

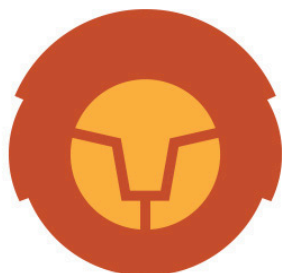
Lions Foundation of Manitoba and Northwestern Ontario

Strategic Plan 2025–2029



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LIONS FOUNDATION

of Manitoba & Northwestern Ontario

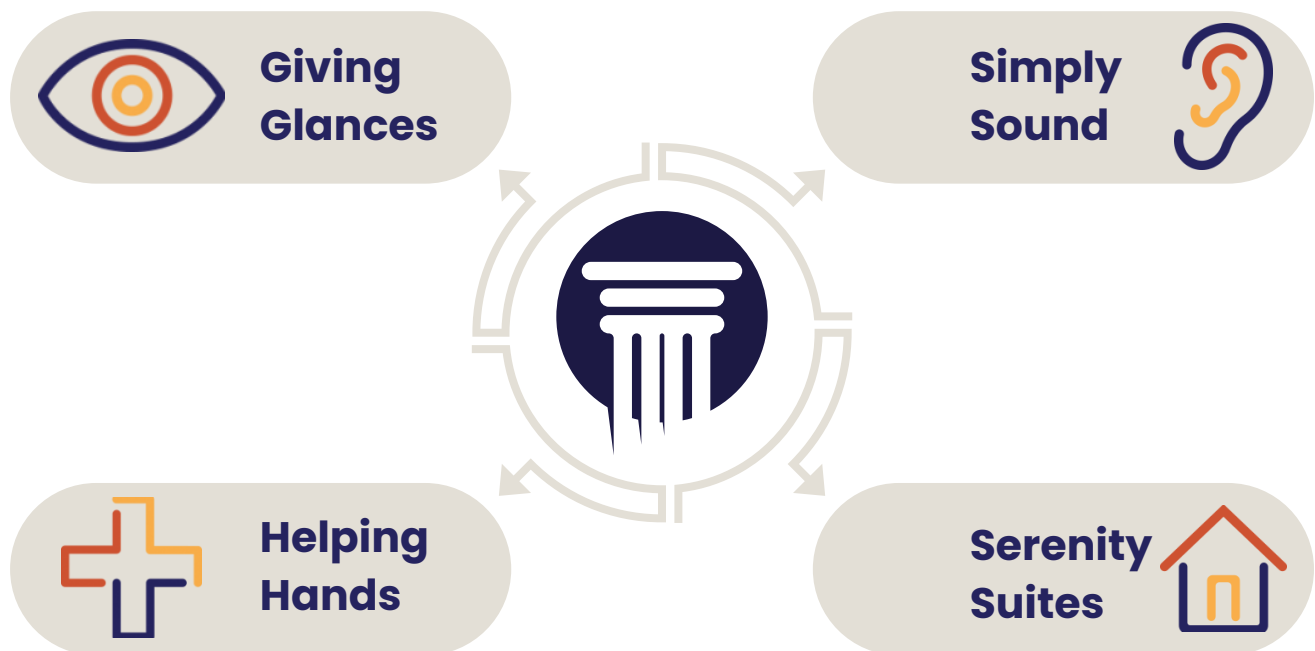


About Us

At the Lions Foundation of Manitoba & Northwestern Ontario, we provide financial assistance to individuals needing medical support not covered by provincial healthcare. With over 40 years of service, we have grown from the Lions Disability Fund for Children, Inc. into a trusted non-profit, charitable organization dedicated to helping our communities.

Our volunteer Board of Directors plays a vital role in our success. The Board sets our strategic direction, oversees financial stewardship, and strengthens community connections. Their leadership ensures we remain accountable, responsive, and committed to our mission. Our work is focused on four pillars of service: Giving Glances, Simply Sound, Helping Hands, and Serenity Suites.

Our Pillars of Service



Our Strategic Plan at a Glance

Our Values



Compassion – Support with care and empathy



Accountability – To our stakeholders



Respect – We show respect to all



Ethics – Integrity in all we do

Our Vision

Needs met, lives improved.



Our Mission

We foster a caring environment that supports and empowers individuals facing challenges; nurturing hope for a brighter future.



Our Strategic Priorities

Financial Sustainability



Goal Increase investment fund to \$5M



Objectives



- Develop a comprehensive fundraising plan
- Implement of a legacy donor campaign
- Create a donor incentive program



Key Performance Indicators



- Revenue Diversity Index
- Donor Retention Rate
- Average Gift Size

Our Strategic Priorities

Visibility and Connections



Goal Ensure comprehensive awareness



Objectives



- Develop a marketing and communications plan to increase awareness with Lions Districts, Clubs, and members
- Improve use of social media and website



Key Performance Indicators



- Monitor web analytics and social media trends to refine our digital strategy

Our Strategic Priorities

Strategic Alliances



Goal Develop partnerships

Objectives



- Establish meaningful partnerships with organizations that align with what we stand for
- Build processes and formalize collaborative initiatives with partners

Key Performance Indicators



- Total funding secured through partnership proposals
- Number of partnerships contributing to our goals

Our Strategic Priorities

Program Development



Goal Understand and address community needs



Objectives



- Increase understanding of community needs (asset mapping)
- Expand existing programs
- Develop and pilot new programs



Key Performance Indicators



- Net Promoter Score
- Program participation rates
- Evaluation of new pilot programs

Our Strategic Priorities

Leadership Excellence



Goal Ensure organizational continuity



Objectives



- Develop a succession plan
- Strengthen board governance
- Retain organizational knowledge
- Develop a leadership training plan



Key Performance Indicators



- Board retention rates
- Leadership training participation rates
- Performance reviews

Putting Our Strategy into Action

Our strategic plan provides a stable foundation, rooted in our vision, mission, and values. While our strategic priorities and goals remain firm, the specific initiatives we undertake will evolve with emerging needs and opportunities.

The plan will guide committee action planning and budgeting, ensuring alignment with our strategic direction. We will use a five year implementation roadmap with defined milestones to track our progress.

We are committed to measuring our impact. We will enhance data collection and establish key performance indicators (KPIs). Regular progress reporting will be established, and once baseline data is set, we will define targets to refine our focus and improve outcomes.

In 2029, we will begin reviewing and updating the strategic plan for the next five-year cycle.



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