



WATERLOO REGION

STRATEGIC PLAN: 2021-23

MISSION

We cultivate effective and engaged philanthropists while building the capacity of local charities.



VISION

A vibrant Waterloo Region where a network of engaged philanthropists enable strong charities.



VALUES & PRINCIPLES

Engagement & Learning in a Social Environment
Equity & Partnership
Respect & Inclusiveness
Leverage & Strengthen
Connection & Collaboration



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STRATEGIC PRIORITIES

BROADEN OUR PHILANTHROPIC REACH



SVP drives regional philanthropic activity & reach.

- Invest in Perfect Pitch & Teens programming.
- Increase Partner growth and diversity.
- Collaborate with more investees, local funders, & charities.

TRUSTED THOUGHT LEADER



SVP becomes a thought leader in the charitable community.

- Measure & articulate our impact.
- Increase our community profile.
- Establish our voice in the philanthropic sector.

SUSTAINABILITY & GROWTH



SVP builds a sustainable and diverse revenue model.

- Diversify revenue and core funding sources.
- Optimize Partner & Teen retention.
- Refine and accelerate corporate sponsorship program.