



Effectiveness Assessment Policy

Updated August 2025

The Virginia War Memorial Foundation (the Foundation) established a policy on effectiveness assessment to help ensure that the organization has defined, measurable goals and objectives in place to evaluate the success and impact of its program(s).

The Foundation adopted the following policy:

1. The Foundation Board of Directors will annually review its goals and objectives toward achieving its mission and will complete a performance and effectiveness assessment of its programs based on that review.
2. This assessment will be conducted under the authority of the Board of Directors and ensure the programs and activities of the Foundation are in continual accordance with the Long-Range Strategic Plan.
3. Each Member of the Board will receive a written report of this assessment:
 - a. Describing the activities that the Foundation undertook in the prior year to achieve its goals and objectives,
 - b. Identifying the measures used to assess the Foundation's effectiveness in achieving its goals and objectives,
 - c. Analyzing the effectiveness of the Foundation's programs in achieving the Foundation's goals and objectives as outlined in the Board-Approved Strategic Plan, and
 - d. Recommending future actions the Foundation might take to increase effectiveness based on the findings.
4. At the conclusion of this process, the Foundation will revise the goals and objectives for the Foundation, as needed, for the upcoming term and will suggest means of measuring them.

For Additional Information or Questions, Contact:

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