



THE ZEIST FOUNDATION, INC.

August 16, 2017

Dear Trusted Partner,

The Zeist Foundation recently embarked upon a strategic planning process to review its mission, vision and grantmaking strategies supporting nonprofits in the metro Atlanta region and across the state of Georgia.

As an organization committed to learning and serving the community, the Foundation regularly engages in reflection and evaluation exercises to ensure that we honor the Foundation's legacy and consider new and future opportunities to support the nonprofit sector.

Over several months, the Eplan Group was engaged to interview many of the Foundation's grantee organizations, as well as nonprofit leaders in the Atlanta community, to gather input to inform the Foundation's strategic planning process.

After listening, discussing and exploring the range of options to better serve children and families through its grantmaking and convening capacity, The Zeist Foundation has refined its approach to supporting the community.

### **Our Vision**

*The Zeist Foundation enhances the lives of underserved children by improving access to and quality of opportunities to reach their full potential.*

### **Our Mission**

*The Zeist Foundation embraces a holistic approach to address the needs of underserved children in the areas of Human Services, Education and Arts & Culture. The Foundation seeks opportunities to partner with reputable organizations that are effective, collaborative and adaptive.*

### **Our Goals**

#### **Human Services**

- *Expand access to high quality healthcare for all children*
- *Assist families with children with short-term crisis assistance*
- *Improve access to healthy food*

#### **Education**

- *Expand high quality early learning opportunities*
- *Improve student success by investing in academically-centered beyond school hours organizations, innovative school turnaround models, and talent development*

#### **Arts & Culture**

- *Increase access to culturally enriching experiences connected to learning*
- *Support capital needs for improved quality and increased capacity to serve children*

The Foundation will build upon its 25 years of place-based investments with continued support of the assets in the Edgewood neighborhood and a greater willingness to help other individuals and organizations in Georgia to learn the lessons, both joyful and painful, of place based philanthropy.

If you have any questions regarding our grantmaking and alignment of your organization with our mission, please contact Kappy deButts at [kdebutts@zfo.net](mailto:kdebutts@zfo.net) or 404-949-3162. We will be meeting with all organizations impacted by our shift. After countless hours reviewing the impact of our refined strategy on our partners, we are hopeful through effective communication and careful coordination our non-profit partners will be supportive of our new strategy. After all, our role is to help organizations like yours enhance the lives of our underserved children.

May God bless you, your organization and the children you serve.

Blessings,

*The Zeist Foundation Board of Directors and Team*

*Nancy, Marie, Brad*

*Kappy, Atiba, Patti and Garry*