



**Waterford**  
FOUNDATION, INC.

Post Office Box 142 • Waterford, Virginia 20197 • 540-882-3018  
www.waterfordfoundation.org • [info@waterfordfoundation.org](mailto:info@waterfordfoundation.org)

## Our Vision for the Future

The Waterford Foundation has worked for over seven decades to protect and preserve the open spaces and historic buildings of the National Historic Landmark as living classrooms to educate current and future generations about life in an American rural community. The Foundation recently completed a strategic plan to guide and focus our efforts in the near- and long-terms. To become a respected resource for teaching about our shared rural heritage, the Foundation has established six goals and a number of supporting objectives. The strategic plan identifies schedules, resources and responsibility for each objective (task).

1. **Define and meet the Foundation's preservation goals.** To focus its preservation efforts, the Foundation will prepare a properties master plan to increase use of Foundation properties, develop a landscape preservation strategy to maintain open spaces and promote farming, create a five-year maintenance plan for all of its properties and update Waterford's National Historic Landmark designation.
2. **Define and meet the Foundation's education goals.** To focus its education goals, the Foundation will expand its Heritage Crafts School to preserve and teach historic skills, establish a STEM educational program at the Mill when it is restored and develop a plan for casual on-demand visitation to the village.
3. **Improve the effectiveness of the annual Waterford Fair as an educational, outreach and fundraising activity.** The Foundation will prepare a strategic plan to sustain and improve the appeal and quality of the fair.
4. **Increase the number of Foundation supporters.** The Foundation will strengthen communications with existing members and reach new prospects by improving the effectiveness of its community outreach.
5. **Improve and diversify Foundation funding.** The Foundation will expand revenue from the Fair and the Crafts School, increase the number of revenue generating events, launch a program for strategic contributions, improve and expand its corporate partnerships and identify and pursue grant opportunities.
6. **Strengthen Foundation governance and operating procedures.** The Foundation will develop a plan for institutionalizing knowledge repositories, documenting policies and procedures, prepare an information technology plan, examine Foundation staffing, organization and bylaws, monitor strategic plan progress monthly and revised it biennially.

The strategic plan ensures a grounded focus for the Foundation's initiatives and priorities as it moves forward to ensure the continued preservation of the Waterford National Historic Landmark.