

## Our Purpose

Connecting generous people with causes that matter

## Our Values

We care for our communities



We foster generosity



We invest wisely



We distribute equitably



## Our Values

## Our Strategic Objectives

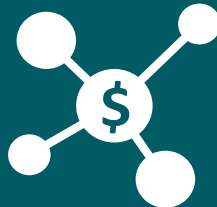


### Grow the Fund

- Increase awareness of our vision
- Engage with potential donors
- Connect with our communities
- Make giving easy
- Care for our donors

### Invest Prudently

- Professional management
- Sound investment policy
- Diversification
- Protection of real capital
- Sustainable allocation framework



### Distribute Wisely

- Understand our communities
- Know who we are & what we fund
- Equitable, rather than equal
- Consistent
- Robust policy, procedure & practice

### Administer Efficiently

- Work smarter
- Focus on results
- Effective allocation of resources
- Increase founding 40 donors
- Seek corporate sponsorship



### Govern Well

- Committed to best practice
- Skills based
- Diversity of thought
- Representative of our communities
- Perpetuity mindset

## Our Vision

Inspiring our community to give where they live