



STRATEGIC PLAN

2023-2026

Objective	Action Item	Goal / Anticipated Results	Responsibility	Timeline
Granting	Community assessment of identified needs to help guide granting.	<ul style="list-style-type: none"> • Revisit Community Assessment in 3 yrs. 	Grants Committee	January 2026
	Active grant impact storytelling.	<ul style="list-style-type: none"> • After receiving final evaluations, have grantees share impact of grant and share on social media platforms, newsletters, and website. 	ED & Marketing Assistant	Ongoing
	Increase awareness of available bursaries, and bursary applications.	<ul style="list-style-type: none"> • Award & Bursary Committee meet to discuss best methods on how to increase awareness. • Provide award and bursary information to school, colleges, adult learning centers and universities. 	Awards & Bursary Committees ED	March 2024 Annually
	Clear granting priorities for undesignated funds.	<ul style="list-style-type: none"> • Develop granting priorities based on community assessment & strategic plan. 	Grants Committee	March 2024
	Create clear granting policies & procedures for non-qualified donees.	<ul style="list-style-type: none"> • Update policies, procedures, applications, and guidelines. 	Grants Committee	Once CRA completes guidelines

Board Diversity & Education	Board members reflect community demographics.	<ul style="list-style-type: none"> Board members actively seek new diverse members which can lead to a broader range of perspectives and ideas. 	Board	Ongoing
	Recruitment plan for board members and volunteers that considers board needs, individual strengths, and the diversity of our community.	<ul style="list-style-type: none"> Develop a plan to recruit board members and volunteers. 	Nom Committee	March 2025
	Board members understand CFPD operation, policies and processes through orientation and education (internal and external).	<ul style="list-style-type: none"> Develop a plan for ongoing board education. Update board governance, accountability, goals and procedures. Attend Endow MB and CFC conference to better understand CF Network 	Exec Committee Govern Committees Board & ED	December 2024 Ongoing
	Board educated on community needs and cultural issues.	<ul style="list-style-type: none"> Community assessment Guest speakers 	Exec Committee	Ongoing

Community Education & Engagement	Continue Social Media Strategy.	<ul style="list-style-type: none"> • Continue to create awareness through a variety of social media, newsletters, local media and website. 	ED & Marketing Assistant	Ongoing
	Millennial Communication Strategy.	<ul style="list-style-type: none"> • Continued to create awareness by engaging younger donors through partnerships, campaigns & social media posts. 	ED & Marketing Assistant	Ongoing
	Increase engagement/relations with key community and government stakeholders.	<ul style="list-style-type: none"> • Need input from Board • 	Board & ED	Ongoing
	Strengthen relations with organizations who represent and serve a variety of demographics	<ul style="list-style-type: none"> • Reaching out to organizations that have not reached out to us. What are their needs and offer support. • Continue to attend community events. • Continue to attend Network for Non-Profits meetings. 	Board & ED ED	Ongoing
	Continue to be a trusted philanthropic agent.	<ul style="list-style-type: none"> • Maintain transparency. • Need more input from Board. 	Board & ED	Ongoing

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Organization Capacity	Increase revenue streams.	<ul style="list-style-type: none"> Develop strategy on how to increase revenue streams. 	Fund Development Committee	March 2024
	Ensuring internal staff and technical resources address organizational needs.	<ul style="list-style-type: none"> Through staff meetings, ED to check in with staff to offer support when and if it is needed. ED to continue to work as a team leader. 	ED	Monthly
	Ongoing assessment of community resources, needs and opportunities	<ul style="list-style-type: none"> Gain more applications. We know the needs by the requests already coming in. 	Board & ED	Ongoing
Donor Engagement & Growth	Increased profile & target audiences.	<ul style="list-style-type: none"> Continue to host events such as 150 Women Who Care. Online, marketing, news, social media. Host a Social Media competition. 	Board & ED	Ongoing Ongoing
	Actively soliciting & engaging with new donors.	<ul style="list-style-type: none"> Create a toolkit for agency funds. Compile a list of business contacts (new donors). Reach out to agencies who currently have an agency fund to share their input. 	ED Board ED	Ongoing
	Maintain connections and communication with current donors to retain their interest and commitment to Foundation giving.	<ul style="list-style-type: none"> Thankyou cards, phone calls, newsletters, social media posts. The board calls all donors regardless of donor size. Review inactive fund files, do they want to add to their fund. 	Office Staff Board ED	March 2023 Ongoing
	Connect with Advisors to increase awareness.	<ul style="list-style-type: none"> Develop new pamphlets to place at law offices, funeral homes, accounting firms, financial advisors. 	ED & Marketing Assistant	March 31 2024

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