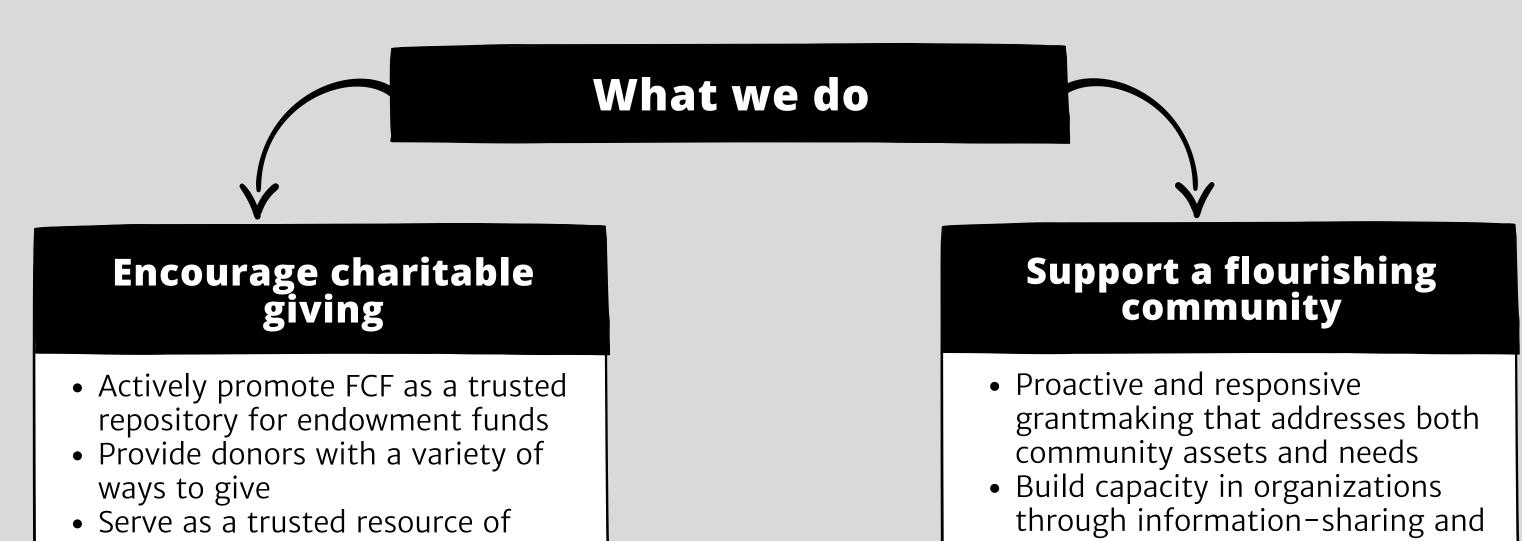


MISSION:

To improve the quality of life for the people of southwestern New Brunswick through supporting the development of endowment funds, responsible grantmaking, and fostering community leadership.

VISION:

An empowered, vibrant community.



donation information with a detailed understanding of the community

relationship-building

 Cultivate and nurture new initiatives

What will change

- Greater awareness of the important role played by FCF and how donors can make a difference
- Increase in local charitable giving channeled through FCF

- Local organizations are better able to deliver on their Missions and achieve their Visions
- Greater and more effective responses to address community needs and to grow community assets

What we need:

- Recognition and awareness throughout southwestern New Brunswick
- Strong relationships with donors, local organizations, and the communities we serve
- A resilient organization with robust processes, a strong staff team, and a diverse and engaged Board

Strategic Goals 2022-2025

Goal	Strategies
Increase awareness of FCF in the communities we serve	 Increase visits to donors and grant recipients across our catchment area Continue to present our goals and mission to service clubs and service providers Create and implement a Marketing Strategy to build awareness of FCF and amplify the work of the groups we support Work with Board and Ambassadors on small cultivation events in all communities
Ensure FCF operational sustainability and increase annual grant disbursements to \$400,000	 Increase the endowment to \$12 million by following the Fund Development Plan (presented to Board December 2021), engaging the full Board in the process Build awareness of FCF through strategies outlined above Explore the use and benefits of flow through funds for local groups
Actively cultivate and nurture new initiatives	 Explore the use of less common fund types (e.g., flow through, spend down) Explore modifying grant restrictions to shift toward trust-based philanthropy Initiate Impact Grant concept to encourage new ideas from the community Continue to leverage Community Foundations of Canada programs (e.g., Community Services Recovery Fund, Kia Communities in Motion Fund) Help smaller nonprofits and grassroot organizations connect with host organizations and partnerships Engage with local municipalities and village offices to encourage their participation