

2019-2022

PEST MANAGEMENT FOUNDATION

STRATEGIC PLAN

OUR VISION

To make life better by protecting food, health, property and brands for the well-being of all people and communities by advancing the pest management industry through education, research, and outreach.

OUR MISSION

To grow Foundation resources through fundraising and thoughtful investing in order to support education, research, and outreach in urban entomology and structural pest management across North America and foster collaboration between industry and the research community.

OUR VALUES

The Pest Management Foundation will act with integrity and purpose through:

Leadership:

listening to and connecting with people to encourage positive change

Stewardship:

improving the financial strength of the Foundation

Innovation:

embracing opportunities to advance the pest management industry

Excellence:

achieving our mission by setting tangible benchmarks of success

Respect:

valuing, cooperating with, and helping others

Focus:

awarding funds to programs that support our vision and mission

STRATEGIC INITIATIVES

The Pest Management Foundation supports education, research and outreach in the urban/structural pest management industry through:

RESEARCH

The Foundation solicits ideas, strengthens partnerships, fosters collaboration and funds research projects targeting the urban entomology and structural pest management communities.

OUTREACH

The Foundation communicates its activities to the industry through the most effective and appropriate vehicles including NPMA and collaborations, when appropriate, with regulators and other interested partners.

EDUCATION

The Scholarship Program supports the brightest minds through scholarships in undergraduate and graduate urban entomology studies with the purpose of attracting and retaining top talent in the urban/structural pest management industry.

GROWING THE IMPACT

The Foundation believes in business and financial model sustainability through a strong and thoughtful investment strategy and fundraising programs.

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THE PEST MANAGEMENT FOUNDATION BOARD OF TRUSTEES

The Pest Management Foundation is governed by a Board of Trustees comprised of a minimum of nine (9) trustees including:

- Chair role held by the President-elect of the National Pest Management Association (NPMA) who is elected by the NPMA
- Elected Trustees representing NPMA members filling roles including:
 - > Treasurer
 - > Secretary
 - > Special Committees as appointed by the Chair (not inclusive):
 - > Fundraising
 - > Strategic Planning
 - > Science Advisory Committee
- CEO of NPMA
- Executive Director appointed by the NPMA CEO

STRATEGIC INITIATIVES

The Pest Management Foundation supports education, research and outreach in the urban/structural pest management industry through:

Research

- The Research Grant Program solicits ideas, strengthens partnerships, fosters collaboration and funds research projects targeting the urban entomology and structural pest management communities.
- Research grants are reviewed and recommended to the Board of Trustees for funding through the Foundation's Science Advisory Committee.
- Strategic, targeted projects include applied or practical research in urban entomology/structural pest management with projects focused on public health, general pest management, wood destroying insects, monitoring tools, and other projects with direct benefit to the pest management industry.
- Collaboration is encouraged and initiated, as appropriate, by the Foundation between researchers and industry.
- Research results are communicated to the pest management industry and those we serve.

Education

- The Scholarship Program supports the brightest minds through scholarships in undergraduate and graduate urban entomology studies with the purpose of attracting and retaining top talent in the urban/structural pest management industry.
- The Scholarship Program includes a maximum of five (5) awards valued up to \$2,000 each
- The Scholarship Program is governed by guidelines approved by the Board of Trustees.

Outreach

- The Foundation encourages the development of best practices, continuous improvement and innovation in training methods and technology.
- Collaboration and partnerships are encouraged among the research community, scholarship recipients, and industry representatives.
- The Foundation communicates its activities to the industry through the most effective and appropriate vehicles including NPMA (industry meetings, trade journals, social media, internal publications, and the NPMA Resource Center) and collaborations, when appropriate, with regulators and other interested partners.
- The Foundation collaborates with Professional Pest Management Alliance (PPMA) when consumer education and awareness is appropriate.

Growing the Impact

- The Foundation believes in business and financial model sustainability through a strong and thoughtful investment strategy and fundraising programs.
- Development and oversight of the Foundation's "Growing the Corpus" strategy and program will be executed by the Board of Trustees.
- Ongoing management of the strategy and fund will be performed by a professional Financial Advisor approved by the Board of Trustees with oversight by the Treasurer.
- The Foundation's approved Statement of Investment Objectives and Policies (SIOP) by the Board of Trustees provides the guidelines of the foundation investment goals and objectives including:
 - > Granting a minimum of 5% of endowed funding to research
 - > Granting five (5) scholarships, up to \$2,000 each, annually
 - > Achieving the key metrics of the Foundation
- The Foundation Fundraising Committee appointed by the Chair of the Board develops and executes approved fundraising events such as the Foundation Gala and other programs determined by the Committee

In summary, there is a great sense of mission and purpose among the Board of Trustees to accomplish the strategic plan and impact the pest management industry now and in the future.

KEY METRICS: 3-YEAR GOALS

2022 Endowment Goal:
\$1,000,000

**Annual Endowment
Growth Goal:**
15%

**Average Annual Interest Goal
(36-months rolling average):**
5% (\$50,000)

**Annual Contributor
Retention Goal:**
95%

Annual New Contributions Goal:
Gross \$ 115,000; Net \$75,000

**Annual Benchmark for Grant
to Contributions Dollar Ratio @5%
interest:**
1:33

**Annual Goal for
Grants Awarded:**
2-3 average

**Annual Goal for
Scholarships Awarded:**
5

**2022 Targeted Number of
Contributors by Giving Category:**

Founders' Society (\$25,000+)	10
Leadership Circle (\$10,000+)	12
Benefactor (\$5,000+)	15
Patron (\$2,500+)	25
Friends (\$1,000+)	30
Associates (\$500+)	40
Donors (<\$500)	100



www.npmafoundation.org

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