

VISION

Ottawa fulfills its potential as an environmentally balanced, socially just, culturally vibrant and economically resilient city.

MISSION

The Community Foundation of Ottawa works with the community as a trusted partner to fulfill impact philanthropy, and bring about positive, systemic and sustainable change in our city and beyond.

Our Value Proposition: World Class Asset Management & Governance. Philanthropy Made Easy. Intimate Community Knowledge.

Increase Flexible Assets

Key Strategies

- Calibrate engagement with donors to inspire them to support the CFO's emerging priorities while meeting their own philanthropic objectives
- Appeal to, secure and engage diverse non-traditional donors by reinforcing the CFO's range of vehicles and fund types, coupled with the breadth/depth of our community and sector knowledge, and our position as a thought leader
- Grow the pool of discretionary funds, principally, though not exclusively, through after-lifetime gifts and/or broadening the purposes of existing funds

OUTCOME

Increased capacity for the CFO to tackle critical issues, support city building initiatives and meet other priorities

Harness High Leverage Opportunities

Key Strategies

- Capitalize on Ottawa Insights, community and other input to identify/select issues and opportunities for appreciable support by the CFO
- Apply systems-level thinking, optimize influence through key points of leverage with multiple stakeholders, help unlock existing capacity, and encourage collaboration
- Mobilize relevant capacity from the full suite of CFO's resources, including grantmaking, impact investing, reputational influence and connections to external resources
- Embrace "smart risk" by balancing uncertainty against potential benefits, demonstrating transparency and employing adaptive planning and execution

OUTCOME

Breakthroughs are evident where the CFO directly engaged on community issues

Scale up City Building Role

Key Strategies

- Drive social innovation in our city and ensure the success of related initiatives
- Facilitate/lead the expansion of collaborative grantmaking
- Leverage public, private, philanthropic partnerships to address Ottawa's most pressing needs
- Increase involvement and influence in long-range, transformative city-building opportunities
- Explore ways to engage in advocacy and public policy work that will benefit long-term community well being

OUTCOME

CFO thought leadership contributes to significant progress on Ottawa's ability to fulfill its potential

Our Brand & Profile – Thought Leader. City Builder. Strategic Grantmaking. High Impact Donor Engagement. Transactional Excellence. Collaborative Partnerships.

Our Impact – Systemic and sustainable change. Meaningfully measured. Clearly communicated. Community Alignment.