

Achieving Community Dreams:

Secure our future as a
Smart & Caring Community

Building a Great Nation, One Community at a Time

With his keynote address to the 2011 national conference of community foundations, Canada's Governor General issued a challenge – a call to action that resonated deeply with everyone in the room. The invitation to build a “smart and caring nation” as Canada approaches its 150th birthday marked a watershed moment and has galvanized a new way of thinking about the work of community foundations across the country. Our contribution to the Governor General's call is now coming into focus: build ***Smart & Caring Communities***.

At the national level, work has begun on a plan to serve and connect every community in Canada. At the local level, over 180 community foundations have been energized to imagine opportunities that are innovative, inclusive and that offer sustainable ways for communities to become more vibrant places to live, work and play.

The genius of the Governor General's challenge rests in its simplicity and flexibility. It compels us to use both our hearts and our minds to make this great nation even greater. The smart and caring movement connects us all – from coast to coast – in a sense of common purpose: strengthening our nation, one community at a time.



“Join me in imagining our country as it could be...a smart and caring nation, where all Canadians can succeed, contribute, and develop their talents to their fullest potential.”

His Excellency,
The Right Honourable David Johnston,
Governor General of Canada

In Caledonia, we are delighted to invite you to invest in our community's future through the ***Smart & Caring Community*** fund. Our focus is to create a healthy and vibrant community for current and future generations. Our priorities are driven by what the evidence tells us are the primary challenges to the health and vitality of our community. Specifically, your contribution of \$##,000 will support initiatives in the areas of: arts and culture, education, social services, health care, and the environment. With your help, we can create a ***Smart & Caring Community*** for Caledonia and the surrounding areas.

Canada will celebrate its 150th birthday in 2017. We invite you to invest in our dream and, in so doing, bring this nation the best birthday gift imaginable: a legacy of ***Smart & Caring Communities***.



SMART & CARING
COMMUNITIES



COMMUNITY
FOUNDATIONS
OF CANADA

A Strong and Vibrant Community: Now and Forever

Our community is a strong and vibrant place to live, learn, play and work. We are even stronger when individuals commit to and connect with each other. When we work together, we can address local needs, face challenges and inspire individuals to realize their potential. When we pool our talents and resources, we can achieve more and enhance our community's resilience.

Since 1921, the Community Foundation of Canada has been connecting individuals and organizations to community needs and opportunities. In 2011 alone, \$154 million was distributed to community programs and services across Canada. Together we help Canadians to invest locally, to align their philanthropic vision with community needs, and to multiply the impact of a single gift by pooling funds together. As a result, we have strong and resilient places to live, work, and play.

In 2013, our Foundation responded to the Governor General's challenge by launching our **Smart & Caring Community** fund. Through this, donors will be supporting a critical moment in the foundation's history as we build a culture of involvement, engagement and collaboration, today and for generations to come.

Together We Make a Difference

The Governor General's call has challenged us to think differently about how we do what we do. Over the next five years, community foundations across Canada will lead conversations about giving and community investing. Canadians are being challenged to reframe our views of philanthropy as innovation, where giving is seen as investing.

The groundwork is underway.

We will build from the core. With a community full of thoughtful and committed people, we will work together to create **Smart & Caring Communities**. Currently the Caledonia Community Revitalization project is underway. A donors' gift is placed into a temporary fund. Once the fund has reached its capacity, benches and waste receptacles will be purchased and placed throughout Caledonia.

How will we know if we are successful?

Building **Smart & Caring Communities** requires building new metrics to measure our impact beyond traditional indicators of dollars and cents. This movement is about shifting perceptions; it's about broadening and deepening our community's ethos of care and mobilizing the power of networked social and community capital. We will monitor the transformations in awareness, attitudes, involvement and commitment that will tell us we are making a difference.



Join the Governor General in building *Smart & Caring Communities*

Your opportunity to build a nation starts right here and right now, in Caledonia. We invite you to invest in our **Smart & Caring Community fund** with a contribution of \$#### that will support current and future generations.

You will be part of the story that responds to current and future needs. As a result, we will see a community that flourishes and thrives. We will achieve community dreams.

By targeting the community as a whole, we will all experience direct benefits. By linking hands, we are plotting a new way forward and we want you to be part of this journey.



Mission

To foster ideas and connect people, initiatives and resources that will have a meaningful and lasting impact in Caledonia and area.

Vision

An active, vibrant and engaged community supporting local dreams.

Values

Accountability
Empowerment
Responsiveness
Communication
Collaboration
Inclusivity

Our Financial Model: A Strong Foundation

The Caledonia Community Foundation's **Smart & Caring Community fund** operates within our existing fund structure. By establishing this fund, we will help the community in the areas of:

Arts & Culture
Education
Health Care
Environment
Social Services

These funds will be pooled within our endowed fund, meaning that costs are minimized and the impact of each gift is maximized. The capital of each contribution is added to the endowment and will generate investment income.



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Achieving Community Dreams



SMART & CARING
COMMUNITIES



We will celebrate and highlight your generous gift in the following ways:

- Your gift will be highlighted on the Caledonia Community Foundation website, and will be included in all our publications including our annual report to the community.
- Your gift will also be announced through local media and if desirable, you will be profiled locally.

Your gift will help direct our community towards positive change. In turn, creating a smarter, more caring nation.

Imagine Caledonia Tomorrow

The *Smart & Caring Communities* movement is more than a series of initiatives, more than an expansion of current successes. It means basing priorities in evidence and investing in solutions that are long-term and sustainable. It represents a shift in culture – a transformation that is already starting to take root here.

Investing with us in this endeavor takes vision and courage; it takes hearts and minds of people who care deeply about community. We are approaching you because we know you understand this passion and can imagine the possibilities when we all work together to achieve our shared dreams.



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We're ready when you are.

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Date of incorporation: January 1, 2009



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