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*North Thompson*  
**COMMUNITIES  
FOUNDATION**

*Together we are stronger*



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**Strategic  
Plan**

2023 to 2025

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Prepared By:  
North Thompson Communities Foundation



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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.

20 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: Sandy Wetterstrom (Grants), Louise Lodge (Chair), Kathy Dunn (Director), Lisa Leger (Information and Communications), Cheryl Thomas (Treasurer) Back row: Stephanie Sollows (Director), Dustin Deuling (Vice Chair), Gilles Leger (Director), Antoon Houben (Director), Missing is Alex Peterson (Secretary)

## 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 is taking strategic steps to develop our Foundation based on the recent past. We are proud to share a new vision and the plan that is guiding our work. In developing our 3 year plan, we also revised our mission, vision and values to describe The Foundation's unique role in the North Thompson valley.

# OUR MISSION

The North Thompson Communities Foundation provides a pathway for donations, endowments and legacies to support the North Thompson communities in the forms of grants and bursaries.

# OUR VISION

To improve the quality of life for all residents of the North Thompson valley through encouraging, connecting and caring for our communities.

# WE VALUE

## **All People and Our Region with:**

Integrity  
Respect  
Trust  
Collaborations  
Resourcefulness  
Trust  
Inclusion  
Transparency

# OUR PRIORITIES & GOALS



## Operations and Culture

To ensure all of our systems and processes reflect our current mission, vision, needs and structure of The Foundation, our board and the communities we serve in order to truly be an equitable and effective organization.



## Financial Growth and Sustainability

To create fund development that involves strategic targeting of prospective donors, clear and impactful communications, and strong internal structures that support philanthropy.



## Community Engagement and Leadership

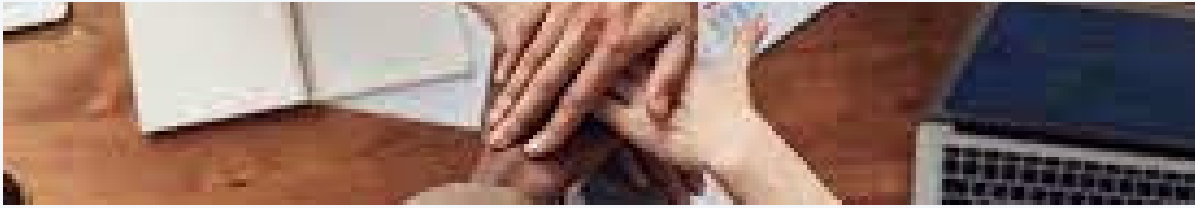
To use Vital Signs Report to expand our partnerships, relationships and initiatives to address the unique and most urgent needs of our communities by establishing a strong presence throughout our region.



## Marketing and Communication

To commit to timely, transparent and thoughtful communication that expands support of, builds capacity and strengthens the visibility that align with our values.





# OPERATIONS & CULTURE

## Objectives

- To build capacity through committees for Fund Development, Leadership and Information/Communication to ensure organization effectiveness.
- To increase and support learning opportunities for board members.
- To create a board succession plan with resources to ensure the sustainability of The Foundation.

## Action

- Specify purpose of committee
- Appoint 2 Directors, plus community members (max. 2)
- Reports and minutes to Board
- Develop supports for board members to engage in professional learning (in-person or on-line)
- Encourage board members to seek learning opportunities
- Create list of opportunities and questionnaire seeking interests of board members
- Create a yearly budget
- Investigate board recruitment strategies
- Develop a working document and resources of board position and committee responsibilities



# FINANCIAL GROWTH & SUSTAINABILITY

## Objectives

- To identify and grow the potential donor/target base.
- To promote pathways for endowments and legacies.
- To ensure we continue to hold at least 2 fundraising events per year.

## Action

- Create potential donar/target lists and donor strategies
- Create written and digital material to promote The Foundation
- Create letters and presentations for potential donors
- Organize meet and greets to promote The Foundation
- Investigate possible fundraising event and create lists (gaming license, etc)
- Continue with the online auction



# COMMUNITY ENGAGEMENT & LEADERSHIP

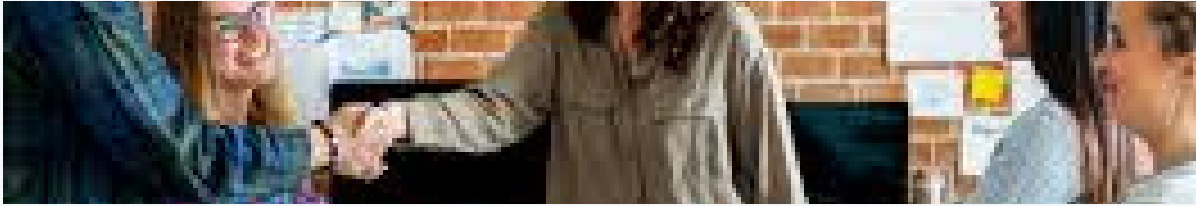
## Objectives

- To build and expand our relationships with other organizations that will support and promote our Foundation.
- To target our granting to align with our priorities and a commitment to filling important gaps in funding across our region.
- To expand and rebuild past relationships that aligns with our Mission, Vision and Values.

## Action

- Identify key groups to approach and build relationships with
- Create introduction letter and make personal contact with groups
- Create marketing material
- Join potential groups and organizations to work with
- Create surveys to collect data and build a Vital Signs Report that will support our efforts to provide grants/bursaries to possible missed groups
- Identify former and present supports
- Use introduction letter to make personal contact
- Focus on meeting with Simpcw First Nations to encourage a positive relationship





# MARKETING & COMMUNICATION

## Objectives

- To create a communication and marketing outreach strategy.
- To enhance ongoing communication with groups and organizations within our region by raising awareness and increase visibility.
- To explore and measure the effectiveness of our marketing items and methods.
- To organize and catalogue records and events.

## Action

- Create a plan/strategy that aligns with our Mission, Vision and Values
- Include in the communication plan
- Create letters and presentations for potential donors
- Organize meet and greets to promote The Foundation
- Create a promotional and 20year anniversary video
- Revamp social media plantforms and create "stories"
- Create data collection options
- Analyse data
- Improve or redesign items and methods proving to be effective
- Document information and procedure documents on Google Drive to aid the present and future directors
- Create a communal calendar
- Document affiliated account and contact information