

## Executive Summary of CVC Foundation Strategic Vision

### Who We Are

The Credit Valley Conservation Foundation is a charitable organization governed by an elected board of directors, comprised of public and private sector volunteers that live or work in the Credit River Watershed.

### Our Mission

To support the Credit Valley Conservation Authority (CVCA) by raising funds for specific conservation projects carried out by CVC that protect the health and well-being of the flora and fauna, the watershed and its inhabitants for today and tomorrow.

### Our Vision

As leaders in sustainable fund development, the Credit Valley Conservation Foundation makes a minimum annual contribution of \$1 million dollars to the Credit Valley Conservation Authority in support of their efforts in carrying out valuable conservation projects.

### Our Core Values

- ⦿ Commitment to conservation
- ⦿ Integrity in our actions
- ⦿ Accountability to our donors
- ⦿ Responsiveness to emerging needs
- ⦿ Collaboration with community partners
- ⦿ Excellence in program delivery

### Our 10 Strategic Directions

1. Support the current and future needs of CVC
2. Support projects and programs that offer science-based solutions
3. Support projects that promote environmental education and nurture ecological literacy
4. Support projects and programs that provide affordable and ecologically sustainable recreation opportunities for people of all ages and backgrounds.
5. Embrace a variety of fundraising methodologies to best achieve our goals
6. Communicate our goals and engage the public
7. Create and build value-added relationships and partnerships
8. Set Realistic, Achievable Fundraising Targets
9. Maintain respectable administrative costs of fundraising
10. Enhance donor accountability and transparency through better reporting