

# Liljestrand Foundation

STRATEGIC PLAN  
2025-2030



# BUILDING ON OUR WORK

2015 to 2025



## FOUNDATION MILESTONES

2007

Liljestrand Foundation is established by the Liljestrand Family; Bob Liljestrand is Founding Director and President

2015

Liljestrand Family transfers all ownership of the house and its contents to the Liljestrand Foundation

2018

Liljestrand Foundation hires Director and begins to grow organization

2021

Bob Liljestrand passes; Liljestrand Foundation builds its board and transfers leadership





## PROGRAMS





# STEWARDSHIP





# ARCHIVES

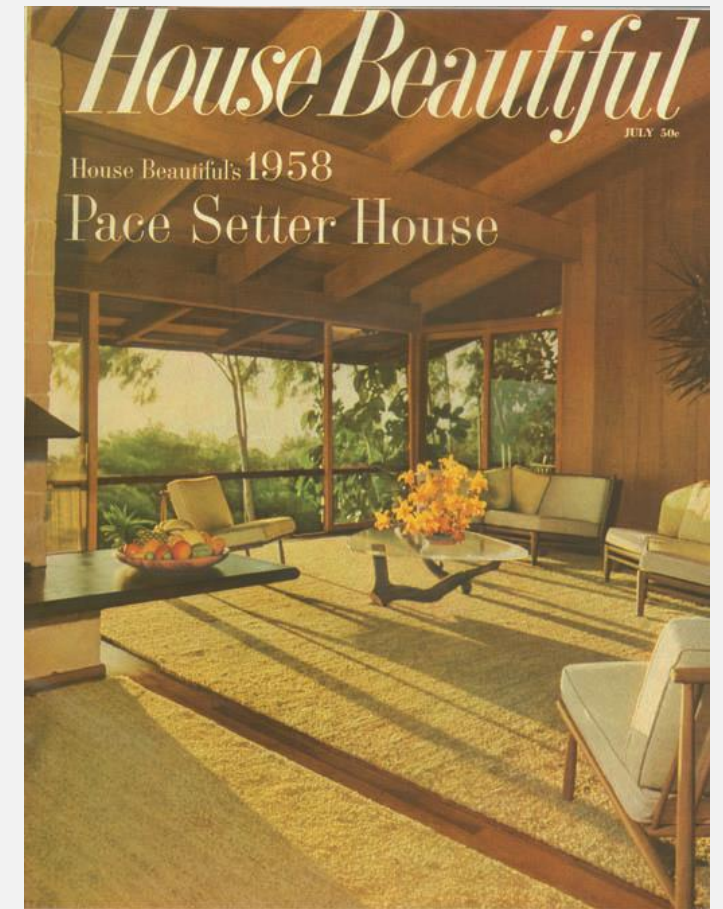






PRESS

The  
New York  
Times





# PLANNING FOR THE FUTURE





# SUNSET TALKS AND BOARD RETREAT





## FROM THE SURVEY

### What do you appreciate most about Liljestrand House?

“...a testament to what Hawaiian modern architecture can be”

“...the Liljestrand House exemplifies the idea that art is to be lived in and with”

“...the culture of respect fostered for preservation...”

“...the home is a living museum”

“...the sense of community...bringing like-minded people together”

“just being there”

“... a valuable teaching tool for students, designers, and the general public in understanding what makes "good" design in Hawai'i...”



## FROM THE SURVEY

### What could the Liljestrand Foundation do better?

“...reach a broader cross section of the community”

“...foster appreciation and understanding of the built environment among a wider population beyond design professionals...”

“...workshops for young people...”

“...attract younger members”

“...design and architecture awareness for grade school through high school students...”

“...ask hard questions...”

“... more events with local architects and interior designers...”



# MISSION, VISION AND VALUES





## MISSION

To preserve and share Liljestrand House —  
a defining work of Hawai'i architect Vladimir Ossipoff —  
and foster dialogue on imaginative design.



## VISION

A world where timeless design is the foundation of every endeavor.



# VALUES

## Lessons for Life and Design from Liljestrand House and Family

Craftsmanship	Imagination	Sustainability
Honesty of Materials	Documentation	Heritage
Immigration of Ideas	Adaptability	Hospitality



# STRATEGIC PLAN HIGHLIGHTS





# SUCCESSION: GOVERNANCE AND ORGANIZATION

*Capture existing knowledge and build a strong pipeline of people who care.*

## GOAL ONE: Plan for Succession

Secure long-term leadership and organizational stability

## GOAL TWO: Build Organizational Capacity

Strengthen the Foundation's security and ability to pursue its mission

## STRENGTH: SUSTAINABILITY AND ADVANCEMENT

*Diversify sources of revenues and increase unrestricted operational funds for the long-term.*

### GOAL ONE: Establish Endowment

Secure long-term unrestricted operating funds

### GOAL TWO: Grow Network and Cultivate Support

Secure donations to build endowment

### GOAL THREE: Diversify Relationships

Diversify revenue sources and relationships



## CARE: PRESERVATION AND MAINTENANCE

*Demonstrate a culture of caring – for the land, buildings, and objects as living things.*

GOAL ONE: Establish Cyclical Maintenance Manual

Care for, keep beautiful, and extend life of House

GOAL TWO: Establish Capital Improvement Plan

Care for and address critical repairs needed for the infrastructure, structures, and grounds

GOAL THREE: Develop Documentation Plan

Know and record existing conditions including all objects and ephemera in the house

GOAL FOUR: Create a Restoration Registry

Achieve and maintain a fully restored house, furnishings, and artwork

## INSPIRATION: PROGRAMS AND AUDIENCE

*Be a special gathering place for Hawai'i's creative community to dialogue and share ideas.*

### GOAL ONE: Develop Interpretive Plan

Deepen the identity, experience, and impact of Liljestrand House – what it stands for – among target audiences.

### GOAL TWO: Ensure High-Quality Programming

Liljestrand House is known for the quality of its programs

### GOAL THREE: Increase Younger Audiences

Inspire young people to see the value in good design



## VOICE: BRAND IDENTITY AND PUBLISHING

*Activate interest in, and deepen the understanding of the Liljestrand and Ossipoff story.*

### GOAL ONE: Evolve Brand Identity

Strengthen the Liljestrand House brand identity

### GOAL TWO: Produce Print Publications and Collateral

Tell the Liljestrand story from the Liljestrand perspective to feed and fuel interest, and lay the groundwork for support

### GOAL THREE: Develop Digital Engagement Plan

Maintain currency and strengthen connection among core audiences





*Adopted by the Board of Directors on January 23, 2025*