

ST. JOSEPH’S FOUNDATION OF THUNDER BAY 63 CARRIE STREET, THUNDER BAY, ON P7A 4J2	
POLICY	
SJF-FND-015 New Initiatives and Revenue Expectations	DATE APPROVED: July 16, 2025
	NEXT REVIEW DATE: July 2027
	APPROVAL: 

Purpose

This policy provides a structured approach for the development, approval, and evaluation of new philanthropy initiatives undertaken by St. Joseph’s Foundation. The purpose is to ensure each initiative aligns with our mission, optimizes return on investment, protects the Foundation’s brand, and contributes to long-term revenue sustainability.

Scope

This policy applies to all new philanthropy initiatives and revenue-generating activities led or co-led by SJF, including but not limited to:

- Events (in-person, hybrid, or virtual)
- Campaigns (annual, capital, legacy, or cause-specific)
- Raffles, lotteries, and other gaming activities
- Partnerships and sponsorships
- Online philanthropy platforms and social media campaigns
- Merchandise sales

Guiding Principles

All philanthropy initiatives must:

- **Support SJF’s mission and values**, particularly compassion, community engagement, and donor stewardship.
- **Reflect the legacy** of the Sisters of St. Joseph of Sault Ste. Marie.
- **Demonstrate fiscal responsibility**, with a clear budget and defined financial targets.
- **Maintain donor trust** through transparency, accountability, and ethical practices.
- **Comply with legal, regulatory, and CRA guidelines** for charitable philanthropy.

Proposal & Approval Process

Before launching a new initiative, a formal proposal must be submitted to the President and, where appropriate, to the Foundation Board. The proposal must include:

A. Program Overview

- Description of the initiative
- Alignment with SJF's mission and strategic goals
- Target audience and community reach

B. Financial Plan

- Projected revenue and detailed expense forecast
- Return on investment (ROI) projection
- Break-even analysis (if applicable)
- Pricing/ticketing strategy (if applicable)

C. Operational Plan

- Timeline with milestones
- Required staffing or volunteer support
- Resource needs (marketing, technology, venue, etc.)

D. Risk Assessment

- Identification of potential risks
- Mitigation strategies
- Contingency plans

All new initiatives require **President & CEO approval**. Initiatives with projected revenue exceeding a threshold (e.g., \$25,000) or requiring significant investment must be reviewed and approved by the **Foundation Board**.

Revenue Expectations

A. General Revenue Goals

Each initiative must include **measurable financial goals**, which may include:

- Minimum net revenue targets
- Cost-to-revenue ratios (ideally under 35% for events)
- Long-term donor growth or acquisition metrics

B. Types of Revenue

New philanthropy initiatives should aim to contribute to one or more of the following revenue streams:

- **Unrestricted revenue** for the area of greatest need
- **Designated giving** to equipment, infrastructure, or specific care programs
- **Sustainable revenue** (e.g., recurring giving, legacy gifts)

Performance Evaluation

Every initiative must be evaluated within 60 days of completion using both **quantitative and qualitative** measures:

Metrics May Include:

- Gross and net revenue achieved
- Number of donors acquired or engaged
- Community and media reach
- Volunteer engagement
- Lessons learned and areas for improvement

A **written post-initiative report** will be submitted to the Executive Director and, if applicable, presented to the Fund Development Committee.

Collaboration and Partnerships

New initiatives may involve external partnerships. In these cases:

- A formal agreement must be signed outlining roles, expectations, and revenue sharing (if any).
- SJF maintains the right to review and approve any co-branded materials.
- All funds raised must be submitted to SJF within 30 days of the initiative's conclusion.

Brand and Donor Protection

All philanthropy efforts must:

- Use the SJF name and logo in accordance with brand guidelines.
- Reflect positively on the reputation of the Foundation and St. Joseph's Care Group.

- Ensure that donor and client privacy is respected and upheld.
- Avoid over-solicitation of core donor groups.

Continuous Innovation

SJF encourages innovative approaches that:

- Engage new demographics
- Leverage technology and digital tools
- Build community and corporate partnerships
- Embrace inclusive and accessible philanthropy models

However, innovation must always be balanced with:

- Financial prudence
- Mission alignment
- Reputational care

Contact & Oversight

For questions, proposal submission, or discussion of a new initiative, please contact:

President & CEO

St. Joseph's Foundation of Thunder Bay

Email: sjcg.foundation@tbh.net

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