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| **Year 2014 Actions** | **Leadership** | **Considerations** | **Jan** | **Feb** | **Mar** | **Apr** | **May** | **June** | **July-Aug** | **Sept** | **Oct** | **Nov** | **Dec** |
| **Strategy 1 Community Building and Profiling** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 1.1 Develop a marketing and communications plan | FD Coordinator  FD Committee  Executive Director |  |  |  |  |  |  |  |  |  |  |  |  |
| 1.2 Build membership base | Directors  FD Committee  FD Coordinator | \*need to look into new Federal charities’ act and considerations for role of “members” in charities |  |  |  |  |  |  |  |  |  |  |  |
| 1.3 Research and develop a plan for youth engagement in philanthropy | Youth Coordinator  Executive Director  FD Committee  Directors |  |  |  |  |  |  |  |  |  |  |  |  |
| 1.4 Continue to profile CDCF as a partner in homeless shelter project | Past chair/ president  Executive Director  FD Coordinator  Board Directors | Evaluation of homeless shelter coalition  ONGOING |  |  |  |  |  |  |  |  |  |  |  |
| 1.5 Provide presentations to business community | FD Coordinator  Board Directors  Executive Director | Refer to marketing plan: Do we make presentations as opportunities arise and/or planned outreach?  Presentation ready? Materials/talking notes and presentations  Target specific populations during specific times of the year |  |  |  |  |  |  |  |  |  |  |  |
| 1.6 Provide presentations to service clubs | FD Coordinator  Board Directors |  |  |  |  |  |  |  |  |  |  |  |  |
| 1.7 Provide leadership in an Alternative Giving Fair | FD Coordinator  Project staff as available |  |  |  |  |  |  |  |  |  |  |  |  |
| 1.8 Enhance list of community advisors | FD Coordinator  FD Committee | Partnership: Community Connections Society, Social Planning Society |  |  |  |  |  |  |  |  |  |  |  |
| 1.9 Conduct Vital Signs Project | Executive Director  FD Coordinator  Board Directors | Partnerships?  Anonymous  CFC  CBT  City of Cranbrook  Project Staff – new hire  Project funding |  |  |  | ? | ? | ? | ? | ? | ? | ? | ? |
| 1.10 Examine a model for contracting services | Executive Director  FD Coordinator  Board Directors  Project staff as available | Evaluation of FD coordinator/board involvement in EK Chamber of Mines |  |  |  |  |  |  |  |  |  |  |  |
| 1.11 Engage in coalition building as applicable | Executive Director  FD Coordinator  Committee chairs  Board Directors |  |  |  |  |  |  |  |  |  |  |  |  |
| 1.12 Strengthen relationship with Community Foundations of Canada | Executive Director  FD Coordinator  Board Directors | Members Section –  login: member  password: cfc123 |  |  |  |  |  |  |  |  |  |  |  |
| 1.13 Support communities in the Elk Valley to develop community funds or their own CFs |  | Budget:  Anonymous donor  CBT (matching funds)  Staff time  Director time  Project staff as available |  |  |  |  |  |  |  |  |  |  |  |
|  | | | | | | | | | | | | | |
| **Strategy 2 Highlight and celebrate our Grant giving role** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 2.1 Carry out annual granting cycle with adaptations to grant applications | Executive Director  Grant | Staff time  Director time  Funds: Sponsorship? New partnerships?  Expanded budget?  Space: Heritage is current location – should the event be held in a community facility to increase profile? |  |  |  |  |  |  |  |  |  |  |  |
| 2.2 Develop a media plan for grant gala | Executive Director  FD Coordinator  Grant Committee  FD Committee | Staff and committee time to develop plan  Partnerships: Karen/Black Press/Radio  Budget?  CFC materials – release of marketing pieces coincide with the granting and gala period |  |  |  |  |  |  |  |  |  |  |  |
| 2.3 Enhance the granting gala event |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 2.4 Develop a youth component to granting | Youth Coordinator  Executive Director | Partnership with BBBS, CBK Youth  Staff time |  |  |  |  |  |  |  |  |  |  |  |
| 2.5 Increase awareness of grant process to outlying areas | Executive Director  FD Coordinator  Directors (esp. Lee-Ann with RDEK knowledge and contacts).  Grant Committee  FD Committee | Part of the Media/Communications plan for grants and gala |  |  |  |  |  |  |  |  |  |  |  |
|  | | | | | | | | | | | | | |
| **Strategy 3 Enhance Operations of the CDCF Board** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 3.1 Hold regular meetings of the board | Board chair  Executive Director | Directors’ Time  Staff time |  |  |  |  |  |  |  |  |  |  |  |
| 3.2 Develop and make use the Executive Committee model | ED  Chair, co-chair, treasurer, secretary | Staff and Executive member time |  |  |  |  |  |  |  |  |  |  |  |
| 3.3 Hold annual strategic planning meetings | Board chair and Executive Director | Directors` time  Planning time by Executive Director  Link to Vital Signs |  |  |  |  |  |  |  |  |  |  |  |
| 3.4 Develop human resource committee | Board meeting decision | Committee chair needed |  |  |  |  |  |  |  |  |  |  |  |
| 3.5 Form Nominating committee | Board meeting decision | Committee chair needed |  |  |  |  |  |  |  |  |  |  |  |
| 3.6 Recruit new treasurer | Board and chair  Nominating committee if one is formed | Board and staff time |  |  |  |  |  |  |  |  |  |  |  |
| 3.7 Clarify board, staff & committee roles & responsibility | Board and staff | Director’s binder as reference  Governance committee time  Board director’s time |  |  |  |  |  |  |  |  |  |  |  |
| 3.8 Strengthen reporting re: operations budgeting and endowment performance | Executive Director | Executive Director time  Treasurer role filled |  |  |  |  |  |  |  |  |  |  |  |
| 3.9 Strengthen reporting to the board | Executive Director | Executive Director time |  |  |  |  |  |  |  |  |  |  |  |
| 3.10 Engage volunteers in admin support | Executive Director  Board Chair | Staff time |  |  |  |  |  |  |  |  |  |  |  |
| 3.11 Improve Board orientation & training | Executive Director  Board Chair | Staff time |  |  |  |  |  |  |  |  |  |  |  |
| 3.12 Clarify goals on Board’s evolution (i.e. policy v. working Board) | Executive Director  Board Chair | Staff time  Chair time  Governance committee |  |  |  |  |  |  |  |  |  |  |  |
| 3.13 Explore new partnerships to secure sustainable finances | Executive Director  Board Chair  Directors | Board to bring forward opportunities  Executive Director time |  |  |  |  |  |  |  |  |  |  |  |
| 3.14 Succession planning | Executive Director  Board Chair  Nominations chair |  |  |  |  |  |  |  |  |  |  |  |  |