



EMERALD VALLEY  
PICKLEBALL  
FOUNDATION

# 2025-2028 **Strategic Plan**



# Introduction

The Emerald Valley Pickleball Foundation (EVPF) is a tax exempt charitable organization, formed in 2021 with the mission to advance the sport of pickleball in Lane County, Oregon by increasing access to facilities and educational programs. Its 8-member, volunteer Board of Directors has prioritized building a much-needed 24-court Regional Pickleball Complex to be housed on the campus of Lane Community College. Working with public and private partners, the EVPF is leading efforts to raise funds and construct the complex, with groundbreaking planned for spring 2026.





# Core Values



## Pickleball for All

*By design, pickleball is accessible and easy to learn. We will center inclusion in all our efforts.*



## Build Community by Building Pickleball

*Our efforts will create lasting infrastructure for a thriving community. We will engage a wide range of public and private partners to create increased opportunities.*



## Strong Stewardship

*We will bring expertise, integrity and strong systems to ensure best use of funds and preserve donor trust.*

# Key Stakeholders

## Community Engagement

In crafting this strategic plan, the Emerald Valley Pickleball Foundation identified five key stakeholder groups whose input and engagement is key to our success. Each of these groups has an ongoing voice in the work of the Foundation, and is engaged through regular newsletters, meetings, events, surveys, literature reviews and informal conversations.

- **Board of Directors**
- **Community Partners**
- **Donors**
- **Players**
- **Potential Players**



# Strategic Goals

01

## **Build Regional Pickleball Complex at LCC.**

This 24-court facility will serve the local community and allow regional tournaments.

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02

## **Grow donor base for ongoing fundraising.**

This work will provide a strong infrastructure for ongoing Foundation work.

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03

## **Enhance community awareness about and trust in the Foundation's work.**

This will solidfy networks and position the Foundation for the future.

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04

## **Strengthen Foundation infrastructure to ensure future success.**

As the Foundation donor base grows, thiswill ensure strong stewardship.



# SWOT Analysis



## Strengths

- Experienced Board with diverse skills
- Pickleball community wants the complex
- Not a lot of competition for building this type of facility in our community
- High need/demand for courts
- Support from Lane County and City of Eugene
- Good consultants



## Weaknesses

- Fundraising is challenging
- Challenged to recruit Board members and long term volunteers
- No staff
- Community wants the facility but doesn't want to pay for it
- City and County haven't stepped up to build court (as is true in other communities)
- Costs for complex are escalating
- Small capital campaign cabinet



## Opportunities

- 700+ EVPC members
- 19% of population is playing pickleball; fastest growing sport in the US
- Every age group is playing
- Site we picked is attractive and well-suited (away from residential, etc)
- Untapped potential of donors



## Threats

- Competitive fundraising environment, with compelling causes
- Every community is trying to build courts, so grants are competitive
- Overcoming public/private perception challenges
- Didn't have a lead donor secured prior to kick-off of campaign

# Strategies & Actions

## 1. Build Regional Pickleball Complex at LCC.

1.1. Ensure we have capital to build the complex.

1.2. Secure all necessary permits on time to complete in 2026.

1.3. Maintain due diligence with architects and contractors to ensure completion of quality building on time and on budget.

