



## **Develop a compelling vision statement**

### **Why?**

- Giving to your community is satisfying; but taking the time to reflect on what you really care about, what inspires you and the difference you want to make, creates purpose and impact. It moves giving from satisfying to powerful for you and your community.
- HCF's philanthropic advisors can help you articulate the vision statement that will become the backbone of your philanthropy.
- A vision statement articulates your values and the charitable areas most important to you. It pinpoints the positive change you would like to achieve, thus creating the milestones and destination for your philanthropic plan.
- A vision statement provides criteria against which to evaluate numerous requests for support and compare options – an invaluable tool for today's donor.
- The process of developing a vision statement can also be an exciting way to engage multiple generations in talking about family or organizational values and history, shared aspirations and interests and the importance of philanthropy.

### **How can HCF's Heirloom help?**

- Helping donors make the difference that they want to make is HCF's core business.
- HCF Heirloom brings a suite of philanthropic advisory tools, services and expertise to those who are not currently fundholders at the Foundation, enabling them to access this expertise on a fee-for-service basis.
- We have a variety of tools to help you reflect on important questions related to how and where you want to have an impact. Our advisors will draw from this discussion to guide you in articulating a vision statement that is unique to you.

### **Testimonial**

*“Hamilton Community Foundation facilitated a session for our family foundation to clarify our goals and priorities. Their straightforward process helped us discover that our members in all generations, new and experienced, shared similar aspirations for the fund and valued its history. The session was very valuable to the group, and has given us more focus as we move forward.” — Charles Johnson Charitable Fund*

**Contact Jill Anderson, Director of Philanthropic Services, at 905.523.5600 x254 to discuss how HCF's Heirloom custom services can meet your needs.**