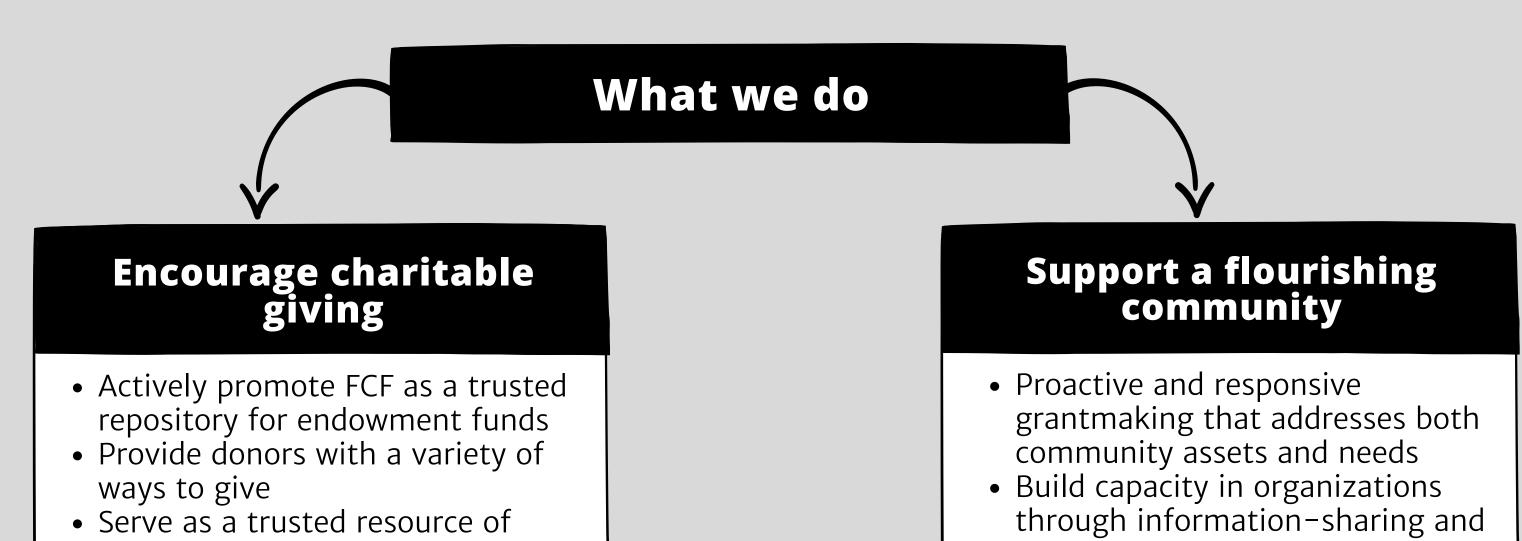


### **MISSION:**

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	<ul> <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> <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> <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 grassroot organizations connect with host organizations and partnerships</li> <li>Engage with local municipalities and village offices to encourage their participation</li> </ul>