



# Community Foundation

Tyne & Wear and Northumberland

Enriching lives through effective giving

## **Summary of our strategic framework for 2010-2013**

**Our vision** is *effective giving, thriving communities and enriched lives.*

**Our purpose** is to be the hub for community philanthropy in our area – inspiring and supporting giving that strengthens communities and enriches local life.

To do this we:

- enable effective giving by people and business;
- support organisations and individuals with money, time and expertise;
- inform and influence issues affecting our communities.

**Our principles** are that in all our work, we seek to:

- advocate for disadvantaged people and less well supported causes;
- reflect and involve our area's diverse communities;
- deliver our work to the highest standards of customer service, transparency, accountability and independence;
- promote giving that is rewarding, educational and enjoyable;
- provide a creative and supportive environment for staff, Board and volunteers;
- build a lasting and growing resource for our area through our endowment;
- contribute to tackling issues facing our communities arising from climate change.

**The overall purpose of this strategy** is to grow the Community Foundation and increase its visibility and impact, whilst making it more financially sustainable.

**Strategic aim 1: To attract more donors and to increase the amount of discretionary and unrestricted funding for distribution.**

*Objectives*

- A more appealing and coherent donor offer and menu of services.
- Recruitment of new major private donors.
- Existing donors doing more.
- More unrestricted and discretionary giving.
- Greater efficiency in services for donors with smaller funds.
- More people engaged in modest one-off/regular giving.
- Wider engagement of businesses and entrepreneurs.
- Support for donors to give time and expertise.
- Leverage of additional external funds

**Strategic aim 2: to become a more effective, intelligent and strategic grant-maker.**

*Objectives*

- Over-arching grants strategy informing donor care and funding.
- Use of themes to support donor engagement, grant-making and policy work.
- Grant-making better informed by our and others' knowledge and expertise.
- Unrestricted/discretionary funds targeted at strategic goals.
- Grants to individuals supported by transparent and effective procedures.
- Reputation as a good grant-maker maintained.

**Strategic aim 3: to develop a stronger leadership role regionally, nationally and internationally.**

*Objectives*

- We are seen as a regional, national and international leader in philanthropy.
- Collaboration with other community foundations and grant-makers regionally.
- Inform and influence relevant policy and practice.
- Be a go-to organisation on community issues.

**Strategic aim 4: to improve communications so our work and value is more widely and clearly understood.**

*Objectives*

- Increased public visibility.
- Better understanding among key audiences of how the Foundation works.
- Communications reach wider audiences.
- Board able to represent Foundation effectively.

**Strategic aim 5: to improve our efficiency and effectiveness.**

*Objectives*

- Improved operational efficiency and business environment.
- Maintain relevant legal, charitable and quality standards.
- Well-resourced and managed activities.
- Board members and staff working towards shared goals.
- Effective governance.
- Increased Board and staff skills and confidence.
- Reduced carbon footprint from our operations.

**April 2010**