

# Strategic Plan 2014-2017

**Vision:** a Winnipeg where community life flourishes for all.

**Mission:** To be a catalyst for strengthening community wellbeing, now and for future generations, by promoting philanthropy, creating partnerships and supporting diverse charitable organizations.

## Core values:

We Will:

- Be Accessible and Inclusive  
*By welcoming diverse perspectives, voices and experiences*
- Be Respectful in our Relationships  
*By collaborating with all organizations and individuals in a considerate and fair manner*
- Be Transparent, Accountable and Trustworthy  
*By conducting our work in an honest and responsible manner*
- Be Innovative and Empowering  
*By being creative and flexible in responding to the changing needs and challenges of the community by connecting people, ideas and resources*
- Be Transformative  
*By recognizing and supporting opportunities to collaborate with our community partners*

## Strategic Objectives

Our 2014-2017 Strategic Plan is based on four themes that interpret our mission during this period: We aim to strengthen Winnipeg by:

1. Connecting our generous donors to the work of community agencies
2. Addressing inequity and advancing compassion
3. Enhancing the Vitality of our City
4. Empowering those who want to make a difference



## Connecting our generous donors to the work of community agencies

Building meaningful connections is key to empowering both donors and agencies. Much of The Winnipeg Foundation's day to day work is described as endowment building or grant making. These are mutually supportive activities, reflecting the strong and effective relationships between our donors and the Foundation. Good grant-making fulfills the trust donors have placed in The Foundation and remains a core element of our work. We will continue to share their compelling stories of impact.

While this is the traditional work of a community foundation, there are shifts occurring as our donors look for deeper opportunities to connect with the community. As donors engage more in philanthropy and community building, we anticipate creation of more donor advised funds.

In keeping with the "smart and caring" national initiative of Community Foundations of Canada (CFC), we will look for opportunities to support collaborative efforts amongst charitable organizations, putting our resources to the best uses possible. Our four year grant making target of \$90 million demonstrates the tangible impact of the Foundation's work.



Donors to Pulford Community Living Services during the 90-hour Giving challenge



Monica Woods, Lloyd Fridfinnson and family, supporters of the Nourishing Potential fund



Jane Natrass, Maribette Dahl and Tracy Dahl at the 2012 Legacy Circle event

## Addressing inequity and advancing compassion

The Foundation has many special initiatives aimed at leveling the playing field and giving the least advantaged more opportunity to enjoy the benefits of life in our city. During this planning period, programs like *Nourishing Potential*, the *You Can Do It Awards* and *Growing Active Kids* will mature to full impact. The *Literacy for Life* program will be strengthened by a special initiative in Point Douglas called *Very READY*. Our summer campership program will continue to receive priority.

We work to strengthen access for all through our scholarships, bursaries and educational awards programs. While acknowledging the importance of hospital infrastructure, our focus will be more on community based delivery.

The Board has expressed particular interest in services related to both the Aboriginal community and recent newcomers. The Foundation is also partnering with the Jubilee Fund to maximize the use of our assets. And we recognize that mental health is an emerging issue requiring our support.



Food program at Rossbrook House, funded by Nourishing Potential Fund



You Can Do It Award recipients from Norquay School



Growing Active Kids Announcement

## Enhancing the Vitality of our City

By our very nature, the Foundation is designed to be responsive to the ever-changing needs of the community, including anticipated major capital campaigns.

The criteria behind our *Green Spaces Strategy* is broadening to include support for barrier free access and some neighbourhood parks. We recognize there is growing interest in activities related to human rights. In the downtown, we will continue to invest in festivals which gather the entire city to celebrate our vibrant arts and culture. The Foundation will also be watching for opportunities to support the active transportation movement in our city.



*The vibrant new Central Park, part of the Downtown Green Spaces Strategy*



*Manitoba Museum*



*Canadian Museum of Human Rights*

## Empowering those who want to make a difference

Our vision is a *Winnipeg where community life flourishes* and our leadership emphasis remains on these opportunities that foster a "flourishing community."

Youth in Philanthropy has been a signature program for over a decade. *Endow Manitoba* reflects our support for other Manitoba community foundations. *Community News Commons* is engaging people to talk about local issues that matter to them. *The Winnipeg Foundation USA* helps those outside our borders support their community.



*Community News Commons fall 2012 training session at Winnipeg Free Press Café*



*University of Winnipeg Collegiate committee at YiP fall 2012 conference*



## Our strategies

As we strive to implement these themes of our 2014--2017 Strategic Plan, The Foundation will align its work around five strategies broadly described as:

- Stewardship
- Impact
- Engagement
- Innovation; and
- Sustainability

The multitude of grants approved each year remains core to The Winnipeg Foundation's work in community building.

## The Winnipeg Foundation

We're Canada's first community foundation. Established in 1921 by local businessman William Forbes Alloway, the Foundation supports local charities that improve lives, strengthen families and help our community thrive.

Thanks to the foresight and generosity of our donors from all walks of life during more than nine decades of support, the Foundation has made more than \$325 million in grants back to projects in community service, health, education, arts, heritage, environment and recreation.

We are your community foundation. For Good. Forever.



For more information about our Strategic Plan, or The Winnipeg Foundation, contact us:

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