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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 CommitteeExecutive Director |  |  |  |  |  |  |  |  |  |  |  |  |
| 1.2 Build membership base | DirectorsFD CommitteeFD 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 CoordinatorExecutive DirectorFD CommitteeDirectors |  |  |  |  |  |  |  |  |  |  |  |  |
| 1.4 Continue to profile CDCF as a partner in homeless shelter project | Past chair/ presidentExecutive DirectorFD Coordinator Board Directors | Evaluation of homeless shelter coalitionONGOING |  |  |  |  |  |  |  |  |  |  |  |
| 1.5 Provide presentations to business community | FD Coordinator Board DirectorsExecutive Director | Refer to marketing plan: Do we make presentations as opportunities arise and/or planned outreach?Presentation ready? Materials/talking notes and presentationsTarget 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 DirectorFD Coordinator Board Directors | Partnerships?  Anonymous CFC CBT City of CranbrookProject Staff – new hireProject funding |  |  |  | ? | ? | ? | ? | ? | ? | ? | ? |
| 1.10 Examine a model for contracting services | Executive DirectorFD Coordinator Board DirectorsProject staff as available  | Evaluation of FD coordinator/board involvement in EK Chamber of Mines |  |  |  |  |  |  |  |  |  |  |  |
| 1.11 Engage in coalition building as applicable  | Executive DirectorFD Coordinator Committee chairsBoard Directors |  |  |  |  |  |  |  |  |  |  |  |  |
| 1.12 Strengthen relationship with Community Foundations of Canada | Executive DirectorFD Coordinator Board Directors | Members Section – login: memberpassword: cfc123 |  |  |  |  |  |  |  |  |  |  |  |
| 1.13 Support communities in the Elk Valley to develop community funds or their own CFs |  | Budget: Anonymous donor CBT (matching funds)Staff timeDirector timeProject staff as available |  |  |  |  |  |  |  |  |  |  |  |
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| **Strategy 2 Highlight and celebrate our Grant giving role**  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 2.1 Carry out annual granting cycle with adaptations to grant applications | Executive DirectorGrant  | Staff timeDirector timeFunds: 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 DirectorFD CoordinatorGrant CommitteeFD Committee | Staff and committee time to develop planPartnerships: Karen/Black Press/RadioBudget?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 CoordinatorExecutive Director | Partnership with BBBS, CBK YouthStaff time |  |  |  |  |  |  |  |  |  |  |  |
| 2.5 Increase awareness of grant process to outlying areas | Executive Director FD CoordinatorDirectors (esp. Lee-Ann with RDEK knowledge and contacts).Grant Committee FD Committee | Part of the Media/Communications plan for grants and gala |  |  |  |  |  |  |  |  |  |  |  |
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| **Strategy 3 Enhance Operations of the CDCF Board**  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 3.1 Hold regular meetings of the board | Board chair Executive Director  | Directors’ TimeStaff time  |  |  |  |  |  |  |  |  |  |  |  |
| 3.2 Develop and make use the Executive Committee model | EDChair, co-chair, treasurer, secretary | Staff and Executive member time |  |  |  |  |  |  |  |  |  |  |  |
| 3.3 Hold annual strategic planning meetings | Board chair and Executive Director | Directors` timePlanning time by Executive DirectorLink 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 chairNominating committee if one is formed | Board and staff time |  |  |  |  |  |  |  |  |  |  |  |
| 3.7 Clarify board, staff & committee roles & responsibility | Board and staff | Director’s binder as referenceGovernance committee timeBoard director’s time |  |  |  |  |  |  |  |  |  |  |  |
| 3.8 Strengthen reporting re: operations budgeting and endowment performance | Executive Director | Executive Director timeTreasurer role filled |  |  |  |  |  |  |  |  |  |  |  |
| 3.9 Strengthen reporting to the board | Executive Director | Executive Director time |  |  |  |  |  |  |  |  |  |  |  |
| 3.10 Engage volunteers in admin support | Executive DirectorBoard Chair | Staff time |  |  |  |  |  |  |  |  |  |  |  |
| 3.11 Improve Board orientation & training | Executive DirectorBoard Chair | Staff time |  |  |  |  |  |  |  |  |  |  |  |
| 3.12 Clarify goals on Board’s evolution (i.e. policy v. working Board) | Executive DirectorBoard Chair | Staff time Chair timeGovernance committee |  |  |  |  |  |  |  |  |  |  |  |
| 3.13 Explore new partnerships to secure sustainable finances  | Executive DirectorBoard ChairDirectors | Board to bring forward opportunities Executive Director time |  |  |  |  |  |  |  |  |  |  |  |
| 3.14 Succession planning | Executive DirectorBoard ChairNominations chair  |  |  |  |  |  |  |  |  |  |  |  |  |