The Brenda Strafford Foundation

IMPACT 2030

**BUILDING ON OUR LEGACY.
EXPANDING OUR IMPACT.**

OUR VISION

A future where people can live life to the fullest in caring and supportive communities – guided by the preservation of dignity and the pursuit of happiness.

WHERE WE FOCUS

AGING

Quality of Life

Advance quality of life by strengthening independence, wellbeing, and meaningful social connection through innovative, community-based approaches.

CHILDREN & YOUTH

Nutrition & Early Education

Advance equitable opportunities and long-term wellbeing through nutrition, learning, and resilient communities.

HEALTH

Caribbean Eye & ENT Health

Advance equitable access to sustainable eye and ENT healthcare in underserved Caribbean communities.

VIOLENCE PREVENTION

Family Violence Prevention

Advance the prevention of family and community violence by strengthening systems, building capacity, and advancing evidence-informed solutions.

HOW WE ACT

OUR PHILANTHROPIC APPROACH

DONOR
Provide flexible financial support through grants and gifts to meet the needs that matter most.

CATALYST
Invest in research and innovation to test, learn, and scale solutions with high impact potential.

ENABLER
Build partner capacity through expertise, resources, and trust to strengthen impact.

CONNECTOR
Bring together people, sectors, and knowledge to accelerate collaboration and community impact.

WHERE WE CREATE CHANGE

AT EVERY LEVEL

SYSTEMS LEVEL
Partner with leaders and institutions at the highest levels to shape policies, funding, and systems that enable thriving, equitable communities.

INNOVATION LEVEL
Partner with organizations and innovators to advance technology, evidence, and solutions and scale what works.

ORGANIZATION & COMMUNITY LEVEL
Support nonprofits and community partners to build capacity, collaborate, and deliver meaningful, local impact.

OUR REACH

Canada
Calgary & Alberta
Selective national expansion

International
Caribbean
Deepen & selectively expand

INFORMED BY

cliq | Evidence | Research Innovation | Learning

WE CENTRE COMMUNITY in everything we do.

WE LEAD THROUGH ENGAGEMENT, collaboration, and innovation.

WE ACT WITH COMPASSION, empathy, and understanding.