

ASPIRE	&
INSPIRE	

ABOUT OUR STRATEGIC PLAN

Welcome to the NSCC Foundation's Strategic Plan, which serves to guide and inspire our work.



Building upon the momentum of *Make Way – The Campaign for NSCC* and the launch of a new Alumni Relations program for the College, the plan lays out where we are now, where we are going, and how we intend to contribute to the success of NSCC.

We have titled our Strategic Plan *Aspire & Inspire* because, as the philanthropic arm of Nova Scotia Community College, that is what we do – and what we will continue to do.

Our journey is purposefully aligned with that of NSCC. The College's priorities become the Foundation's priorities.

Ultimately, our aim is to help NSCC fulfill its mission through philanthropy, sponsorship and advocacy.

We are focused on engaging NSCC alumni and our donors, those who are passionate about opening doors to education, to harness their support for student success.

We want all those who believe and have invested in NSCC to be confident their generosity is having a positive impact on the lives of NSCC students and the future of Nova Scotia.

Our Strategic Plan can best be realized through the development of complementary Business Plans which each year spell out in detail our tactics for engaging donors, sponsors, partners and alumni to fulfill our mission of supporting NSCC.

To that end, we believe this road map will guide us effectively in doing that – and doing it well and with purpose.

We invite you to come along for the journey!

OUR PHILOSOPHY AND GUIDING PRINCIPLES

NSCC FOUNDATION

The NSCC Foundation (“The Foundation”) is a registered charity and the philanthropic arm of Nova Scotia Community College (NSCC). We are dedicated to improving access to education and helping students in financial need. With the support of the College, 100% of all donations go directly to supporting students. We believe in NSCC’s Vision that we are “transforming Nova Scotia one learner at a time.”

OUR VISION

Inspired philanthropy.
Enhanced student success.

OUR MISSION

The NSCC Foundation is dedicated to advancing the Vision, Mission and Promise of the Nova Scotia Community College through philanthropy.

OUR ROLE WITH NSCC

The Foundation and NSCC have an integrated approach to planning and operations. The Foundation is responsible for both fundraising and alumni relations at the College. Working with NSCC leadership and campuses, we engage with our NSCC staff and faculty colleagues, prospective and current students, alumni, community partners, industry partners, and other external stakeholders, to advance our collective goals.

In our work:

- We serve as the conduit between NSCC and our Alumni
- We match the philanthropic interests of donors and sponsors with the priority needs of NSCC
- We oversee fundraising initiatives on behalf of NSCC
- We work with communities to create and fund innovative programming to grow the economy
- We ensure the responsible management and stewardship of all donor funds
- We direct the administration, investment and distribution of funds and resources held in trust for the benefit of NSCC and its students
- We connect our activities directly to NSCC’s Strategic and Business Plans

OUR GOVERNANCE

The NSCC Foundation is a registered charity with Canada Revenue Agency. We are governed by a volunteer Board of Directors comprised of community leaders and professionals dedicated to helping students realize their full potential. The Foundation Board functions under a Memorandum of Understanding with the NSCC Board of Governors. Our volunteer board is responsible for advocacy, fund development, granting and stewardship related to donor gifts. We endeavour to make fair, unbiased decisions and to be trusted stewards of donor funds, corporate sponsorships and philanthropic investments.

The NSCC Foundation:

- has a Board and committee structure aligned with the Foundation's priorities
- adheres to conflict-of-interest procedures for our Board of Directors, other volunteers in decision-making positions, and our staff
- ensures our leaders follow professional codes of practice, as registered members of the Association of Fundraising Professionals Canada
- prioritizes integrated planning with NSCC leadership and campuses, resulting in shared goals and agreed priorities
- adheres to strict financial management policies and procedures, and information privacy controls

OUR VALUES

Commitment to Donors and Sponsors:

We will serve our donors, sponsors and supporters with professionalism and integrity. We will earn and keep their trust.

Collaboration:

We commit to collaborating with NSCC leadership and campuses in our efforts to address our shared priorities and achieve our goals. We are committed to student success, to meeting the needs of our stakeholders, and to supporting NSCC's strategic direction.

Culture of Philanthropy:

We believe a culture of philanthropy makes a positive difference in our learning environment. We will be role models and leaders in this area and will support and encourage others in fostering a spirit of giving.

Diversity and Inclusion:

We will be intentional in our efforts to build diversity and inclusion as core strengths of our work.

Ethics and Accountability:

We function with integrity and transparency in every area of our business. We are accountable for the public's trust in all that we do.

Innovation:

New ideas are inspiring and can have transformative impact. We support entrepreneurial thinking and innovation in the pursuit of exceptional donor experience and student success.

Student Success:

We empower students by opening doors to education and by reducing financial barriers. We enhance learning by investing in teaching and learning supports and infrastructure at NSCC.

