

JI Foundation Board of Directors - 2002

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JI Foundation
715 McBride Boulevard
New Westminster, BC V3L 5T4
Tel 604.528.5582 Fax 604.528.5518

Fire & Safety Training Centre
13500 - 256th Street
Maple Ridge, BC Canada V4R 1E2

Driver Training Site
Boundary Bay Airport
Delta, BC

www.jibc.bc.ca

This plan has been prepared by the JI Foundation to support the JIBC Strategic Plan 2001-2004. Throughout its development attention has been given to those key actions areas and strategies which the Foundation believes can have the greatest impact.

1.0 Increase success in JI fundraising activities

(3.4 in the JI Strategic Plan)

2.0 Increase financial aid opportunities

(4.3 in the JI Strategic Plan)

3.0 Increase the diversity of revenue sources

(9.2 in the JI Strategic Plan)

4.0 Develop and implement marketing and communications plans

(1.1 in the JI Strategic Plan)

our mission

The Justice Institute Foundation, through fundraising and public awareness, supports the Justice Institute of B.C. and their mandate to provide learning opportunities to create safer communities.

our goal

Raise and disburse funds to assist the JI, its students and faculty in achieving their goals.

strategic priorities for 2002 - 2004

1. Increase success in JI fundraising activities

Coinciding with the JI's 25th anniversary, the Justice Institute of B.C. Capital Campaign is the primary fundraising focus for 2002 - 2004. Its success will realize much needed capital revenue, significantly raise public awareness of the Justice Institute of B.C., expand the JI's circle of friends, and position the organization for an expansion campaign in 2004. The future requirement for a substantial campaign to support the expansion needs of the JI is acknowledged and will be implemented upon completion of the anniversary campaign.

Action Plan:

- 1.1 Become a financial supporter of the campaign**
- 1.2 Identify and provide contacts for prospecting.**
- 1.3 Assist in 'door opening' when required.**
- 1.4 Receive and review capital campaign reports on a regular basis.**

2. Increase financial aid opportunities

The Justice Institute of B.C. forecasts increased dependency on scholarship, bursaries and loans for students who are unable to financially sustain themselves while pursuing training and education at the JI.

Action plan:

- 2.1 Seek opportunities and provide financial support for scholarships and bursaries.**

3. Increase the diversity of revenue sources

There are currently two special events (Golf and Awards Dinner) and one specialized annual campaign (Buy a Book) to provide funding opportunities to the JI. While additional fundraising special events are not envisaged at this time, a number of new initiatives underway at the Justice Institute of B.C. will require developing and sustaining new relationships. These may include public/private, public/public partnerships, annual and planned giving, and new sponsorship activity.

Action plan:

Golf:

- 3.1 Evaluate the 2002 JI Foundation Golf Tournament and make recommendations for future tournaments.**
- 3.2 Identify participants for the tournament and ensure their involvement as golfers or sponsors.**
- 3.3 Ensure the JI Foundation Board's involvement and presence at the tournament.**
- 3.4 Provide suggestions to the JI Foundation Office during the planning process.**
- 3.5 Develop a stewardship plan following the tournament.**
- 3.6 Determine fund designation.**

Awards Dinners:

- 3.7 Assist the Foundation Office in planning for the event.**
- 3.8 Support the event through ticket and table sales and by securing sponsorship.**
- 3.9 Ensure JI Foundation visibility at the 2003 Awards Dinner.**
- 3.10 Develop a stewardship plan to implement following the dinner.**

Buy A Book:

- 3.11 Approve and support a plan to solicit funds for the annual Justice Institute of B.C. Buy A Book Campaign.**

Other:

- 3.12 Develop an annual giving program to supplement the endowment fund.**
- 3.13 Fund applied research.**
- 3.14 Identify and support gift in kind opportunities.**
- 3.15 Seek public/private funding to support the work of the Justice Institute of B.C.**

4. Develop and implement marketing and communications plans

The fundamental role of relationship building is a process to increase involvement (of the JI Foundation Board) and participation (of contacts and others). It is understood that methods of developing and sustaining these relationships are important to share the message of the JI.

Action Plan:

- 4.1 Support a recognition policy for the Justice Institute of B.C.**
- 4.2 Receive and review periodic reports as they relate to increased awareness and understanding of the Justice Institute of B.C.**
- 4.3 Develop and implement personal plans on ways to speak about and introduce the work of the JI**
- 4.4 Support the implementation plan for a JI Alumni Association**