

## VISION

Ottawa fulfills its potential as a healthy, inclusive, environmentally balanced, culturally and economically vibrant city.

## MISSION

The Ottawa Community Foundation works with stakeholders as a trusted partner to bring about positive, systemic and sustainable change in our community and beyond.

• Deep community knowledge • Impactful philanthropy • World class asset management •

## THE CONTEXT OF OUR WORK

Building on its strong foundation in the community and connection with its stakeholders, the Ottawa Community Foundation is recognized more broadly as a trusted organization that works with leaders from the public, private and philanthropic sectors to achieve and measure positive change.

We are engaging with known and new members of our community to tackle root causes of significant negative trends and conditions. Through shared value, we are more relevant to organizations in our city. As a member of the philanthropic community, we are meaningfully engaged in conversations with Indigenous peoples and communities as part of our commitment to Truth and Reconciliation.

Our collective investment in social infrastructure leads to repeatable successes and systems' level change in our city.

## KEY THRUSTS

### GROW THE ASSETS

- Bolster and support key referral channels
- Attract a growing number of traditional donors, as well as donors from diverse populations
- Build flexible assets while respecting donors' priorities
- Achieve investment goals

### RAISE OUR PROFILE

- Define key audiences and deliver strategies to engage them
- Equip OCF ambassadors to engage actively in our work
- Use storytelling to highlight impact and inspire tangible support
- Expand our digital reach

### PURSUE EMERGING OPPORTUNITIES

- Identify, engage and enlist populations that reflect our community
- Keep abreast of, adapt to or be the source of positive disruption
- Adopt alternative approaches that increase the impact of our work

### INCREASE EFFECTIVENESS

- Improve systems to evaluate our key areas of impact
- Apply data and research to inform decisions and actions
- Build grantee capacity to evaluate their own impact
- Enhance Ottawa Insights' influence on community decision-making and action

### LEAD BY EXAMPLE

- Invest in social infrastructure to repeat successes
- Increase engagement in transformative city-building opportunities
- Leverage catalytic opportunities to mobilize cross-sectoral creativity, commitment and solutions
- Develop strong partnerships with funders in the public, private and philanthropic sectors
- Continue to seek understanding of Truth to support Reconciliation

## OUTCOMES

- We are recognized as leaders.
- We have significantly grown assets.
- We convene and engage the diverse segments of our city.
- We measure, determine impact and repeat successes.

## VALUES

### **INTEGRITY**

We are built on principles of trust, fairness, transparency and accountability.

### **COLLABORATION**

We embrace diverse voices and perspectives. We nurture our relationships.

### **COMMUNITY CENTERED**

We respect and support our community's strengths and opportunities.

### **HUMILITY**

We recognize the contributions of others.

### **LEADERSHIP**

We foster conditions for progress and innovation.

### **REFLECTION**

We reflect on our work to evolve and improve. We listen, learn and adapt.