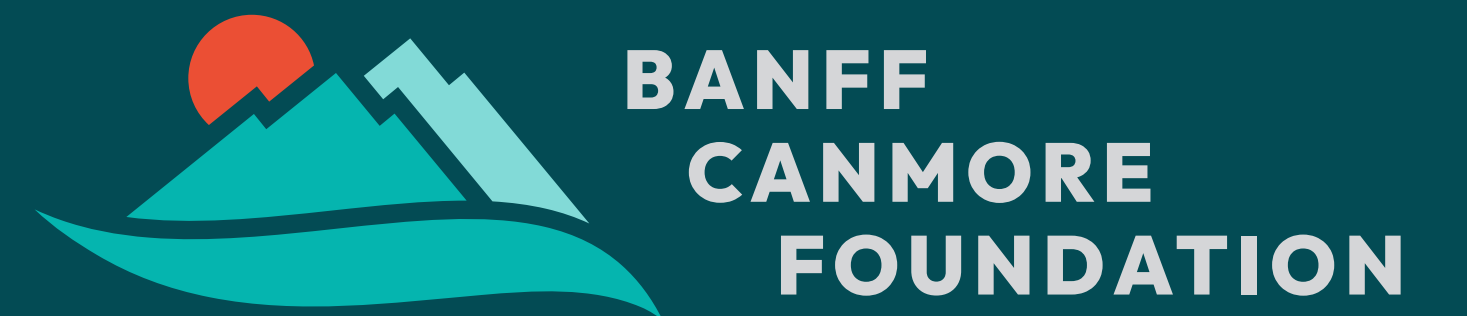


# STRATEGIC PLAN

Purpose, Vision,  
and Intentions

April 1, 2023 – March 31, 2026



# OUR PURPOSE

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Banff Canmore Foundation connects resources and opportunities to activate community potential, enhance quality of life and create belonging for all.






# OUR VISION

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Bow Valley people are optimistic about our shared future, supported to take creative action for community benefit, and are confidently navigating our changing world.



# STRATEGIC INTENTIONS

- 1. Ignite the power of philanthropy**
- 2. Invest in our own capacity to manage growth**
- 3. Create a culture of diversity and inclusion in and through our work**
- 4. Be the catalyst for a resilient civil society**
- 5. Lead in navigating a changing world**

# 1. IGNITE THE POWER OF PHILANTHROPY

To build community wealth and access the resources needed to fulfill our purpose.

- Build the endowment to a scale that will sustain our work
- Secure core funding for the medium-term
- Be recognized as an accessible, knowledgeable resource in strategic philanthropy





## 2. INVEST IN OUR OWN CAPACITY TO MANAGE GROWTH

To achieve sustainable operations and leverage our strengths to better serve community.

- Improve data management and administrative systems/workflows
- Enhance impact measurement and reporting
- Refresh brand and redesign website
- Secure new physical space

### 3. CREATE A CULTURE OF DIVERSITY AND INCLUSION IN AND THROUGH OUR WORK

To unlock community potential envisioned by those with diverse ways of knowing and lived experience of systemic issues.

- Increase diversity within our organization
- Amplify Indigenous and diverse voices
- Co-create programs with those we seek to support
- Increase transparency around our goals and progress towards them





## 4. BE THE CATALYST FOR A RESILIENT CIVIL SOCIETY

To enable organizations to achieve the outcomes they envision

- Build capacity of community organizers for systems-level innovation and change
- Support collaboration for impact
- Nurture networks for community building and care
- Increase potential for impact through social finance
- Support organizations to engage with diverse community

## 5. LEAD IN NAVIGATING A CHANGING WORLD

To enable community members to be connected, informed and active in shaping their future.

- Bring forward diverse perspectives on issues
- Conduct research and reporting to raise awareness and track progress on issues
- Articulate and advance community priorities for action



# COMMUNITY PRIORITIES

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- Support Calls to Action of the **Truth and Reconciliation** Commission; advance equity and inclusion to strengthen relationships between Indigenous people and settlers; create opportunities to increase Indigenous cultural awareness and learning throughout the Bow Valley.
- Support initiatives that enhance **affordability** for people who live and work in the Bow Valley; foster a sustainable, locally owned, diverse, inclusive, and resilient economy.
- Support protection and restoration of the natural **environment**, with a focus on community action to address climate change and reduce emissions.
- Foster community **wellness** and safety through support of essential social services, housing and food security, and mental health initiatives; ensure a healthy community and protection of vulnerable people.

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