

Queensland Gives
by Queensland Community Foundation
Strategic Plan 2023- 2028



Vision: Leading community giving in Queensland

Purpose: To benefit all Queenslanders by building, encouraging and celebrating community giving in Queensland

Objectives:

Strategic Priorities:

Be a leader in community giving and philanthropy

- To encourage and simplify access to philanthropy in Queensland
- Inspire giving in all forms through storytelling
- Advocate for an increased state-wide culture of giving
- Develop campaigns to broaden appeal of giving to everyday Queenslanders
- Inspire the next generation of givers

Grow and strengthen our partnerships

- Build partnerships and awareness among all levels of Government
- Secure trusted and supported relationships with QG sponsors, donors and community
- Create awareness of Queensland Gives in key areas of media, government, philanthropists, non profits, will writers, accountants and financial planners

Be the trusted source of funding for Queensland charities

- Grow QCF funds under management
- Establish a robust governance system designed to adapt and grow with the changing times
- Offer a wide suite of funding options, to be more responsive to donor motivators and community needs
- Secure a resilient funding model and corporate framework, enabling effective management of QG to achieve its strategic goals

Be an agile organisation that responds to donor and community needs

- Foster partnerships and awareness with media.
- Build and strengthen relationships with charitable organisations, including in the regions.
- Advocate local government and regional committees.
- Be responsive to community needs, both acute and chronic.

Strategic Enablers

Queensland Gives	QG Management	Board and Regional Committee Memberships	QG Staff Roles	Ambassador and Youth Programs	QG Awards & Strategy Review
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Priority Initiatives

Events & Marketing : Queensland Gives Awards / Week	Partnerships & Fundraising: QG presence at events	Advocacy: Go-to for Government & Media	Public Relations: Community engagement/ Media
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Values

Community	Resourceful	Sustainable	Secure
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