



HIGH LEVEL STRATEGIC PLAN

Our Vision:	Our Mission:	Our Values:
Denmark is a welcoming, resilient, inclusive and connected community	We generate, manage and distribute funds that strengthen the Denmark community	Inclusion Responsiveness Integrity Cooperation Care
Goal Areas		
	Priority Objectives	
1. Strengthen our Community	1.1 Support initiatives that reduce social isolation	
	1.2 Provide emergency relief in times of crisis	
	1.3 Encourage local economic activity	
2. Strengthen our Relationships	2.1 Develop effective stakeholder relations	
3. Strengthen our Foundation	3.1 Grow the fund	
	3.2 Grow the membership	
	3.3 Expand our charitable status to DGR1	
	3.4 Enhance marketing and promotion	
4. Strengthen our Governance	4.1 Enhance board capacity	
	4.2 Sustain sound governance practices	
	4.3 Develop a robust grants management framework	

DETAILED STRATEGIC PLAN – 2023 - 2025

Our Vision:		Our Mission:		Our Values:	
Denmark is a welcoming, resilient, inclusive and connected community		We generate, manage and distribute funds that strengthen the Denmark community		Inclusion – Responsiveness - Integrity Cooperation - Care	
Goal 1: Strengthen our Community		Goal 2: Strengthen our Relationships		Goal 3: Strengthen our Foundation	
1.1 Support initiatives that reduce social isolation		2.1 Develop effective stakeholder relations		3.1 Grow the fund	
1.1.1 Support initiatives that actively reduce social isolation for vulnerable people in our community		2.1.1 Establish, implement and monitor a stakeholder management plan that ensures regular two-way dialogue with key stakeholders and partners		3.1.1 Secure increased philanthropic income via the development and implementation of a philanthropic plan	
1.1.2 Support initiatives and the creation of spaces that actively encourage community connections		2.1.2 Explore opportunities to strengthen relationships with local not for profit organisations		3.1.2 Secure increased income through strategically focused sourcing of grants	
1.1.3 Support initiatives that provide training, job readiness and other resilience building opportunities		2.1.3 Maintain relationships within Australian Community Foundations sector		3.1.3 Liaise closely with funding partners to achieve mutually beneficial outcomes	
				4.1 Enhance board capacity	
				4.1.1 Ensure the Board comprises suitably qualified people from diverse backgrounds representative of the Denmark community	
				4.1.2 Share the workload by maintaining position descriptions and procedure manuals for all board roles & portfolios	
				4.1.3 Establish and maintain comprehensive Board Member induction manual	

1.2 Provide emergency relief in times of crisis		3.2 Grow the membership	4.2 Sustain sound governance practices
1.2.1 Maintain and grow the Denmark Response Fund		3.2.1 Identify and map memberships interactions and ensure they align with our values	4.2.1 Establish, monitor, and report against annual governance calendar
1.2.2 Build and maintain communication channels with the Shire of Denmark and emergency services to receive advice about urgent need and suitable delivery mechanisms		3.2.2 Review and enhance membership materials	4.2.2 Establish, monitor, and report against annual budget inclusive of targets for income generation and expenditure
1.3 Encourage local economic activity		3.2.3 Undertake membership recruitment drives	4.2.3 Ensure policy suite is complete and up to date
1.3.1 Encourage use of local suppliers by grant recipients			4.2.4 Monitor DCF performance against strategic priorities
1.3.2 Consider the economic impact of projects when assessing applications for support.		3.3 Expand our charitable status to DGR1	4.2.5 Establish a risk management framework
	3.3.1 Advocate for Deductible Gift Recipient 1 Status via Community Foundations Australia	4.2.6 Undertake annual self-assessments of board performance and training needs	

		3.4 Enhance marketing and promotion	4.3 Develop a robust grants management framework
		3.4.1 Ensure DCF website facilitates increased transparency of DCF operations, is strategically aligned and up to date	4.3.1 Review grants management program(s) and supporting documentation to ensure alignment with strategic priorities and ease of access
		3.4.2 Develop marketing materials and promotional campaigns that provide clear messaging on DCF's roles, activities and objectives	4.3.2 Review grants acquittal framework to ensure alignment with strategic priorities and generation of data to support performance management and marketing activities
		3.4.3 Increase promotion of DCF via digital media platforms and e-newsletters	4.3.3 Establish and maintain grants management database