



San Antonio
Area Foundation

STRATEGIC PLAN 2026 - 2030



OUR MISSION

The San Antonio Area Foundation serves as your most trusted and impactful philanthropic partner.

OUR VISION

To close opportunity gaps for the people who need it most.



OUR VALUES

EXCELLENCE

We invest in continuous learning and personal development. We exceed expectations in service to others. We do our best. We do it right. We do it now.

PASSION

We work with humility, energy, and joy. We explore and embrace new ideas. We value and celebrate one another.

INTEGRITY

We are honest, trustworthy, and transparent. We honor our donors' wishes. We are accountable for everything we do.

COMMUNITY

We collaborate to serve and build community. We invest to create positive change. We practice inclusion and diversity.

STRATEGIC PILLARS

**IGNITE
IMPACT**

**ELEVATE
VOICE**

**BUILD
FUTURES**





IGNITE IMPACT

Create a public sense of urgency to solve our region's most critical issues.

- Forge collective impact on the toughest community needs
- Advance innovative and impactful strategies that lead to systemic change and inspire follow-on investment
- Close the opportunity gap by supporting and strengthening nonprofit leaders and organizations, and investing in scholars



ELEVATE VOICE

We are committed to clarifying who we are — our role, values, and voice — across everything we do.

- Strengthen brand identity to unify messaging and increase public awareness
- Engage communities through inclusive and authentic storytelling
- Deepen audience engagement to broaden philanthropic participation





BUILD FUTURES

Inspire both private and public investment for the benefit of our region.

- Channel the sense of urgency for closing the opportunity gap into new giving
- Inspire giving through new legacy commitments and transformational bequests
- Secure lasting change through multi-year investments — locally and nationally





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