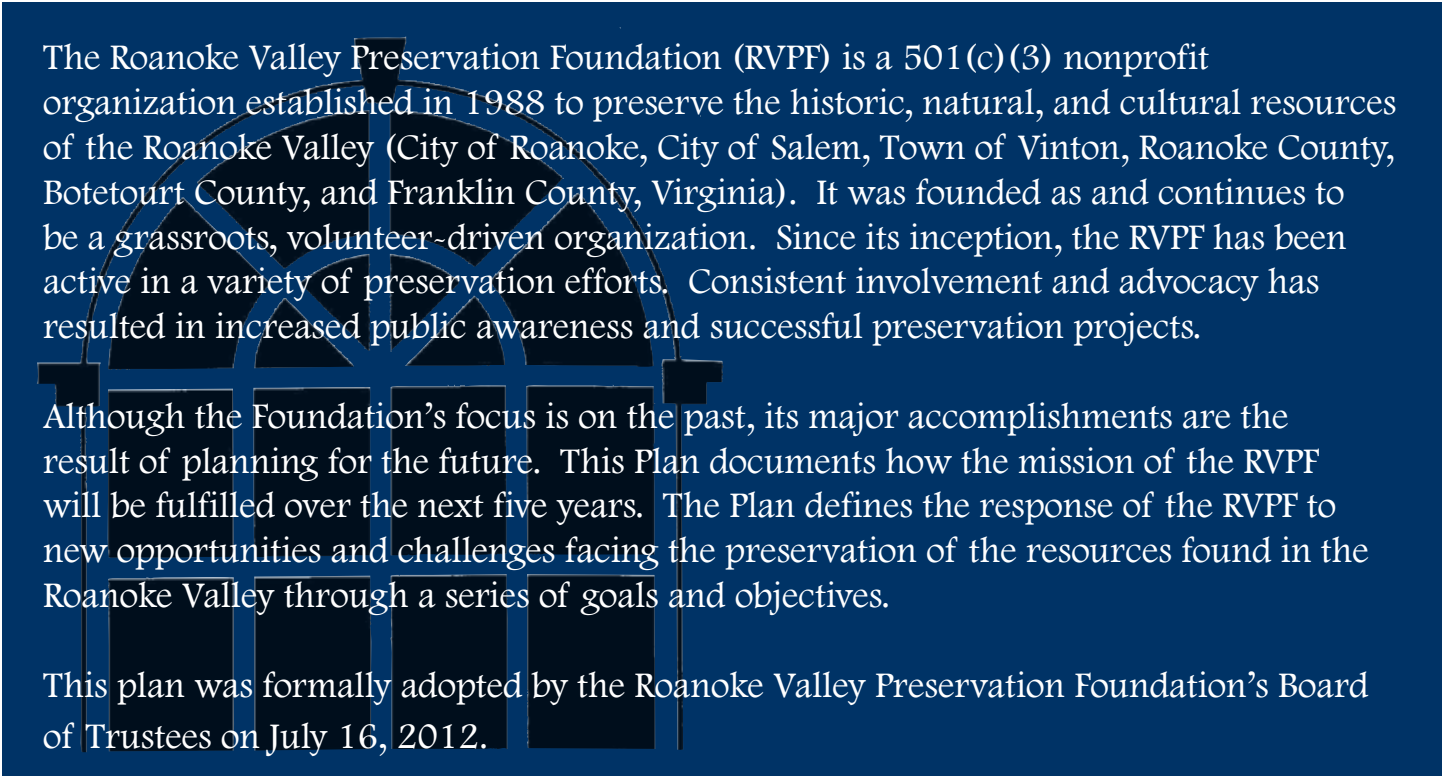


ROANOKE  
VALLEY  
PRESERVATION  
FOUNDATION

## Five Year Plan / 2012-2016





The Roanoke Valley Preservation Foundation (RVPF) is a 501(c)(3) nonprofit organization established in 1988 to preserve the historic, natural, and cultural resources of the Roanoke Valley (City of Roanoke, City of Salem, Town of Vinton, Roanoke County, Botetourt County, and Franklin County, Virginia). It was founded as and continues to be a grassroots, volunteer-driven organization. Since its inception, the RVPF has been active in a variety of preservation efforts. Consistent involvement and advocacy has resulted in increased public awareness and successful preservation projects.

