



Strategic Plan 2024–2026

VISION

Improved health of all people and communities through Family Medicine.

MISSION

The American of Family Physicians Foundation advances family medicine through philanthropy, using humanitarian, educational, and scientific programming to improve health.

Strategic Objectives

Focus

Focus on initiatives that elevate awareness, create sustainability, and are reflective of our mission.

Growth

Grow by effectively developing new and innovative opportunities to increase donors, financial support, and volunteer base.

Alignment

Align by seeking stronger and more effective collaboration that supports and enhances our mission.

Goals

GOAL 1—**AWARENESS**

The AAFP Foundation and its programs will be recognized and valued by the family medicine community.

Objectives:

1. Increase awareness by AAFP members, students and residents, and chapters of the potential opportunities available through the Foundation.
2. Increase participation by the Family Medicine community in the in the AAFP Foundation's campaigns and programs.
3. Increase the number of individuals who access the AAFP Foundation through a variety of channels.
4. Grow an inclusive learning environment to advance awareness, analysis, and accountability around racial equity.

GOAL 2—**EXPLORE FAMILY MEDICINE (WORKFORCE)**

The AAFP Foundation will strengthen pathways for medical students and resident retention efforts to explore family medicine opportunities.

Objectives:

1. Increase opportunities for learners through connections and experiences.
2. Increase diversity and belonging within family medicine workforce.

GOAL 3—**DEVELOPMENT**

The AAFP Foundation will have a targeted fundraising strategy that is data-driven and supports current and new donor interest

Objectives:

1. Increase the number of donors.
2. Increase gift revenue.
3. Increase and diversify corporate partners and other potential stakeholders.

GOAL 4—**HEALTHCARE ACCESS**

The AAFP Foundation will provide individuals from underserved communities with greater access to healthcare.

Objectives:

1. Strengthen relationships and engagement with partner organizations and community stakeholders.
2. Expand family medicine workforce capacity in areas with underserved communities.
3. Increase program sustainability, purpose, and impact.