The Jewish Federation of Edmonton is at an important crossroads. Following the consultation and planning process, it has determined what it needs to focus on and what resources it will require to bring this plan to fruition.

**STRATEGIC PLAN 2022–2025**

**at a glance**

**IN THREE YEARS**

**Campaign & Foundation**
A revitalization of annual campaign and growth of the foundation—replacing older, large donors with increased donor volume and new and diverse funding sources.

**Community Leadership**
A cohort of engaged and knowledgeable lay and professional leaders capable of providing community leadership, stewardship, and ambassadorship.

**Facility Plan**
A long-term facility plan that can serve as a social gathering place as well as administrative space potentially with community partners.

**Communications**
A strong and diverse communication strategy and presence.

**Brand**
A strong brand and position that values the work of the Federation and its role and relevance in the community.

The path to a strong and thriving Jewish Federation of Edmonton and community.
This strategic plan will serve as a communal road map and help to determine how the Federation should focus its attention and prioritize its resources for the next three years.
DATA COLLECTION

A strategic planning process is an opportunity to solicit input and typically involves consultation with stakeholders from different parts of the organization and community. A number of important and recurring themes came out of our focus groups and key informant interviews. These themes aligned with the highlights of the data from our community survey.

This alignment of the data gives confidence that there is a natural consensus and strong platform upon which to focus the Federation’s resources and plans.

The data also led to the articulation and validation of new mission and vision statements as well as a restatement of the role and values of the Jewish Federation of Edmonton.

MISSION, VISION, ROLE, AND VALUES

Our Mission (New statement)
The Jewish Federation of Edmonton mobilizes and develops resources and strengthens relationships in order to provide leadership at home, in Israel, and around the world.

Our values
Two sets of values guide the Federation’s work—Jewish values and business values. The Jewish values that guide the work of the Jewish Federation of Edmonton include “Yisrael Arevim Zeh l’zeh”—all the people of Israel care for each other, Tikun Olam—repairing the world and Ahavat Chesed—loving kindness. We should care for each other, we should engage in acts of loving kindness and we should care about others and repair the world.

The business values include collaboration, accountability, and transparency. Together, these six values lay the foundational underpinnings for the work of the Jewish Federation of Edmonton.

Two types of priorities were identified throughout the strategic planning data gathering process.

One set is capacity-oriented—how will the Federation provide the required resources to deliver and operationalize—while the second set is content-oriented and impacts the programs that are funded and/or operated.

The Federation must focus on both types of priority in order to fulfill its mission.

FOUR KEY CAPACITY BUILDING PRIORITIES

Our objective is to build and deepen the four types of capacity:

» Talent: professional and lay

» Facility: short- and long-term

» Funds: annual and long-term

» Brand: strong media presence and message

THREE KEY CONTENT PRIORITIES

The three key areas of content priorities that were identified in all of the data were:

» Engagement and Jewish Education: inclusive, accessible, and diverse

» Advocacy: Jewish causes and Israel

» Leadership Development: a community approach

It is important to note that there is overlap among the three priorities and that there is opportunity for synergy and efficiency in developing the strategies and tactics pertaining to each.

Priorities are not ranked in any particular order.

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