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*North Thompson*  
**COMMUNITIES  
FOUNDATION**

*Together we are stronger*



**Strategic  
Plan**

2026 to 2028

Prepared By:  
North Thompson Communities Foundation



[ntcommunitiesfoundation.com](https://ntcommunitiesfoundation.com)



[ntcommunitiesfoundation@gmail.com](mailto:ntcommunitiesfoundation@gmail.com)

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# OUR STORY

The North Thompson Communities Foundation (NTCF) was founded in 2001 and began to service the North Thompson Valley communities from McLure to Blue River.

At the time, the North Thompson Valley was host to several large logging companies, Weyerhaeuser being the largest. For what ever reason, Weyerhaeuser decided to leave the valley. Hence, a few community minded people approached the management and suggested they leave a legacy for the valley. They suggested that a foundation be created and invited the company to be part of this as their legacy. The company believed in this concept and offered \$50,000 to get the foundation started.

This money was invested with the Vancouver Foundation as there was an opportunity to "double" our money to \$100,000. Thus began the investment strategy of the NTCF.

24 years later, the NTCF continues to serve the North Thompson Valley communities. The NTCF awards grants to non-profit organizations, groups and societies for a variety of purposes, activities and programs, as well as bursaries.





**Board of Directors.** Front row: Kathy Dunn (Secretary), Louise Lodge (Chair), Marie Downing (Director), Cheryl Thomas (Director), Joyce Laffin (Treasurer) Back row: Sandy Wetterstrom (Director), Kawiria Creed (Director), Antoon Houben (Vice Chair)

## OUR TEAM

Community is who we are...  
People make what our community is.  
Your Community Foundation is run by  
your neighbours, friends and family. We  
are here to help you find ways to help  
your community... because that's what  
we do.

## EXECUTIVE SUMMARY

The North Thompson Communities Foundation's 2026-2028 Strategic Plan outlines a path to deepen our community impact, grow our assets, and enhance our role as a community leader. Over the next three years, we will focus on three key priorities. This plan sets forth specific, measurable goals to enrich the quality of life across the North Thompson Valley, ensuring we continue to be a vital resource for generations to come.

# OUR MISSION

We enrich the quality of life across the valley by connecting donors with community needs, building permanent endowment funds, and investing in initiatives that create a vibrant and resilient region.

# OUR VISION

To build capacity within our thriving North Thompson Valley where all communities are connected, prosperous, and supported by a culture of local philanthropy.

# WE VALUE

**Community-Centered:** We are guided by the needs and aspirations of the communities we serve.

**Integrity:** We are transparent, accountable, and responsible stewards of the resources entrusted to us.

**Collaboration:** We believe in the power of partnership and work with donors, charities, and leaders to achieve shared goals.

**Inclusivity:** We strive to create a sense of belonging and ensure our work benefits all residents in the valley.

**Long-Term Perspective:** We build legacies that will serve our communities in perpetuity.

# OUR PRIORITIES & GOALS

## Leadership, Collaboration and Communication

To be a recognized and trusted community leader that convenes partners and shares knowledge to build a stronger valley.

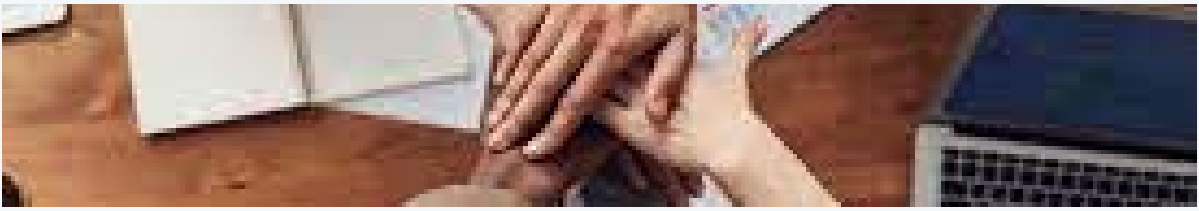
## Organizational Excellence

Leverage the Vital Signs Report to expand partnerships and initiatives, ensuring the North Thompson Communities Foundation has the governance, systems, and resources to effectively achieve its mission.

