

Strategic Plan

2025 - 2028



Selkirk College
Foundation



Indigenous Land Acknowledgement

waý • ki’su’k kyukyit • weyt-kp • tawnshi • greetings

Selkirk College Foundation acknowledges the traditional territories of the Sinixt (Lakes), the Syilx (Okanagan), the Ktunaxa and the Secwépemc (Shuswap) Peoples.

Introduction

Selkirk College Foundation is Selkirk College’s trusted partner in garnering resources to support student success, program and curriculum enrichment, and campus enhancements. Selkirk College Foundation is a non-profit, charitable organization, registered according to the BC Societies Act. It is led by the Selkirk College Foundation Board of Directors, a committed team of volunteers with broad experience in philanthropic development.

Charitable registration #: 119144582RR0001

Vision

We support Selkirk College to be Canada’s destination for applied learning and inquiry grounded in a sense of land and place.

Mission

We support the mission of Selkirk College through meaningful engagement and transformative giving.



Values

Accountability

Our culture of responsibility emphasizes efficient actions, clear communication and defined expectations.

Community

Our connection to and collaboration with people and organizations fosters equitable, inclusive access to education.

Excellence

Our high standards cultivate consistent effort and concrete results.

Integrity

Our values, ethical behaviour and prudent fund management advance trust and promote reliability.

Strategic Directions

1. Demonstrate Impact

Inspire support by communicating the effectiveness of giving.

Key Metrics

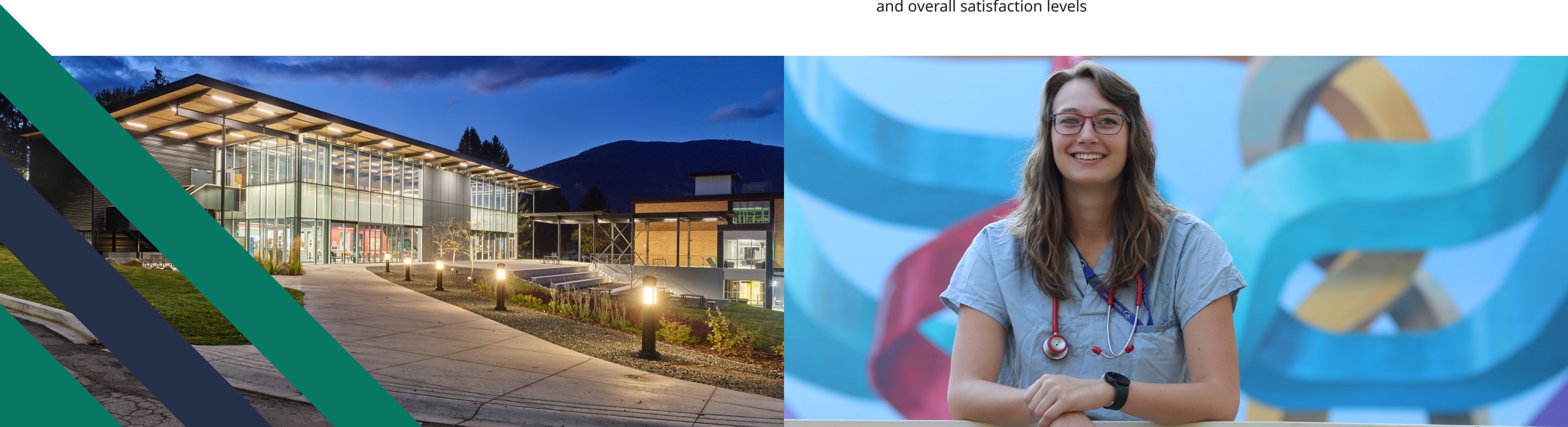
- 1.1 Beneficiaries served and associated impact stories
- 1.2 Donation growth rate

2. Focus Engagement

Strengthen donor relationships through memorable, reciprocal stewardship and giving opportunities.

Key Metrics

- 2.1 Donor growth: New, continuing and re-engagement rates
- 2.2 Donor stewardship enhancement: Increase personalized connections
- 2.3 Donor feedback improvement: Motivations, feelings of being valued, connection and overall satisfaction levels



3. Expand Fund Development

Cultivate new and diversify existing revenue streams to contribute to the delivery of and access to exceptional, inventive, high-demand applied learning and re-search initiatives.

Key Metrics

- 3.1 Giving growth: Average gift size and donor commitment level
- 3.2 Annual value of gifts secured per funding priority
- 3.3 Year-over-year growth per funding priority

4. Govern with Foresight

Reflect our sustainable, future-oriented approach with effective governance and resource stewardship.

Key Metrics

- 4.1 Monitoring of strategic directions and associated key metrics
- 4.2 Consistent, accountable, policies and procedures for financial/investment development, compliance and risk management,* and director oversight
- 4.3 Board: Director recruitment, orientation and performance evaluation
- 4.4 Membership: Member recruitment and orientation

*Charitable activities, tax exemption, employment



Your kindness has not only provided me with practical assistance but has also instilled in me a sense of encouragement and support.

-Alexandra Bauchman - TI Hendershot Hairstylist Legacy Bursary
Hairstylist Foundation Program