



LONDON COMMUNITY FOUNDATION
STRATEGIC PLAN
2021-2023

OUR MISSION

We create a vibrant, smart and caring community through strategic investing that drives innovative community-based initiatives.

OUR VISION

A community working together to enrich the quality of life for all.

OUR VALUE PRINCIPLES

- Emphasize prevention rather than remediation
- Encourage networking and collaboration among organizations
- Demonstrate innovative or interdisciplinary approaches
- Develop local leadership capacity
- Reflect diversity and inclusivity
- Provide leveraging possibilities



ORGANIZATIONAL STRUCTURE



*currently inactive

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Cathie Antonissen | **Operations Coordinator**

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FINANCE & OPERATIONS

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Angela Franceschino | **Donor Relations Specialist**

GRANTS

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Vanessa Dolishny | **Director, Communications**

Matthew Brewer | **Communications Coordinator**





STRATEGIC PLAN

GOAL #1: LEAD STRATEGICALLY 8

To be a leader in catalyzing vital community initiatives.

GOAL #2: ENGAGE AND INSPIRE DONORS 9

To enrich our relationship with donors to achieve their philanthropic aspirations and ensure strong endowment growth.

GOAL #3: BUILD A STRONG FOUNDATION 10

To pursue organizational excellence that inspires everyone and builds capacity.

GOAL #1: LEAD STRATEGICALLY

To be a leader in catalyzing vital community initiatives.

OBJECTIVES

1. Articulate a targeted Community Impact Agenda, including the use of the Sustainable Development Goals and a measurement framework.
2. Remain nimble in our response to critical emerging needs, while maintaining focus on our Community Impact Agenda.
3. Leverage collaboration based on issues identified in the Community Impact Agenda.
4. Apply our Value Principles to all projects/initiatives
5. Use advocacy as a strategic tool to affect change and create impact.
6. Gather and share information and knowledge for the greater good of the community.



GOAL #2: ENGAGE AND INSPIRE DONORS

To enrich our relationship with donors to achieve their philanthropic aspirations and ensure strong endowment growth.

OBJECTIVES

1. Create opportunities for meaningful, long-term and legacy giving.
2. Increase the awareness and visibility of the London Community Foundation in London and Middlesex.
3. Develop a diverse and inclusive donor base.
4. Engage donors to advocate for giving to the London Community Foundation.



GOAL #3: BUILD A STRONG FOUNDATION

To pursue organizational excellence that inspires everyone and builds capacity.

OBJECTIVES

1. Build an informed, engaged, and diverse volunteer base.
2. Ensure our policies are values-based.
3. Engage members of the Indigenous, Black and other racialized communities to learn how they experience systemic racism and what steps LCF can take to promote inclusivity within the Foundation and the community at large.
4. Evolve our governance model to support the Strategic Plan.





THANK YOU FOR SHARING IN OUR VISION

For more information, visit lcf.on.ca or send us an email at info@lcf.on.ca.