

# Our Mission and Core Values

## Mission

To be a catalyst for strengthening community well being, now and for future generations, by promoting philanthropy, creating partnerships and supporting diverse charitable organizations.

The Winnipeg Foundation fulfills this mission through:

### Grantmaking:

Making wise and effective distributions to meet community needs while respecting the wishes of donors.

### Donor Engagement:

Developing strong and meaningful relationships to advance the causes that donors hold dear by helping donors fulfill their philanthropic goals and by honouring the legacies entrusted to the community through The Foundation.

### Leadership:

Providing community leadership by recognizing opportunities to serve the public good and by supporting effective responses to local needs identified by charitable organizations.

### Stewardship:

Maintaining the purchasing power of funds entrusted to The Foundation, achieving maximum returns consistent with prudent investment and assuring sound financial management practices so that the legacy created by the donor is respected in perpetuity.

### Communication:

Providing information about our services and being publicly accountable for our decisions.

## 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 and lead with our community partners.