

ROBERT R. McCORMICK
FOUNDATION

STRATEGIES & commitments

OUR STRATEGIC PLAN

This past year we completed an extensive review of our strategies.

We grounded our work in the intent of our founder, Colonel Robert R. McCormick – a citizen, soldier, crusading publisher and philanthropist who cared deeply for Chicagoland. We were also guided by the potential for maximizing our social impact and addressing the most pressing community needs.

Across all of our program areas, we described a unified mission:

THE McCORMICK FOUNDATION IS COMMITTED TO FOSTERING COMMUNITIES OF EDUCATED, INFORMED AND ENGAGED CITIZENS.

We also re-affirmed the value of investing in key areas of work that advance this mission – early childhood education, journalism and the First Amendment, youth civic engagement, assistance for disadvantaged communities, and serving veterans. In addition, a big part of our mission is sustaining the wonderful parks, gardens, golf course and museums at the Colonel’s former estate at Cantigny Park, in Wheaton, Illinois.

At the same time, we saw great potential for increasing the impact of our programs. Among the changes we are making:

- Narrowing our focus in some areas
- Making fewer, but larger grants
- Focusing on system-wide change, including through policy and advocacy
- Being more disciplined about evaluation and measurement of outcomes

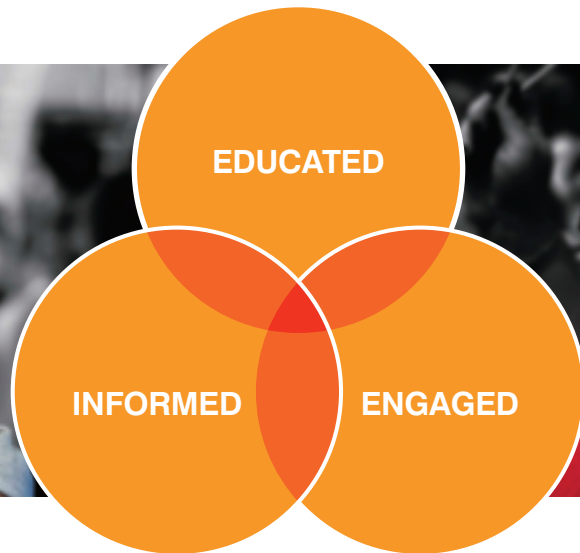
Needs are so great in our community and resources so limited, we have an obligation to make sure that investments are as effective as they can be.

We will learn what works and what does not, and try to improve every day.

Programs	Vision	Strategies	Impact
Education	All children ages birth to eight in Illinois have access to a system of quality early care and education	<p>Public Policy – Increase public/private investments and policies creating quality early care and education for all children</p> <p>Public Awareness – Heighten public awareness of quality early care and education opportunities and their benefits</p> <p>Building Quality Infrastructure – Build a strong Illinois infrastructure that improves the quality of professionals and programs and ensures continuous improvement</p>	<ul style="list-style-type: none">• An informed public understands the connection between school success and early learning, including social/emotional skills• Illinois adopts and implements a new principal certification process that includes early education• More early childhood leaders are aware of K-12 expectations and its implications for their students• Illinois develops kindergarten readiness assessment that aligns with both early education and K-1
Journalism	An informed, news-literate and engaged citizenry	<p>Invest in the development of relevant, quality news content to ensure citizens have access to quality news</p> <p>Educate audiences to understand and appreciate the value of news, including underserved communities</p> <p>Protect press freedoms and public access to information</p>	<ul style="list-style-type: none">• A better informed audience through the development of quality news content• Change in audience behavior: becoming more engaged and savvy consumers of news and better informed decision makers• Illinois becomes an effective model for press freedom and access to information
Civics	All Chicagoland youth, ages 12-22, have access to quality civic education and engagement opportunities	<p>Civic Education – Promote civic knowledge among youth</p> <p>Teacher Enrichment – Build the capacity of civic education teachers</p> <p>Civic Engagement – Develop lifelong civic habits among youth</p> <p>Public Policy – Strengthen the overall civic education system</p>	<ul style="list-style-type: none">• More frequent, respectful and higher quality civic dialogue on contemporary, controversial issues• Greater awareness among middle and high school teachers of innovative ways to incorporate civic education into the curriculum• Increased levels of civic engagement among Illinois citizens• Illinois adopts rigorous civic education standards and rewards its highest performing schools
Communities	Low-income families and children improve their lives and achieve self-sufficiency	<p>Strengthen direct services to the most disadvantaged members in select communities through programs that support youth education and health, literacy and workforce development</p> <p>Raise funds with partners and donors and support their efforts to improve their communities</p> <p>Develop learning communities comprised of funders, service providers and researchers to inform our grant strategies</p>	<ul style="list-style-type: none">• Help families and children make measurable, sustainable improvement in their lives in the areas of employment, education and health• Matching dollars provided by the Foundation stimulate local giving• Encourage systems coordination to enhance service delivery
Veterans	Returning veterans successfully transition to civilian life	<p>System of Care – Develop a continuum of care providing veterans access to a range of comprehensive services coordinating nonprofits, government agencies, education, healthcare and community engagement</p>	<ul style="list-style-type: none">• Illinois develops a model of coordinated care that can be translated to a national scale• Policy experts are engaged to develop a comprehensive agenda• Veterans are in career path jobs• Veterans are accessing appropriate supportive services• Veterans and families are coping effectively with reintegration
Cantigny Park	Provide exceptional and sustainable opportunities for the recreation, instruction and welfare of the people of Illinois	<p>Provide world-class experiences at the First Division Museum and McCormick’s historic home</p> <p>Preserve the exceptional formal gardens and park</p> <p>Provide varied recreational and educational programs for family and children</p> <p>Establish Cantigny Golf as the region’s finest public golf facility and the premier learning and practice center for players of all ages</p>	<ul style="list-style-type: none">• Delight hundreds of thousands of visitors annually

