



2025-2028 Strategic Plan Overview

Mission: The Wyomissing Foundation is a private Foundation established in Berks County, Pennsylvania and formed for the promotion of such charitable, scientific, literary and educational activities as the Trustees of the Foundation in their discretion may select.

Values: Measurable impact · Community sustainability · Social justice · Critical needs · Catalytic · Strengths-based · Diversity, equity, and inclusive practices · Civic engagement

Pillar #1: Foster Equity and Opportunity	Pillar #2: Build Resilient Neighborhoods	Pillar #3: Deliver Catalytic Grantmaking	Pillar #4: Manage Organizational Excellence
<i>Help individuals overcome systemic inequities and persistent lack of opportunities, in order to achieve educational and employment attainment that provides financial well-being, improved health and active civic engagement</i>	<i>Champion community-driven change in strategic neighborhoods in Reading that builds sustainability, community cohesiveness and quality of life for people living and working there</i>	<i>Provide critical philanthropic investments in programs and organizations that achieve meaningful community impact and align with TWF strategic goals and values</i>	<i>Cultivate a culture of organizational learning and growth to continue as a trusted community partner and valued philanthropic leader that perpetuates and honors the legacy of its founders</i>
Key Strategies:	Key Strategies:	Key Strategies:	Key Strategies:
#1: Expand multilingual inclusion opportunities*	#1: Coordinate place-based community & economic development task forces focused on South of Penn and Lauer’s Park neighborhoods*	#1: Invest in innovative and highly effective programs that address critical community needs	#1: Increase Board & staff development and learning opportunities
#2: Increase access to capital/wealth-building resources for un/underbanked individuals & small businesses*	#2: Increase access to locally grown and fresh & healthy foods in urban neighborhoods*	#2: Assess and strategically respond to the impact of federal funding losses on the local nonprofit sector and critical programs and services	#2: Develop and implement best-practice policies and procedures to further professionalize TWF’s operations
#3: Support growth of workforce training/development programs*	#3: Support non-traditional approaches to sustain and expand community engagement and development*	#3: Engage and support local residents to recommend community-directed grants to address neighborhood needs*	#3: Increase awareness and ongoing engagement of Thun family members in TWF’s mission and work
#4: Increase county-wide digital connectivity & opportunity programs*			#4: Maximize development of TWF’s financial assets by using responsible & responsive investing practices that align with TWF’s core values & principles
			#5: Celebrate TWF’s 100 th Anniversary and past & present community impact

*Indicates that we expect this strategy will have a significant impact on members of Berks County’s multilingual community