

THE CALGARY FOUNDATION: VISION

- A giving and caring community that values sharing, collaborating, and learning;
- A community with citizens engaged in community building at all levels;
- A healthy, vibrant community that embraces diversity and supports all of its people;
- A strong and sustainable charitable sector serving the existing and emerging needs of the community.

THE CALGARY FOUNDATION: MISSION

- A community builder, identifying needs, addressing community issues, and building a strong community;
- A catalyst and a convener, a meeting place fostering partnerships, engaging citizens, and addressing needs;
- A knowledgeable grant maker working to strengthen the charitable sector;
- Promote and facilitate philanthropy for the long term benefit of Calgary and area.

KEY RESULT AREAS

COMMUNITY LEADERSHIP	DONOR ENGAGEMENT	PUBLIC CONFIDENCE AND PROFILE	ASSET GROWTH	ORGANIZATIONAL EFFECTIVENESS
<p>Desired outcome</p> <p>The Calgary Foundation (TCF) is a community builder, applying its resources and expertise in partnership with others to identify and address community needs</p> <ul style="list-style-type: none"> - leader in facilitating philanthropy 	<p>Desired outcome</p> <p>Satisfied and engaged donors</p> <ul style="list-style-type: none"> - increased number of donors - donors form relationship to charitable sector 	<p>Desired outcome</p> <p>The Calgary Foundation (TCF)</p> <ul style="list-style-type: none"> - is valued - known for impact - highly regarded - people seek to do business with TCF 	<p>Desired outcome</p> <ul style="list-style-type: none"> - A growing asset base 	<p>Desired outcome</p> <ul style="list-style-type: none"> - Sound management, strong governance, achievement of goals. - A healthy workplace where employees and volunteers work as a team and thrive
<p>Measures</p> <ul style="list-style-type: none"> - \$s granted - \$s unrestricted operating grants - \$s to all parts of the charitable sector(360°) - # inter or intra-sectoral grants, TCF guided 	<p>Measures</p> <ul style="list-style-type: none"> - # of new donors - 15% of donors using Donor Central® - donor feedback through survey - # of Donor Advised Fund contacts seeking granting assistance from TCF 	<p>Measures</p> <ul style="list-style-type: none"> - media interviews - media spots - attendance at TCF events - unique visitors to TCF website 	<p>Measures</p> <ul style="list-style-type: none"> - \$25 million new gifts (\$20 million endowment, \$5 million flowthrough) - 8% return on endowment - change in asset size y/y - % donors who donate again (3 yr median now 30% - increase to 40% y/y) 	<p>Measures</p> <ul style="list-style-type: none"> - relevant governance and operational policies - G&A costs as % of the endowment - low staff turnover - staff engagement survey results - Board self evaluation results

2010 – 2011 GOALS

