

# Strategic Plan 2016-2021



## Limestone Learning Foundation

*Investing Together  
In Our Students' Future*

### Three Pillars

Sustainability ~ Mentorship ~ Pay-it-Forward

### SUSTAINABILITY

- Finances
- Projects
- Leadership & Operations

### PARTNERSHIPS

- Schools
- Community
- Mentors

### COMMUNICATION

- Promotion
- Events

## MISSION STATEMENT

The LLF supports “Excellence in Education” for students in LDSB by funding innovative projects in the arts, literacy, numeracy, science and technology not otherwise provided by government funding.

## VISION

To *inspire* enhanced student learning opportunities by funding school and classroom projects through collaboration, community engagement and partnerships now and in the future.

## SUSTAINABILITY

| Finances  | Responsibility                      | Progress Report  |
|---|-------------------------------------|--|
| E-mail reminders to MLCA – “Making Learning Come Alive” (Endowment Fund) contacts regarding pledges as due dates are reached  | Clerical Assistant                  | MLCA met its goal of \$2M. Ongoing pledges will be direct to Unrestricted Funds  |
| 2 visits in person or by phone per week to potential donors and monthly visits to existing, but up for renewal, MLCA pledgers | Managing Director and Board Members | MLCA pledge goal of \$2M was completed in 2018 – remains open to donate through mail and online  |
| Organize campaign drive to reach \$2M so projects can be funded by interest alone   | Managing Director and Board Members | Campaign completed Fall 2018   |
| 2 major events per year: Golf Tournament in June and either Classy Country or Evening Event in October/November               |                                     | Ongoing until Spring 2019. In house Major event postponed until 2020.<br>Third Party Event 2019 being promoted at the Grand Theatre, “From Slave to Saviour” |
| E-newsletters sent quarterly recognizing donors, events and funded projects as well as requesting donations                   | Clerical Assistant                  | 2018 – spring, summer, fall, Dec sent out in regular mail and e-mail<br>2019 – spring, fall sent out in regular mail and e-mail                              |
| Planned Giving partnerships   |                                     | info re: planned giving is regularly in paper mail newsletter and website  |
| Operational sustainability for staffing, office supplies and equipment  |                                     | ongoing  |

| Projects   | Responsibility                      | Progress Report   |
|--|-------------------------------------|---|
| E-mail reminders to teachers and principals of funded projects that summary reports are required   | Clerical Assistant                  | Ongoing – collecting data to complete summary reports (1 missing from 2014 and 2015, 3 missing from 2016 and 14 missing from 2018).                         |
| Visit schools with funded projects to view in-process to ensure continuing beyond the initial year   | Managing Director and Board Members | Yes   |
| Display/promote funded projects at the Grant Presentation Celebrations, Golf Tournament, LDSB Board and Trustee Meetings   | Managing Director                   | Yes, done at Grant Presentation Celebrations, Golf Tournament and Crystal Concert and learning in limestone   |
| Prioritize and hold information/promotion sessions in schools without any funded projects and those that have not been funded in some time   | Managing Director                   | Not recently  |
| Involve a diversity of outside community partnerships in hopes of funding (e.g. business, arts to be advocates for LLF through promotion of awareness and potential funding)                                 |                                     | Yes: The list is diverse, most in the database which is 4800. There are so many groups, organizations, business and community partners. Can't name them all |
| Leadership & Operations  | Responsibility                      | Progress Report   |
| Look through lists of attendees of events and make another list of potential people to contact regarding joining as member of a committee (e.g. finance, events, allocations) for committee development      | Managing Director and Board Members | Yes – Our newest board member came from the list  |
| After members have participated on a committee for a year consider asking them about sitting on the Board of Directors for Board development   |                                     | yes   |
| Look into professional development for Clerical Assistant and Managing Director to utilize the Raiser's Edge (RE) database to its capacity (e.g. training by RE technologist) for Administration development |                                     | Done – Nola has been here part time for 6 years since 2013. Mon – Thurs from 9am – 1pm  |

