

# Red Earth Community Foundation South Burnett

Communication Strategy

# Vision (Where are we going)

- An even better South Burnett...for everyone

# Mission (Why we exist & what is our core purpose))

- RECF exists to invest in people and act as a catalyst for the South Burnett and beyond to thrive into the future.
- There are 3 ways you can help Red Earth Community Foundation South Burnett grow:
  - **Giving** some of your treasure (money) - Red Earth can make your giving easy through supporting causes important to you
  - **Sharing** your ideas with other like minded people about how to respond to the immediate and long term needs and opportunities in our region
  - **Volunteering** your time and talents to be part of the governance, granting, fund raising or any other sub-committee that helps build our an even better South Burnett for the future

# Values (how we are going about it)

- We Care
- We Collaborate
- We Act

# Guiding Principles

- By our people for our people
- We share one common purpose
- We are confident
- We are committed
- We are open and inclusive
- We have ethical leadership

# Strategy Pillars

	Impact	Thrive	Leadership	Celebrate
<b>Aim</b>	Cement RECF as the South Burnett region's primary community foundation	Build RECF core funds and capacity to enable our vision	To facilitate and foster leadership development across the region	To celebrate the strengths of the South Burnett
<b>Outcome for South Burnett</b>	The South Burnett region is a stronger, more resilient and inclusive community	The South Burnett benefits from a growing corpus that supports the provision of grants and other opportunities for all to grow	The South Burnett believes in itself and its community, and is confident to pursue all its opportunities	The South Burnett has a strong self-belief and confidently seizes opportunities to maximise its human, natural, social and economic resources
<b>Outcome for RECF</b>	<p>RECF is recognised as an enabler to strengthen and develop community organisations, government, industry and individuals</p> <p>Community understands and actively supports Red Earth Community Foundation</p>	<p>RECF has accumulated a corpus, with an initial target of \$100,000.</p> <p>Is a trusted grassroots organisation able to deliver value to funding bodies, attract local philanthropy to support local projects and facilitate the distribution of funds on behalf of other community organisations and individual bequests</p>	RECF is recognised nationally for it's programs and initiatives that develop, grow and mobilise the leadership capacity of the South Burnett and beyond	<p>RECF success stories eg SBCLP Alumni profiled at events, in publications and media etc</p> <p>RECF is recognised for capturing and capitalising on all of the South Burnett's strengths providing a signpost for other regions to follow</p>

# Action Plan - Immediate

Impact	Thrive	Leadership	Celebrate
<ul style="list-style-type: none"> <li>• Build modern website</li> <li>• Undertake Risk analysis – perception check</li> <li>• Develop Communication strategy including:               <ul style="list-style-type: none"> <li>- Media liaison</li> <li>- Regular stories</li> <li>- Info graphics</li> <li>- Video</li> </ul> </li> <li>• Develop a framework and facilitate upskilling of Alumni to have kitchen-table conversations within a RECF scaffold and to work on opportunities and challenges within their groups</li> </ul>	<ul style="list-style-type: none"> <li>• Focus on raising corpus</li> <li>• Fundraise for core funding</li> <li>• Support Mayor's Ball 2019               <ul style="list-style-type: none"> <li>• Milestone project</li> <li>• Focus for our effort</li> <li>• Purposeful project</li> <li>• Visibility of alumni and investment – scroll of names/ photos / red ribbon</li> </ul> </li> <li>• Impact100 or similar collective giving such as smaller fund social impact grants – Peanuts for Progress / More than Peanuts / Seeds for the Future/ – 5% up front transparency</li> <li>• Establish a vehicle for North Burnett to participate</li> <li>• Bequest process in place</li> </ul>	<ul style="list-style-type: none"> <li>• Annual community leadership program</li> <li>• Communicate alumni success – examples of different ways of leading</li> <li>• Database consolidation</li> <li>• Indigenous &amp; diversity target for CLP 2019</li> <li>• Develop SBCLP Youth leadership program outline</li> </ul>	<ul style="list-style-type: none"> <li>• Communications plan -</li> <li>• Identify stories/ exports</li> <li>• Develop new website</li> </ul>

# Action Plan - Long Term

Impact	Thrive	Leadership	Celebrate
<ul style="list-style-type: none"> <li>• Communicate - educate the South Burnett community about philanthropy and Red Earth Community Foundation</li> <li>• Showcase SB philanthropists</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Establish</b> the legal and financial structures for the Red Earth Community Foundation, and all associated processes to meet the aims of the Foundation</li> <li>• Communicate – <b>educate</b> the community realistically about the capacity of the Foundation</li> <li>• Communicate – <b>inform</b> the community of what is available, how to apply, process of assessment, outcomes anticipated</li> <li>• <b>Develop</b> relationships and partnerships with South Burnett organisations</li> </ul>	<ul style="list-style-type: none"> <li>• Mentor – formal and informal arrangements</li> <li>• Develop our South Burnett leaders (ensure understanding by community what a leader is)</li> <li>• Develop relationships and partnerships with South Burnett organisations</li> <li>• Measure the impact of RECF's activities – SBCLP/ workshops/ alumni/</li> </ul>	<ul style="list-style-type: none"> <li>• Communicate success of the South Burnett alumni to the broader community</li> <li>• Partner with media to profile SB alumni on a regular basis</li> </ul>