1.4. Foster strong partnership with LCC to secure approvals and strong relationship for operations.





# Strategies & Actions

## 2. Grow donor base for ongoing fundraising.

2.1. Strong donor gratitude and recognition for our current donors with continued cultivation.

2.2. Collect donor feedback and testimonials about our work; commit to continuous improvement in our processes.

2.3. Grow the major donor/capital campaign committee into an ongoing fundraising committee.

2.4. Solicit cadre of ongoing, regular donors for sustained funding.

2.5. Complete a fundraising plan for ongoing efforts.

2.6. Continue regular schedule of fundraising events to reach existing and potential donors in the community.





# Strategies & Actions

## 3. Enhance community awareness about and trust in the Foundation's work.

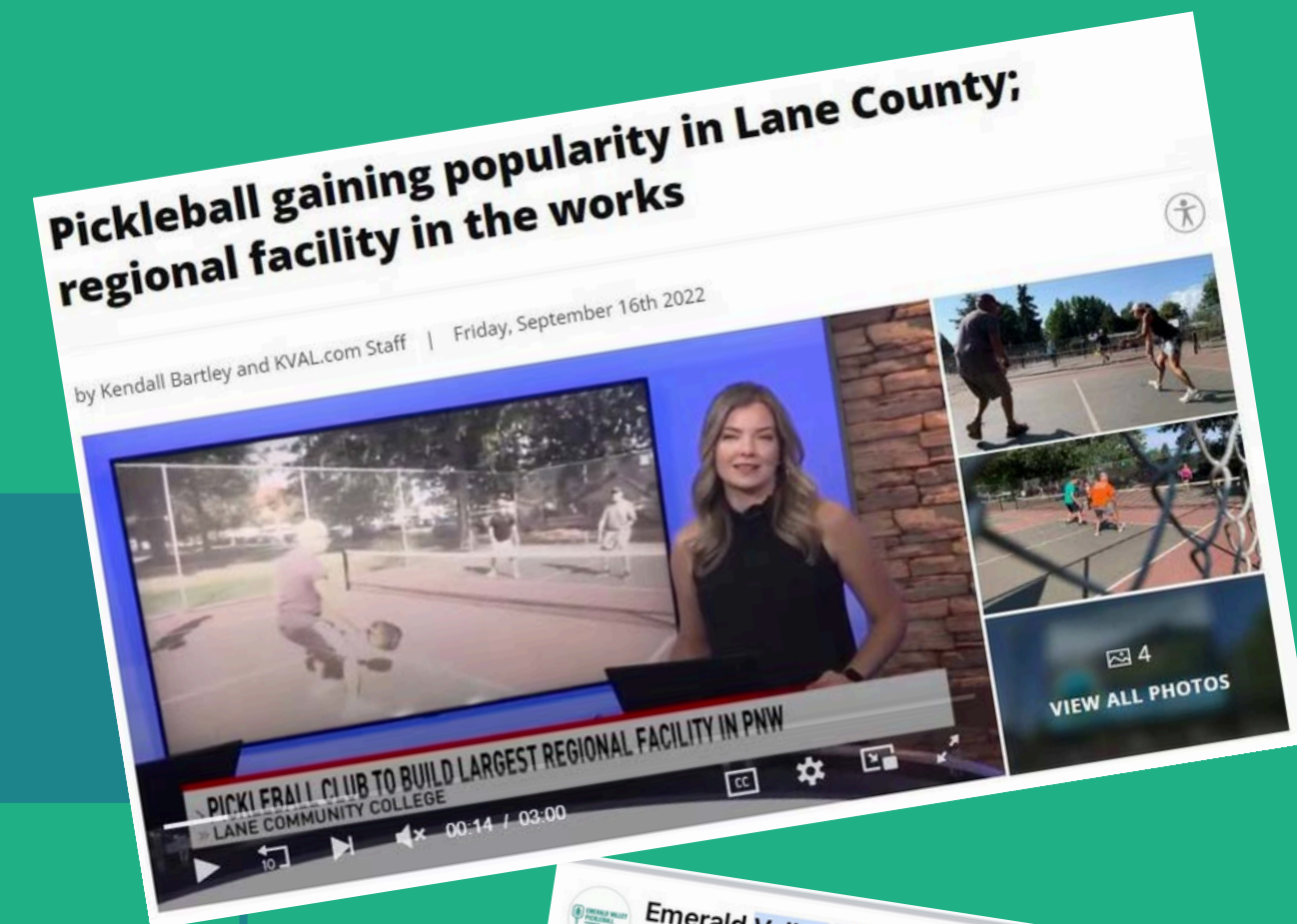
3.1. Complete community engagement/media plan.

3.2. Continue annual report, newsletter, social media and other regular communication to donors and community.

3.3. Successfully complete phase 1 of the Complex and celebrate and broadcast that success with the broader community.

3.4. Develop speakers bureau to help share the good work of the Foundation.

3.5. Document usage and measure community impacts of the Complex to share with the community



# Strategies & Actions

## 4. Strengthen Foundation infrastructure to ensure future success.

4.1. Grow and develop the pipeline for Foundation Board members

4.2. Evaluate a staff resource to ensure compliance, stability, and support for Foundation growth and success







Thank You  
for Your  
Attention ”



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