Overview:

This plan has been prepared to cover the next three to five years of the evolution of the Fergusson Foundation. Its primary function is to provide the Foundation with a road map for moving forward on its mission to prevent and eliminate family violence.

It has been prepared following an extensive process of deliberation and review engaging current and past Board members of the Foundation. Like all strategic plans, this plan should be regarded as a “work in progress” to be revisited and reviewed, ensuring that the plan remains relevant and flexible, and that the Foundation is able to adapt to any changes that may occur.

What the plan seeks to address:

The Fergusson Foundation is one of many different organizations that occupy the landscape of family violence prevention, intervention and elimination, both locally within New Brunswick and on the Regional and National scale. To continue to move forward the Foundation needs to be clear in its own mind where it is located in this landscape, and be able to communicate this clearly to others. Questions the Foundation might wish to ask are:

* What can we do?
* What do others already do?
* Where and how can we do most good?

The answers to these questions are not contained in this plan. The plan provides a route to how such questions may be answered.

What are the key challenges faced by the Foundation?

There has been considerable and ongoing discussion within the Foundation with respect to a number of issues, discussion which was further distilled through the process of developing this draft plan. The success of the Foundation depends on its ability to: demonstrate its relevance to stakeholders; maintain a reputation for excellence in the field; and source the necessary resources to support its mission.

These three factor are all interrelated – and for the Foundation to develop in a sustainable fashion the organization must maintain a balanced approach to all three. Working together they will provide the basis for the Foundation to set, achieve and even exceed their goals. This is the objective of this plan.

**Mission, Vision, VALUES**

**Our Mission**

*Fergusson Foundation is committed to being a catalyst for the prevention and elimination of family violence. We do this by increasing the awareness and understanding of its complexity, through: encouraging open dialogue, funding research into the causes and forms of family violence, promoting educational programs and supporting organizations providing services to those impacted by violence and abuse.*

**Our Vision**

*A society that is based on healthy relationships and is free from family violence in all its forms*.

**Our Values**

*Integrity*

*Compassion*

*Inclusion*

*Respect*

*Trust*

The Strategic Goal:

For the organization to set and achieve goals it is important to have an overall strategic objective. The draft strategic objective is set out below:

Over the next three to five years, the Fergusson Foundation will double its impact by doubling its capacity to work with its partners in facilitating the practical implementation of research supporting the elimination of family violence.

Three Key Strategic Themes:

In order to achieve the above, the Foundation has identified three core strategic themes that will guide its activities. These themes all contribute to and support the balanced development of the Foundation’s relevance, reputation and resources. The three themes are:

Access Subject Matter Expertise

Through directly accessing diverse subject matter expertise, the Foundation will be able to:

* More effectively develop and implement program design – enhancing its impact.
* Be better informed in working collaboratively with its partners.
* Enhance its reputation in the field with all stakeholders.
* Be more credible when seeking funding and support.

Increase Consultation

Through increasing consultation with stakeholders, the Foundation will be:

* More informed on the key challenges faced and on what the Foundation can do.
* Able to integrate this knowledge into program design.
* Improve its reputation as an engaged and collaborative partner.

Improve Measurement

partner

Through improving measurement of impact, the Foundation will be better placed to:

* Demonstrate the Foundation’s effectiveness to potential donors and supporters.
* Enhance its credibility with stakeholders including partner organizations.

Integrating the Strategic Themes:

The strategic themes will integrate into the Foundation’s current structure as shown in the graphic below. The three pillars of: Identity, Programs and Catalyst for Change, and Funding will incorporate the themes into all their activities and actions. These committees should be encouraged to continually ask:

* How do the strategic themes influence our conversation and decisions?
* How do our decisions support and build on our strategic themes?

The Governance Committee will implement a simple process to track the adoption and incorporation of the three themes within the Foundation – and identify actions or initiatives relating to the strategic themes that will have benefit for all three pillars.