## PARTNERSHIPS

| School Partnerships  | Responsibility                      | Progress Report   |
|--|-------------------------------------|---|
| Connect with Parent Councils   | Managing Director and Board Members | Newsletters, emails   |
| Connect with principals at meetings held at LDSB and via e-mails   | Managing Director and Board Members | Attended and/or sent information re: Golf Tournament and Crystal Concert  |
| Connect with Student Councils  | Managing Director and Board Members | For promoting of events need to be more active  |
| Connect with schools to get a presence on their individual websites                                      |                                     | (LLF has a link on the LDSB website)  |
| Community Partnerships   | Responsibility                      | Progress Report   |
| Connect with Queen's University to partner in the Afternoon & Evening Event (Canada 150)                 | Canadian Crystal Concert team       | Yes   |
| Connect with the Isabel Bader Centre for the Performing Arts to partner in the Afternoon & Evening Event | Managing Director                   | Yes   |
| Connect with the Tett Centre for Creativity and Learning   | Managing Director                   |   |
| Connect with St Lawrence College   | Managing Director and Board Members | Had SLC student interns in spring 2018. Interaction with the School Deans to participate in LLF events and keep them informed through emails and newsletter |
| Connect with Royal Military College/military   | Managing Director and Board Members | Attend community luncheons<br>Communication sent for events & newsletters   |
| Being present and representing LLF at community events (e.g. AFP, Food Sharing Project, rotary gala)     | Managing Director                   | Yes Involved In with Kingston community Foundation, United Way Events, Rotary Gala committee, AFP, etc.   |
| Mentorships  | Responsibility                      | Progress Report   |
| Connect with previous mentors of the Crystal Ball Gala to get names of colleagues to contact             | Managing Director                   | Yes we had done this  |

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| Following the progress of mentors/mentees and showcasing them in future events and newsletters by (e.g. Suzy Lamont's mentee) |  | Yes, The Abrams, Heather Haynes, Beth ten Hove, Stephen Wild, Ryland Clark James (following/promoting) |
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## COMMUNICATION

| Promotion   | Responsibility                                  | Progress Report   |
|---|---|---|
| Website updated as information comes available<br>(e.g. Grants Presentation Celebration, events, newsletters)                     | Communications Department and Managing Director | New logo design and new website updated by J Douglas and N Gurnick  |
| Tweet current information   | Communications Officer                          | Updated by J Douglas  |
| Send out major e-newsletter twice a year, plus 2 smaller updates  | Managing Director & Clerical Assistant          | 2018 – spring, summer, fall, Dec<br>2019 – spring, fall   |
| LLF video shown at different information/promotion sessions<br>(e.g. Principals meetings, new Board members, potential donors)    | Managing Director and Board Members             | Yes   |
| Host a grant workshop at a different school each spring and fall  | Managing Director and Chair of Board            | Generally hosted at LDSB Education Centre   |
| Planned Giving - connect with lawyers and funeral homes   | Managing Director and Board Members             | Started a program but the organization is no longer in existence. We have connected with some lawyers on our board                |
| Staff appeal for donations through payroll deductions presented at LDSB Board Meetings and Principals meetings at a relevant time |   | Stopped with 2018   |
| Events  | Responsibility                                  | Progress Report   |
| Golf Tournament at Loyalist Golf & Country Club – Annually  |   | Golf Tournament and Silent Auction raised \$60,000  |
| Classy Country Evening at DreamCatcher Farm – Bi-Annually   |   | Last event of this kind was in 2016. Then switched over the Canadian Crystal Gala.  |
| Evening Event at Isabel Bader Centre – Bi-Annually  |   | Had one event, Canadian Crystal Gala in 2017 following this we did the Crystal Concert Series at the Grand Theatre                |
| Grants Presentation Celebration in the Spring and Fall  |   | Until Spring 2019 (none in Fall 2019)   |
| new ideas for upcoming events:  |   | Crystal Concert at the Grand in Dec 2018;<br>Third Party Event, collaboration with writer and director: C Robertson, Live theatre |

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|  |  | performance - Josiah Henson-From Slave to Saviour show at the Grand, Oct 2019. LLF will receive \$10 from every tickets sold using the promotional code LLF. A brand new audience for us. |
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