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COMMUNITY FOUNDATION CONFERENCE  
APRIL 24 • 26, 2026



# Connecting Donors with Community Priorities

## Fund Development

Sunday, April 26, 9 a.m.



# Your Facilitators

**Brianna Renwick**

Executive Director

Carberry and Area Community Foundation

**Stacy Cardigan Smith,**

**MPNL, CFRE**

Manager of Generosity Planning

The Winnipeg Foundation



# How to get the most of this session

- Share your *thoughts, knowledge,* and *experiences* so that we can all learn from each other.
- *You* are the expert of your community and your community foundation.





# Today's learning outcomes

1. Identify the unique knowledge your foundation holds about community priorities and emerging needs.
2. Practice sharing a message that will inspire donors to support community priorities





# Discussion question

## Why does sharing community priorities with donors matter?

Instructions:

Personal reflection for 30 seconds

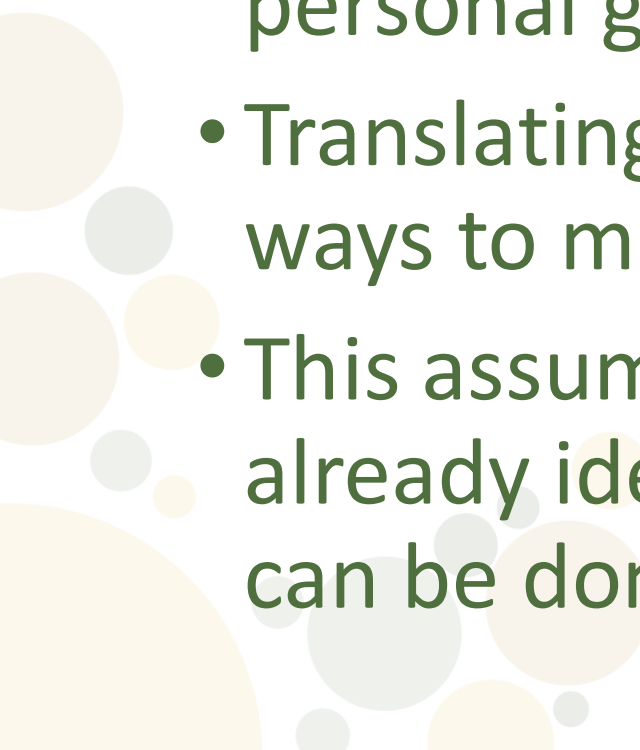
5 minutes of table discussion

Designate someone to report back




# Definition: Connecting donors with community priorities

- Connecting donors' interests and resources with your community's needs and priorities a.k.a. bridging personal generosity and collective need.
- Translating complex community knowledge into clear ways to make a difference.
- This assumes your community foundation has already identified what the community needs, which can be done in various ways...





# Identifying community priorities – Important first step!

- Your foundation can see patterns that others cannot!
  - Needs and opportunities of your community gathered through community input (using data and evidence).
  - Gathered through:
    - Ensuring diverse representation on your board and committees
    - Analyzing grant applications
    - Discussions with grantees
    - Engaging with donors and community members
    - Using available community data
    - Conducting Vital Signs projects, & more
- 


# Community wellbeing discussion





# Why is connecting donors with community priorities important?

Raises awareness and understanding of needs and priorities, leading to:

- Generosity that targets key issues identified by your community.
  - Giving that shifts from reacting to requests to responding to shared responsibility. And that hopefully increases!
  - Increased relevance for your foundation.
  - Ownership and investment in community well-being.
  - Inclusive collaboration and partnerships to address needs.
  - Support for initiatives tackling systemic issues or root causes, creating lasting change beyond individual programs or projects.
- 

# How to connect donors with community priorities

- Start by listening and learning together!
- Identify community needs and your foundation's strategic priorities.
- Listen and learn about donors' passions and visions for the community.
- Find alignment.
- Develop strategy, programming, case for support, etc.
- Share with donors, and refine based on feedback.
- Invite donors to participate.
- Advocate for community needs and priorities.

# Sharing findings with donors

- Storytelling with purpose!
- Paint a clear picture of how donors' generosity is driving change.
- Every board member should be a spokesperson, and ideally every donor too!
- Stories, cases for support, reports, e-newsletters, blogs, social media posts, etc.



## Please Join Us!

“Thanks to gifts from donors from all walks of life, we’re able to help ensure our community thrives now and forever”

**Your donation makes a difference.** Every dollar to Carberry & Area Community Foundation **helps shape a strong, vibrant and flourishing Carberry & Area.**

Please join us for a wine and cheese donor appreciation evening.

Wednesday, April 12  
7:00PM - 9:00PM  
Royal Canadian Legion, Carberry



## Vital Conversation KEY TAKEAWAYS

- Desire for more community inclusivity and the need for a local “hub” to gather, meet new people, get information about the community
- Need for additional communication with loss of hometown newspaper
- Lack of daycare has a ripple effect – attracting new residents is a challenge without daycare, and building the local economy can be difficult without sufficient daycare options
- Desire for more adult recreation options, outside of organized sports
- Need for mental health resources (crisis numbers available in public places, for example)
- Concerns about health care in general - access to a physician, emergency services, diagnostic wait times

Carberry and Area Community Foundation grant applications are accepted annually

February 1 to March 15  
&  
August 1 to September 15

visit [carberrycommunityfoundation.com/apply\\_for\\_a\\_grant](http://carberrycommunityfoundation.com/apply_for_a_grant) to learn more

# Community Impact Celebration



- Carberry & Area CF started sharing more of our news in person, after losing our local newspaper

Celebrating

- Volunteers
- Grant Recipients
- Donors



# Engaging Donor Advisors to support community grant applications



- Informs donors of our community's most pressing needs, projects, and programs.
- Donors trust our community knowledge.
- Builds a deeper connection to community organizations.
- Confidence fuels generosity.



