



## BUDERIM FOUNDATION – STRATEGY 2017 – 2020

July 2017

### Overarching strategic priorities:

- Raising awareness
- Engagement
- Growth of corpus

### Raising awareness

Make more people aware of what the Foundation is and does. Deliver a clear, consistent and unified message about the benefits it delivers to the community.

Increase the focus on grant recipients and their projects as evidence of the Foundation fulfilling its purpose.

Designate a significant portion of the annual grant pool over several years to enable funding of a long-term signature community project involving multiple organisations.

### Engagement

Increase levels of cooperation, support and collaboration across committees applying actions to avoid silos.

Directors and committee members to demonstrate leadership including presenting the organisation with a clear and compelling vision and a united purpose.

Clearly define and communicate the role of Ambassadors.

Directors and committee members to all play a part in growing our Ambassador ranks and nurturing them over the long term.

Ensure that events provide a successful pathway for recruitment and ongoing engagement.

Engage, inspire and recruit young people into the Foundation family.

### Growth of corpus

Set and achieve realistic medium and long-term growth goals by:

- Focusing on raising awareness of the Foundation and engagement with the community including potential donors.
- Recognising and appreciating our current donors
- Promoting bequests as a form of giving – specifically to professional advisors, as well as to the broader community
- Promoting new ways for people to give.