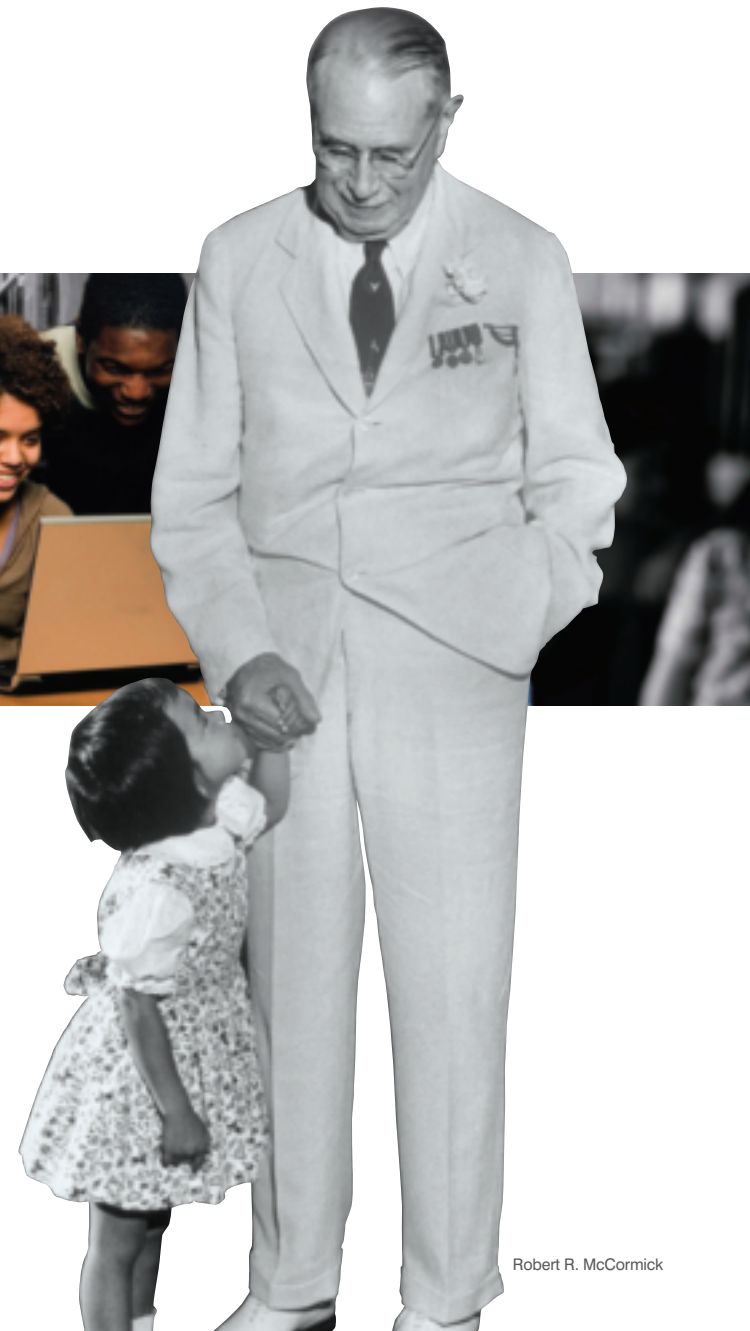
OUR MISSION

The McCormick Foundation is committed to fostering communities of educated, informed and engaged citizens.



Through philanthropic programs, Cantigny Park and museums, we help develop citizen leaders and work to make life better in our communities. The Foundation was established as a charitable trust in 1955, upon the death of Colonel Robert R. McCormick, the longtime editor and publisher of the *Chicago Tribune*.

Since its inception, the Foundation has given more than \$600 million in its home city of Chicago and state of Illinois and an additional \$570 million in communities across the country.



Robert R. McCormick

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