ACCOUNTABILITY AND RISK MANAGEMENT

The NSCC Foundation is committed to professional management, compliance and controls within our organization. It is imperative that we are accountable to our donors and sponsors, our students, and NSCC.

We will:

- Manage and fulfill agreements with donors, sponsors and funding recipients
- Invest in systems to meet the needs of NSCC campuses and our distributed college model
- Manage the costs associated with fundraising, fund management and fund distribution
- Subscribe to the Association of Fundraising Professionals Donor Bill of Rights and Ethical Fundraising Standards

OUR WORK IN SUPPORT OF NSCC'S STRATEGIC PRIORITIES

NSCC's Strategic Plan, Here & Now, focuses on four major areas: Student Success, Community Impact, Academic Quality and Organizational Excellence. The NSCC Foundation aligns its work to support the specific goals in each of these areas.

STUDENT SUCCESS

Financial stress is a key risk factor in a student's ability to access education and remain in school. The NSCC Foundation supports student success through financial aid, and the positive impact on students' lives cannot be overstated. We will develop specific ongoing appeals which inspire donors to choose NSCC for their philanthropic investment. We will endeavour to match the charitable and sponsorship interests of supporters to the resource needs of NSCC and our students.

COMMUNITY IMPACT

Over more than 20 years, NSCC has grown considerably in capacity, impact and reputation. We have proven the transformational power of education. The NSCC Foundation will continue to strengthen communications and outreach to enhance the brand awareness of NSCC in the communities we serve. We will also cultivate relationships with new and existing supporters across Nova Scotia to increase funds secured.

ACADEMIC QUALITY

Excellence in teaching and learning is at the core of NSCC. By supporting specialized programming, the development of centres of expertise and innovation, and opportunities in experiential learning, the NSCC Foundation will enhance the resources available so students continue to learn, strive and thrive.

ORGANIZATIONAL EXCELLENCE

The NSCC Foundation is committed to organizational excellence and continuous improvements in our systems, processes and activities. By investing in service excellence and following best practices in fundraising, we will develop stronger relationships with our stakeholders and communities, and leverage funding to maximize impact.



Holly Latter, Bursary Recipient
Industrial Engineering Technology, Class of 2018
Valedictorian, Ivany Campus

OUR MODEL

The work of the NSCC Foundation is focused on four primary areas:

ADVOCACY

- Enhance the culture of philanthropy at NSCC
- Advance the Mission and Vision of NSCC through collaboration
- Promote NSCC as a leading choice for philanthropic investments
- Grow and engage our network of NSCC Alumni
- Build NSCC's brand awareness

FUND DEVELOPMENT

- Match the philanthropic and sponsorship interests of supporters to the resource needs of NSCC and our students
- Establish new and foster existing relationships to increase funds secured
- Deploy effective strategies to undertake fund-development appeals
- Align fund development plans with NSCC's Business Plan

STEWARDSHIP

- Implement robust risk-management plans
- Follow best-practice strategies to protect and grow Foundation financial resources
- Create and execute stewardship plans that exceed donor expectations
- Provide effective communications to all donors, sponsors and alumni

GRANTING

- Implement and promote effective granting practices
- Ensure alignment of Foundation grants with NSCC's strategic priorities
- Leverage Foundation grants with funding from other sources to maximize impact

Alignment of Foundation Goals with NSCC Strategic Priorities

	Student Success	Community Impact	Organizational Excellence	Academic Quality
ADVOCACY				
Enhance the culture of philanthropy at NSCC	✓	✓	✓	
Advance the Mission and Vision of NSCC through collaboration	✓	✓	✓	✓
Promote NSCC as a leading choice for philanthropic investments	✓	✓	✓	✓
Grow and engage our network of NSCC Alumni	✓	✓		✓
Build NSCC's brand awareness	✓	✓	✓	
FUND DEVELOPMENT				
Match the philanthropic and sponsorship interests of supporters to the resource needs of NSCC and our students	✓	✓	✓	✓
Establish new and foster existing relationships to increase funds	✓	✓		
Deploy effective strategies to undertake successful appeals	✓	✓		
Align fund development plans with NSCC's Business Plan		✓	✓	✓
STEWARDSHIP				
Implement robust risk-management plans			✓	
Follow best-practice strategies to protect and grow Foundation financial resources			✓	
Create and execute stewardship plans that exceed donor expectations	✓	✓	✓	
Provide effective communications to all donors, sponsors and alumni	✓	✓	✓	
Professionally manage donor investments	✓	✓	✓	
Empower a strong and diverse board structure			✓	
GRANTING				
Implement and promote effective granting practices	✓		✓	✓
Ensure alignment of Foundation grants with NSCC's strategic priorities	✓		✓	✓
Leverage Foundation grants to maximize impact	✓			✓

**CONNECT WITH THE
NSCC FOUNDATION**

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