



2024

Thunder Bay  
Community Foundation

# Strategy

Thunder Bay  
Community  
Foundation

Nurture your **Passion**.

Build our **Community**.

Create a **Legacy**.

## Purpose

To inspire, promote and facilitate philanthropy to support the ever-changing needs of the District of Thunder Bay.

## What We Do

The Thunder Bay Community Foundation (TBCF) plays a vital role in how people give back where our community needs it most. We connect people, families and companies with causes where they can nurture their passion, build our community and create a legacy. We combine resources, knowledge and expertise working with others for an even greater impact. We help donors realize their philanthropic goals by matching their interests with community needs. We provide community leadership and specialize in building endowed and other related funds to invest in people and charitable organizations that will have the most impact and improve the quality of life and well-being of the citizens in our community today and for the future. Being transparent and accountable enables us to build trust, which is the foundation to building relationships with donors and charitable organizations and allows us to make a positive impact.



## Fund Growth

TBCF will continue to engage with current fund holders and encourage more donations to their Funds. We will actively identify and target prospective new donors, businesses, agencies and service clubs to build partnerships and create Funds, focusing on an increase in unrestricted funds. Legacy Giving will receive a lot of focus and energy in the next year. The TBCF needs to grow our investment fund to a sustainable level in order to operate and make an impact in our community by funding scholarships and bursaries and supporting charitable organizations with grants.

## Granting for Community Impact

TBCF will make impactful grants to support local organizations and award scholarships and bursaries to deserving students, helping to build and strengthen our community. We will explore expanding our granting process to shift towards trust-based philanthropy and focus on granting themes, which could include for example, Indigenous Relations, homelessness, food security, etc. Trust-based philanthropy is an approach to giving that addresses the inherent power imbalances between funders, nonprofits and the communities they serve.

## Community Leadership

TBCF plays a vital role in building awareness and engagement around community needs, promoting philanthropy and bringing together community partners to address pressing issues. Recognizing the diversity of individuals in the District of Thunder Bay, the Foundation Board must also strive to reflect that diversity by working to identify who is not at the decision-making table.

Goal	Actions
<p><b>Fund Growth</b></p> <p>Grow assets under management to a sustainable level of \$25 million over 7 years.</p>	<ul style="list-style-type: none"> <li>• Donor Engagement with current Fund holders and Legacy donors</li> <li>• Identify and cultivate prospective new donors, including alumni</li> <li>• Encourage support to unrestricted activities when establishing new Funds</li> <li>• Identify Agencies and Service Clubs and meet with their leadership team to encourage partnerships and creation of Agency Funds with the TBCF</li> <li>• Develop a Legacy Giving strategy, including educating and engaging professional advisors</li> <li>• Explore the use of less common fund types (flow through, spend down)</li> <li>• Recruit community members to the Community Engagement Committee to be engaged and active in assisting with all the action items for Fund Growth</li> </ul>

Goal	Actions
<p><b>Granting for Community Impact</b></p> <p>Improve the quality of life for the citizens in the District of Thunder Bay.</p>	<ul style="list-style-type: none"> <li>• Continue to promote opportunities and award Scholarships &amp; Bursaries to students</li> <li>• Continue to promote opportunities and award Grants to charitable organizations</li> <li>• Explore modifying grant restrictions to shift toward trust-based philanthropy (themes/specific areas of need)</li> <li>• Continue to leverage Community Foundations of Canada programs (e.g., Community Services Recovery Fund, Covid Assistance Fund, etc.)</li> </ul>
<p><b>Community Leadership</b></p> <p>Build trust through excellent administration and governance.</p>	<ul style="list-style-type: none"> <li>• Develop a Communications Strategy to build awareness of TBCF and amplify the work we do and the groups we support, making us a highly visible charity of choice</li> <li>• Engagement in community groups and organizations to develop a profound understanding of issues while championing effective responses to areas of community need</li> <li>• Strengthen Board, through proactive recruitment that supports diversity and inclusion, and annual evaluation process</li> <li>• Professional Development opportunities to increase governance and leadership capacity of the Board and staff</li> <li>• Govern the Foundation with strong leadership, policies and strategy</li> <li>• Networking opportunities - Increase in-person Board and staff presence in our community</li> <li>• Provide transparency and accountability to our donors and organizations we support</li> </ul>

By actively engaging with the community, demonstrating effective leadership, and offering valuable services and opportunities to donors and charitable organizations, the Thunder Bay Community Foundation will attract resources and continue to build our assets under management to support our purpose and the District of Thunder Bay’s long-term needs.

