

Endowment Building - Values & Objectives

Development of endowments at The Winnipeg Foundation is grounded in our organizational mission which promotes the establishment of permanent funds to ensure that community life in Winnipeg flourishes: always. As a community, we are enjoying the benefits of a generous legacy from the past and it is our responsibility to build upon that legacy for the future.

The Winnipeg Foundation is a vehicle for philanthropy. Our broad mission enables a significant, lasting impact in our community. This is the reason for our existence and hence provides the rationale for our work in fund and donor development.

As a community foundation, one of our characteristic strengths is in building and prudently investing permanent endowments and other types of funds to benefit registered charities in our community and beyond. Our overall goal is expansion of the local “philanthropic pie.” We wish to encourage and deepen the philanthropic impulse among our donors and those whose lives are touched by such acts of philanthropy.

Development is the means for achieving our mission of philanthropic leadership in our community. We are not developing our overall community endowment fund in a competitive way, but one which complements our community’s many important charitable partners. We are proudly a 360° foundation meaning that we see all charities as our partners in building “a Winnipeg where community life flourishes for all.”

Our breadth of mandate calls upon us to serve three distinct groups:

- Current and prospective donors who wish to make meaningful contributions to the future health and well-being of their community;
- Charitable organizations charged with providing innovative and responsive programs and services for the community; and
- The community-at-large which looks to us, above all others, for effective leadership in developing and preserving charitable capital in the community, and for making the most strategic use of available resources for the long term benefit of the community.

Currently, The Winnipeg Foundation provides a base level of services to all donors and specific services to different groups of donors. We adhere to a donor-centred philosophy, enabling philanthropically minded people to join us to make a lasting community impact. The principles of a donor-focused philosophy ensure that we understand and respect each donor’s motivations and expectations for service, accountability, desired public recognition (or anonymity) and ongoing communication.

Our goal is to keep donors connected with the impact of their gift in the community. We help donors in articulating the values and priorities that are important to them. We help families pass their philanthropic commitment from one generation to the next through our expertise in community grantmaking. We wish to convey the importance of all donors’ gifts in ways that are appropriate and appreciated.

We invite the community to share in our efforts to build longer term financial capacity for the community. Our value set is based on a relationship-based philosophy. Although the degree of donor involvement varies enormously, we value long term relationships with our donors.

As part of our on-going activity in the community, we identify new prospective donors and undertake the appropriate research to know the specific areas of our Foundation's work that interests them. The Winnipeg Foundation's case for support is found in our long history of effective grant making and prudent financial stewardship as well as our tradition for public accountability and philanthropic leadership. This is the basis for all development activities with current donors and new prospective donors.

Stewardship of donors is as important as stewardship of funds and grants. All development activities need to concentrate on relationship building. Gifts of all levels are valued. The "widow's mite" is the second fund established at The Winnipeg Foundation and it underlines our belief that it is not the size of the gift but the giving that matters. From a business perspective, we believe it is appropriate to direct available development resources to where there is the greatest likelihood of return on our investment of time and energy. Planned giving has traditionally been and continues to be a major emphasis.

While all fund types are valued equally because we respect donors' choices, it is important to promote the General Community Fund so that The Winnipeg Foundation can respond to current and future community needs. For this reason, we believe it is appropriate to emphasize undesignated and field of interest funds when discussing planned gifts with current or prospective donors.

Our vision is "a Winnipeg where community life flourishes for all" and all of our endowment building activities reflect this ultimate goal.

Adopted by the Board of The Winnipeg Foundation September 28, 2004

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