



NIAGARA COMMUNITY  
FOUNDATION



2025-29

5-Year Strategic Priorities

Turning Intent Into Impact



## **Vision**

Realizing community dreams through philanthropy.

## **Mission**

The Niagara Community Foundation improves the quality of life in Niagara through philanthropy.

## **Guiding Principles**

**Put Niagara first:** We respond to Niagara's diverse communities by facilitating leadership, advancing local action, and promoting the region's unique story.

**Philanthropic leadership:** We demonstrate expertise and provide leadership to help donors realize their philanthropic goals.

**Invest strategically in the region:** With a focus on innovation, we leverage community knowledge to maximize impact through grants.

**Connect, engage and inspire:** We collaborate with partners to foster positive and lasting social and economic change.

**Maintain solid governance and operational excellence:** We implement transparent practices that are flexible, accountable and built on a foundation of respect, trust and integrity.

## **Five-Year Vision for 2029**

---

Our value is based on the impact we have in the communities we serve, as a grant maker, convener, connector and influential leader in the charitable sector and beyond.

To this end, at a Board planning session in December 2023, the Board of Directors of the Niagara Community Foundation (NCF) set a vision to guide the next five years. The following three priorities embody this.

## Strategic Priorities

---

# Endowment.

### **1. Inspire Philanthropy: Building a Legacy for Niagara**

- Grow our endowment fund
- Engage professional advisors and provide resources to promote NCF
- Expand the Niagara Fund to support greater community responsiveness
- Invite philanthropic participation from Niagara's emerging and evolving communities and groups

# Empowerment.

### **2. Amplify Community Impact: Strategic Investment and Influencing Positive Change**

- Support Niagara's charitable sector through grant making, capacity building initiatives, governance coaching, and networking with funders
- Explore tangible partnerships to respond to Niagara's most pressing social and economic issues
- Prioritize investment in social impact partnerships and initiatives
- Increase presence and visibility in the community

# Excellence.

### **3. Leading From Strength: Supporting Organizational Growth**

- Invest in and develop our people and culture
- Support diversity actions, foster equity as a foundation and increase representation and inclusion of diverse groups within our staff, volunteers and charity partners
- Enhance NCF's processes to better measure impact

# Endowment.

## 1. Inspire Philanthropy: Building a Legacy for Niagara

As Niagara's philanthropic partner, we will continue to connect donors to causes to realize their philanthropic goals and empower communities to improve the quality of life for everyone.

We will be at the forefront and top-of-mind with donors, professional advisors and community leaders in Niagara. We will continue to be a destination for community members looking to leave a legacy and invest in Niagara, resulting in the significant growth of our endowment. We will remain accessible by inviting supporters of varying capacity to turn their intent into impact.

We will continue to play a leadership role by working with donors to respond to current and emerging community needs. This involves working across Niagara to galvanize existing relationships with major institutions and funders, as partners and allies.

We will cultivate philanthropists, supporters and volunteers to champion the importance of contributing time, talent and treasure. This will require a relationship-based approach to fund development, resulting in more investments across Niagara's diverse charitable sector.



We will be intentional in increasing our visibility and community outreach. This includes recognizing and sharing the impact our donors are having in the community through storytelling. We will leverage evolving technologies to engage more prospects, supporters and donors.

We will actively engage the region's evolving demographics including newcomers to Niagara and culturally diverse donors and supporters.

We will steward and leverage our reputation as a respected, valued, and credible philanthropic leader.

We will invite philanthropic participation from Niagara's Indigenous community as well as the region's emerging and evolving population.

# Empowerment.

## 2. Amplify Community Impact: Strategic Investment and Influencing Positive Change

We will continue to address the complex challenges facing our community through grant making that strengthens existing services, responds to emerging needs and empowers the charitable sector throughout Niagara.

We will access current, timely and relevant knowledge to inform donors regarding philanthropic solutions and impactful grant making that meet their charitable goals and community needs. This includes sharing the impact of our work with our stakeholders and the broader community through story-telling.

We will increasingly develop opportunities to partner with other funders, foundations, institutions, government and businesses to expand, strengthen and leverage our investments. We will prioritize social enterprise opportunities and seek innovative investment and loan opportunities that tackle deeply entrenched and complex social, economic and environmental problems

We will continue to act as a key resource and leader in Niagara for charitable governance, sustainability, and philanthropic best practices. We will fund and facilitate relevant training and resources through capacity building grants, governance coaching, and professional development opportunities.

We will advance our role as a community partner to intentionally address broader societal issues. This work includes linking, convening and connecting people, funders, ideas and community assets to mobilize change. We will also promote the impact of our work to inspire others.

We will play a role in nurturing non-profit collaborations and supporting the broader community foundation movement through active engagement and advocacy with other area community foundations as well as Community Foundations of Canada.



# Excellence.

## 3. Leading from Strength: Supporting Organizational Growth

We will continue to operate at the highest level of financial stewardship resulting in continued accountability, confidence, and trust to our fund holders, donors and key stakeholders.

Leading with expertise, the Board will provide oversight to maintain excellence in governance, effective financial management, strategic investment, contingency planning, risk management, industry leading accreditation, and best practices and innovations across the charitable sector.

NCF will support diversity actions, foster equity as a foundation and increase representation and inclusion of diverse groups within our staff, volunteers and charity partners.

Growth will be supported through purposeful investment in NCF's human resource complement in order to continue to foster a dynamic, collaborative and inclusive culture. This includes professional development, succession planning and other learning opportunities for staff and volunteers.

Additionally, we will support efficiencies and maximize technology. This includes strengthening decision-making, evaluation, and reporting to continually improve our work and impact.





# Turning Intent Into Impact



[NIAGARACOMMUNITYFOUNDATION.ORG](http://NIAGARACOMMUNITYFOUNDATION.ORG)

 @NiagaraCF

 @niagaracommunityfoundation

 @niagaracommunityfoundation

 905.684.8688

 [info@niagaracommunityfoundation.org](mailto:info@niagaracommunityfoundation.org)

 301-8 Church Street, STC, ON L2R 3B3