# Discussion question

How can you share your community foundation's knowledge with donors to help them understand community priorities?

Instructions:

Designate someone to report back  
6 minutes of table discussion

# The outcomes of connecting donors with community priorities

- Not just more giving, better giving.
- Donors aware and connected to community priorities, resulting in donor generosity targeting the areas of wellbeing with the greatest need
- Cycle of informing donor of impact of their generosity through reporting, which sparks continued interest and engagement in supporting your foundation and community



# Discussion question

**What is the difference between directing donors' generosity and finding alignment and inviting donors' support?**

**Why does this nuance matter?**

Instructions:

Designate someone to report back

6 minutes of table discussion



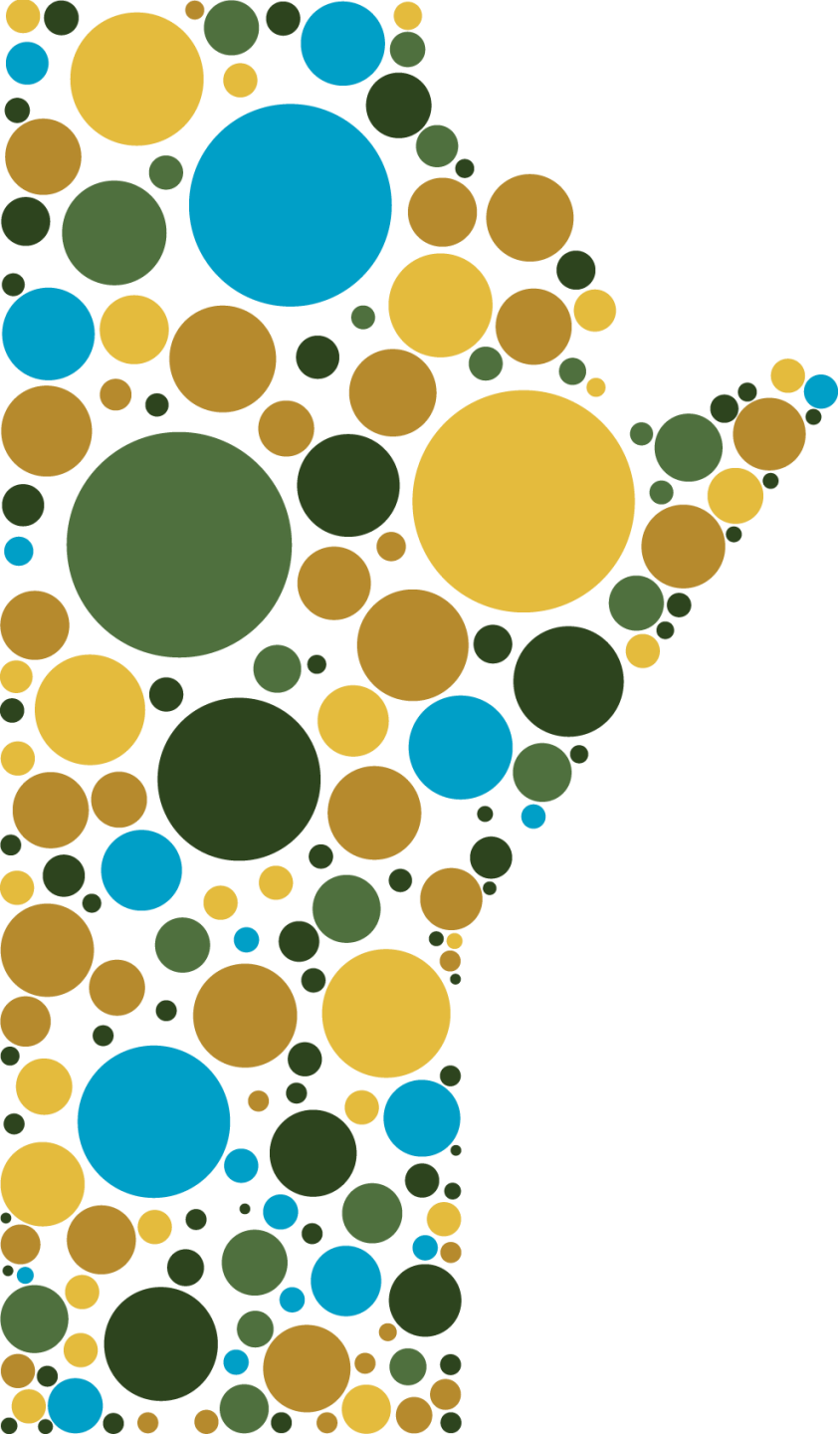
# Discussion question

## Exploring YOUR challenges:

What is your greatest challenge with respect to connecting donors with community priorities?

Instructions:

Designate someone to report back  
6 minutes of table discussion



# Shared reflections

What's one key takeaway or "AHA" that you want to remember?

What are you curious about now?

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## Individual Reflection

What tools & ideas can you take back to your community foundation board?



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# Thank you

**Endow Manitoba** a program of The Winnipeg Foundation



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