFSA)
- ✓ Complete WCC Scholarship Application



**WYTHEVILLE**  
COMMUNITY COLLEGE

In addition to its partnership with Wytheville Community College, the Twin County Community Foundation (TCCF) proudly awards three \$1,000 scholarships annually to one student from Galax, Carroll County, and Grayson County. These scholarships can be used at the college or university of the recipient's choice, reflecting TCCF's commitment to empowering students with the resources they need to pursue their education and achieve their aspirations, wherever their journey takes them.

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# Building Our Community.

As we look toward the future, the Twin County Community Foundation remains steadfast in its mission to improve the quality of life in Carroll County, Grayson County, and the City of Galax. This strategic plan serves as a guiding framework, designed to harness our strengths, address challenges, and leverage opportunities to create meaningful, lasting change in the areas of health, education, and well-being.

Guided by our core values of Innovation, Community, Integrity, Collaboration, and Impact, we are committed to implementing initiatives that reflect the needs of our region while fostering a culture of continuous improvement and partnership. We recognize that true progress is only possible through collaboration, and we are deeply grateful to the individuals, organizations, and partners who share our vision for a stronger, healthier community. We also extend our sincere appreciation to our Board of Directors for their unwavering leadership, insight, and dedication, which have been instrumental in shaping and advancing our mission.

This plan is not just a document but a call to action—a shared commitment to a brighter future. As we move forward over the next three years, we will monitor our progress, celebrate our achievements, and adapt to meet emerging needs. Together, we can ensure that the Twin County Community Foundation continues to be a catalyst for positive change, enriching lives and building a legacy of hope and opportunity for generations to come.

With your support, we look forward to turning this vision into reality.

Thank you for being part of this journey.

*Thank You*

**Twin County Community Foundation  
Board of Directors**

**Brenda Bonk | Brandon Boyles | Doug Bryant  
Keith Barker | Travis Belton | Rebecca Cardwell  
Susan Clark | Edward Hanks | Meagan Helmick  
Linda Hylander | Amy Jackson | Doug Morgan  
Dr. Robert Pryor | Andrea Tolbert | Lindsey Nale**



# Twin County Community Foundation

Serving Carroll County, Grayson County and the City of Galax

[twincountycommunityfoundation.org](http://twincountycommunityfoundation.org)  
[tccfexecutivedirector@gmail.com](mailto:tccfexecutivedirector@gmail.com)  
276-601-8011

Mailing Address:  
PO BOX 1131  
Galax, VA 24333

Office Address:  
1117 E. Stuart Drive  
Suite 145  
Galax, VA 24333

