

### **Background:**

The Britannia Board of Directors approved spending the equivalent of the 2010 surplus (\$81,222) in 2011. 30% of this amount (\$24,366.60) was to go directly towards a Fund Development Strategy.

The Board approved a Fund Development Policy Statement which sets the principles and ethics for fund raising activities for the Society.

Last year the Board directed the Executive Director to draft a Fund Development Strategy for Britannia not only for raising money for capital improvements and to develop reliable sources of revenue to realize our mission and vision.

### **Recommendation:**

**That the Board approve up to \$20,000 from the Society budget towards developing a Fund Development Strategy.**

### **Fund Development Strategy Phase 1 - Research and Assessment**

Report on Society Fundraising History and Efficacy

Analyze Britannia Mission/Vision/Values relative to Strategy and Business

Operations Conduct Fund Raising Feasibility Study which will include:

- Assessment of the Societies strength and challenges in fund development
- Test the scope of support for the Society among community leaders, business, government and constituents
- Identify potential sources of revenue
- Identify best strategies/activities for the Society in the current context
- Identify emerging issues that will impact fund raising activities
- Create recommendations for a work plan

### **Phase 2 - Planning and Implementation**

Establish realistic fund raising goals,

Develop achievable short term (1yr) and long term (5yr) plan Plan for sustainability which may include:

- Society infrastructure and resources development,
- Database management,
- Donor stewardship,
- Communication

### **Phase 3 - Maintain, Sustain and Grow**

- Establish benchmarks for short term and long term plan
- Evaluation process
- Plan for change management

BOARD APPROVED UP TO \$20,000 FROM THE SOCIETY BUDGET TOWARDS  
DEVELOPING A FUND DEVELOPMENT STRATEGY. MAY 11, 2011