Although the Foundation's focus is on the past, its major accomplishments are the result of planning for the future. This Plan documents how the mission of the RVPF will be fulfilled over the next five years. The Plan defines the response of the RVPF to new opportunities and challenges facing the preservation of the resources found in the Roanoke Valley through a series of goals and objectives.

This plan was formally adopted by the Roanoke Valley Preservation Foundation's Board of Trustees on July 16, 2012.

## A. Mission Statement

The Roanoke Valley Preservation Foundation is a non-profit, 501(c)(3) organization created for the purpose of promoting the preservation of the historic, natural, and cultural resources of the Roanoke Valley.

## B. Values

Because decisions must be made in an ever-changing environment, it is important for the RVPF to be guided by the following list of core values.

1. Stewardship: We strive to preserve the historic, natural, and cultural resources of the Roanoke Valley for future generations.
2. Inclusion: Our organization strives to include people of all ages, ethnicities, and economic backgrounds in our structure, activities, and programs.
3. Fiscal Responsibility: We adhere to sound accounting practices and regular audits.

## C. Goals & Objectives

The goals of the RVPF shall be separated into four (4) categories: preservation advocacy and education, public relations, finance, and organization and management.

### Goal 1: Preservation Advocacy & Education

The Roanoke Valley Preservation Foundation will actively facilitate and support preservation efforts in the community through education of the importance, value, and benefits of preserving our historic,

natural, and cultural resources.

Objective 1: Educate, enrich, and engage a diverse community about the historic, natural, and cultural resources of the Roanoke Valley through a variety of programs, publications, and tours.

Objective 2: Collaborate with and support other area organizations with similar or overlapping interests to increase effectiveness.

Objective 3: Establish partnerships with area schools and youth organizations to incorporate historic preservation into their curriculum/programming

Objective 4: Work with local, state, and national organizations to promote preservation friendly legislation and planning documents.

## Goal 2: Public Relations

The Roanoke Valley Preservation Foundation will cultivate a recognized and respected public image.

Objective 1: Promote a professional and identifiable organizational image through effective marketing tools.

Objective 2: Use leading-edge technologies and social media to effectively communicate with and capture the interest of the public.

## Goal 3: Finance

The Roanoke Valley Preservation Foundation will maintain a strong financial base through sound fiscal management.

Objective 1: Manage funds in accordance with accepted accounting practices.

Objective 2: Operate the Robert France Revolving Fund in accordance with established Guidelines to help protect and preserve historic or natural resources within the service area of the RVPF.

Objective 3: Identify funding sources to support programs and operating expenses.

## Goal 4: Organization and Management

The Roanoke Valley Preservation Foundation will maintain an active governing Board supported by committees, volunteers, and staff.

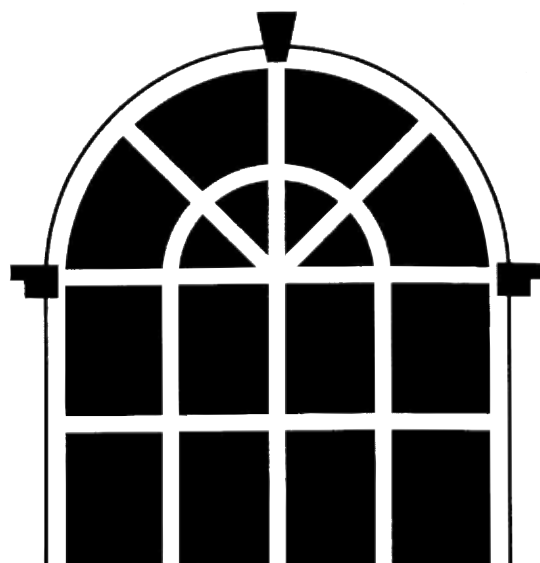
Objective 1: Maintain a governing Board that possesses diverse resources and technical knowledge.

Objective 2: Establish committees to fulfill the goals of the RVPF.

Objective 3: Review and update organizational documents annually.

Objective 4: Expand and maintain a volunteer support base.

Objective 5: Retain a qualified staff person to support the RVPF and its goals.



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## Roanoke Valley Preservation Foundation

The Roanoke Valley Preservation Foundation is a non-profit, 501c3 organization created for the purpose of promoting the preservation of the historic, natural, and cultural resources of the Roanoke Valley.

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