



**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.

**What we do**

**Encourage charitable giving**

- Actively promote FCF as a trusted repository for endowment funds
- Provide donors with a variety of ways to give
- Serve as a trusted resource of donation information with a detailed understanding of the community

**Support a flourishing community**

- Proactive and responsive grantmaking that addresses both community assets and needs
- Build capacity in organizations through information-sharing and 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	<ul style="list-style-type: none"><li>• Increase visits to donors and grant recipients across our catchment area</li><li>• Continue to present our goals and mission to service clubs and service providers</li><li>• Create and implement a Marketing Strategy to build awareness of FCF and amplify the work of the groups we support</li><li>• Work with Board and Ambassadors on small cultivation events in all communities</li></ul>
Ensure FCF operational sustainability and increase annual grant disbursements to \$400,000	<ul style="list-style-type: none"><li>• Increase the endowment to \$12 million by following the Fund Development Plan (presented to Board December 2021), engaging the full Board in the process</li><li>• Build awareness of FCF through strategies outlined above</li><li>• Explore the use and benefits of flow through funds for local groups</li></ul>
Actively cultivate and nurture new initiatives	<ul style="list-style-type: none"><li>• Explore the use of less common fund types (e.g., flow through, spend down)</li><li>• Explore modifying grant restrictions to shift toward trust-based philanthropy</li><li>• Initiate Impact Grant concept to encourage new ideas from the community</li><li>• Continue to leverage Community Foundations of Canada programs (e.g., Community Services Recovery Fund, Kia Communities in Motion Fund)</li><li>• Help smaller nonprofits and grassroots organizations connect with host organizations and partnerships</li><li>• Engage with local municipalities and village offices to encourage their participation</li></ul>