



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





# San Antonio Area Foundation

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[saafdn.org](http://saafdn.org)