

STRATEGIC PLAN 2026-2030



The Next Chapter For Generosity *That Endures*





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Context

Throughout this plan, three key groups are central to London Community Foundation's work: Donors, Charities, and Communities.

DONORS

Refers to the fundholders and other individuals, families, and organizations who entrust their philanthropy to the Foundation.

CHARITIES

Includes registered charitable organizations, community organizations, such as grassroots groups, and nonprofit organizations that deliver services and solutions across London, Middlesex, and neighbouring First Nations.

COMMUNITIES

Refers to the diverse and geographic communities that make up London and Middlesex County, including our neighbouring First Nations: the Chippewas of the Thames First Nation, the Oneida Nation of the Thames, and the Munsee-Delaware Nation.

THE TERM DIVERSE

Reflects the range of people, places, and experiences across London, Middlesex County, and neighbouring First Nations including urban, suburban, and rural communities, as well as differences in culture, race, identity, ability, socioeconomic background, faith, sexual orientation, and lived experience.

These definitions recognize the broad ecosystem in which London Community Foundation operates and reflect our commitment to working in partnership with donors, charities, and communities to create meaningful and lasting impact.





Vision

Transforming generosity into hope, action, and lasting community impact in London, Middlesex, and neighbouring First Nations.

Mission

London Community Foundation inspires and stewards generosity by:

- Enabling donors and fundholders to make a difference today and build lasting impact for generations to come.
- Supporting and uplifting charities and communities to advance well-being and build a stronger, more inclusive present and future.
- Bringing people and ideas together to spark positive community change.

Values



INTEGRITY & STEWARDSHIP

Acting with transparency, accountability, and excellent governance as trusted stewards of donor funds and endorsements.



COLLABORATION

Creating transformative change through teamwork, open communication, and shared purpose.



EQUITY & INCLUSION

Championing fairness, belonging, and shared purpose for greater community good.

Community

LONDON, MIDDLESEX,
& NEIGHBOURING
FIRST NATIONS



RELATIONSHIPS

Nurturing deep, trusting relationships that last.



INNOVATION

Making creativity, curiosity, and continuous improvement a part of everything we do.



LEARNING

Listening, evolving, adapting, and growing with our communities.



AREA OF FOCUS:

Inspiring Impact Through *Philanthropy*

Donors

IMPACT OUTCOMES:

- Donors are able to support the causes that matter most to them, while contributing to a shared vision of a stronger, more prosperous community.
- Donors see London Community Foundation as a trusted and valued partner, confident their donations are stewarded with transparency, integrity, and professional oversight.
- Donors benefit from flexible, simple, and personalized pathways that make philanthropy accessible and meaningful.
- Donors are informed and inspired to give with purpose and confidence, guided by a deeper understanding of community needs.
- Donors see clear evidence that their giving contributes to community-led solutions.

STRATEGIC PRIORITY & GOALS:

Priority:

Engage, grow, and sustain a diverse donor community that fuels purposeful giving and drives lasting community impact.

Goals:

1. Grow London Community Foundation's donor base to include both established and new generations of donors, reflecting the diversity of London, Middlesex, and neighbouring First Nations.
2. Build personalized giving pathways that welcome new donors, deepen relationships, and inspire loyalty across a diverse donor community.
3. Strengthen London Community Foundation's brand as the trusted choice for impactful giving of all kinds.
4. Harness the Foundation's research and insights on community strengths, needs, risks, and opportunities, to inspire purposeful giving.
5. Position the Foundation as the preferred partner for professional advisors, connecting their clients' unique philanthropy goals to community needs, deep local expertise, and the lasting impact of our endowment.
6. Enhance donor confidence through transparent reporting that connects contributions to measurable impact.



AREA OF FOCUS:

Uplifting Charities for *Lasting Impact*

Charities & Community Organizations

IMPACT OUTCOMES:

- Charities are able to access a diverse range of funding opportunities and connections that support them to achieve their unique missions.
- Charities experience trust-based partnerships with London Community Foundation, grounded in listening, collaboration, and respect.
- Charities engage in accessible, supportive grant and loan application and reporting processes.
- Through our stewardship, charities' stories of need and impact reach donors.