## Philanthropic Growth

To grow the North Thompson Communities Foundation's assets and diversify funding sources to increase our granting and busary capacity.





# LEADERSHIP, COLLABORATION & COMMUNICATION

## Objectives

- To increase member retention, we will personally call all members by December 1, 2025, aiming to secure a 50% renewal rate from that group.
- To annually recruit at least two directors/volunteers each from Barriere and Clearwater and one each from the north, south and Simpcw First Nation regions.
- To collaborate with local organizations to build long-term relationships with one funding and two activity partners annually.

## Action

- Generate a complete list of members phone numbers
- Create a call script and an opportunity list
- Create a tracking system to confirm member information
- Contact members and communicate member opportunities
- Send immediate follow-up emails
- Acknowledge volunteers publicly
- Create a one-page role description for directors and volunteers and a recruitment package
- Have personal conversations with potential candidates and use social media and our website to recruit candidates
- Host information sessions throughout the valley
- Build a list of potential organizations to collaborate with
- Have in-person meetings with customized proposals
- Send follow-up letters and meetings when needed





# ORGANIZATIONAL EXCELLENCE

## Objectives

- To select, customize, and fully implement a new donor management system by the end of March 2026, successfully migrating all existing donor data and training 100% of the Board of Directors on its use.
- By the end of 2026, have 100% of Board Directors complete a non-profit governance training program covering fiduciary duties and strategic oversight, as well as completing additional training sessions annually.
- To develop and implement a comprehensive annual budget, with management presenting a budget-vs-actual variance report and financial forecast to the Board of Directors for review each quarter.
- By the end of 2026, produce two data-driven impact reports for our website and one comprehensive annual report that uses infographics and client stories to demonstrate the value of our key programs.
- By the end of 2026, identify the top 3-5 areas of misalignment by completing an organizational 'Vital Signs' report, and develop an action plan to address these gaps in 2027.

## Action

- Create a donor database using past deposits and donation/ directors knowledge
- Use a fully functional excel spreadsheet to enter data
- Offer Director training so 100% of the Directors understand the system
- Provide a webinar basic workshop on being a Director
- Create a core list of 3 mandatory topics that all directors must complete within one year
- Create a list of important/interesting topics directors can take (1 per year)
- Identify priorities based on Foundation Mission and Vision
- Forecast donations, legacy gifts and interests
- Regularly review and adjust our data to ensure that our programs are impactful evidence based
- Collect data and produce reports and graphics
- Post in newsletters, social media, website and in person
- Identify funding opportunities
- Determine the key areas of organizational health you will measure
- Select data collection methods
- Launch and analyze data
- Design action plan and create report



# PHILANTHROPIC GROWTH

## Objectives

- To secure two letters of intent for new legacy funds within three years, with a combined estimated value of at least \$40,000, by launching a targeted marketing campaign, hosting three planned giving seminars, and holding personal meetings with 20 potential donors.
- To generate 10 new inquiries about our planned giving program by the end of 2027. This will be achieved by creating and distributing an estate planning brochure to at least 10 local lawyers, senior centers, health centers, organizations, and funeral homes by May 2026.
- To increase total donations by 25% by 2028, through the execution of three distinct campaigns: a major donor campaign in 2027, an online peer-to-peer fundraiser in 2026, and a comprehensive year-end appeal in 2028.

## Action

- Review current brochure and make changes if necessary
- Have presentations, send to our members, send to organizations
- Make a video about creating a legacy and publish on website and social media
- Share with realtors and corporations
- Find appropriate information to be included in the brochure and create it
- Create list of drop locations
- Devise means to monitoring plan (call drop locations)
- Launch a Friends of the Foundation campaign in 2026 and 2028
- Raise \$100,000 in donations for our 25 year Anniversary Campaign in 2027