



Defining vital priorities



**CALGARY
FOUNDATION**
FOR COMMUNITY, FOREVER

For more information about our vital priorities, or how you can work with us to make a difference in these critical areas, please contact a member of our Donor Stewardship team at donorgrants@calgaryfoundation.org or 403-802-7304.

calgaryfoundation.org

A nod to the past, a look to the future

Reflecting on six decades of serving community provides an opportunity to reaffirm our purpose. Calgary Foundation will always maintain its 360-degree orientation supporting all areas of the charitable sector. However, in the context of an ever-changing world, we have re-examined the issues facing our community to ensure we are effectively addressing current and emerging community needs.

Vital Priorities Process

Our 60th anniversary in 2015 was a pivotal year for the Calgary Foundation. It prompted the reassessment of our priorities to add strategic focus, alignment and impact to our work. Through multi-staged consultations and extensive analysis of research, five vital priorities were identified. The real value of the process was the involvement of community as a whole.



Community Knowledge

In addition to our vast knowledge of community, data was synthesized from our granting programs, Vital Signs reports, Community Knowledge Centre and other consolidated research. From this, 11 priority areas emerged.



Community Consultation

Through individual interviews, 33 corporate, government and non-profit leaders shared research and insights into their respective sectors. The 11 priority areas were narrowed to eight, which provided the basis for further discussion with additional community leaders.



Vital Conversations

We convened 74 leaders representing 66 charitable organizations, who provided input into the advantages and disadvantages of the proposed vital priorities. Feedback told us to: ensure that Calgary Foundation resources address root causes, take risks, experiment, and fund innovation.



The Final Five

Five vital priorities were collectively identified as issues that will require innovative solutions, additional profile, leadership and investment over the next 10 years. Criteria for determining the Calgary Foundation's role in making a meaningful difference in these areas include: impact, existence of a current local strategy, urgency of the issue, and ability to take action.



Moving Forward

A strategic plan is in place to ensure the vital priorities gain momentum and deliver impact. We will regularly review our efforts and assess community needs to allow a shift in the vital priorities as required.

Vital priorities are not independent, isolated issues.

They intersect and interconnect with one another. While they are of importance to all Calgarians, there are some populations (i.e. seniors, new Canadians, newcomers, children and youth, Indigenous people) that will require urgent, additional or specialized supports.