STRATEGIC PRIORITY & GOALS:

Priority:

Uplift and facilitate the work of a diverse range of charities so they can thrive as community builders and changemakers.

Goals:

1. Mobilize granting, loans, and investments to address community priorities, respond to urgent needs, and spark innovative solutions.
2. Expand London Community Foundation's communications and outreach to engage a broader diversity of charities, foster trust-based relationships, and reinforce our role as a trusted partner for community projects.
3. Strengthen the charitable ecosystem by amplifying charities' voices and sharing their stories of impact with donors, civic partners, and communities.



AREA OF FOCUS:

Building Stronger *Communities*

London, Middlesex, & Neighbouring First Nations

IMPACT OUTCOMES:

- Communities benefit from a growing endowment that strengthens London Community Foundation's ability to support shared priorities for generations to come.
- Communities have access to funding opportunities that help them adapt, innovate, and succeed in the face of evolving priorities and challenges.
- Diverse communities see compelling evidence of donor giving, volunteerism, and charitable work being transformed into lasting impact.
- Residents experience a sense of connectedness and civic pride in the collective efforts to build a stronger London, Middlesex, and neighbouring First Nations.
- Communities recognize London Community Foundation as a trusted catalyst, connector, and champion of community well-being, made possible through donor support.

STRATEGIC PRIORITY & GOALS:

Priority:

Connect generosity with opportunity to build inclusive, resilient, and prosperous communities.

Goals:

1. Advance London Community Foundation's role as a trusted partner and convenor that brings diverse sectors, communities, and partners together to collaborate, act, and spark positive change.
2. Deepen relationships with diverse groups and under-engaged communities to reflect their voices in the Foundation's decision-making and priorities.
3. Evolve the Foundation's research strategy into a data-driven compass that identifies community needs, opportunities, and risks to guide its funding priorities.
4. Employ multi-faceted communication strategies to showcase community impact, build public awareness, and foster a sense of hope and pride.
5. Embed clear performance targets and indicators across the Foundation to measure community impact, generate actionable insights, and drive continuous improvement.



AREA OF FOCUS:

Empowering People and *Performance*

STRATEGIC PRIORITY & GOALS:

Priority:

Advance excellence through London Community Foundation's culture and people.

Goals:

1. Sustain an inclusive, values-based culture that fosters well-being, respect, empowerment, and belonging.
2. Continue to attract, retain, and support a team of talented, committed employees and volunteers united around the Foundation's vision.
3. Align the Foundation's organizational structure and workforce planning with strategic priorities, anticipating future human resource needs.
4. Support staff to grow and thrive through continuous learning, mentorship, and diverse developmental opportunities.
5. Integrate equity and inclusion into all roles, practices and policies.

Priority Two:

Enable excellence through smart systems and processes.

Goals:

1. Adopt progressive digital and technological solutions to modernize core services, practices, and processes, driving improved outcomes.
2. Leverage data systems to generate integrated, accessible insights that strengthen financial management, donor engagement, and strategic decision-making.
3. Prioritize ethical data practices, privacy, and cybersecurity.
4. Embed a donor and charity-centred focus into internal systems and processes, ensuring experiences are accessible, responsive, and aligned with the Foundation's mission.
5. Integrate planning and evaluation processes that unify donor, charity, and community outcomes.

Priority Three:

Sustain excellence through outstanding governance.

Goals:

1. Ensure long-term financial resilience through responsible stewardship, sustainable revenue practices, and ongoing performance measurement aligned with the Foundation's values, donor expectations and strategic priorities.
2. Advance governance effectiveness by nurturing a diverse, skilled, and future-ready Board of Directors (Board).
3. Foster a Board culture that learns from and listens to under-engaged and diverse groups, donors, and partners to inform decision-making.
4. Regularly review and align Board structures, committees, and decision-making processes with the Foundation's mission, values, and strategic priorities.
5. Anticipate, assess, manage, and mitigate risks within a complex and evolving environment.



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