

Our Strategic Goals to 2025

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FOR GOOD

GOAL Communities

Build strategic relationships to better understand the needs of communities and to inform our grant making and other activities.



Vision

Vibrant Queensland communities enriched by strategic giving.

Mission

To achieve transformative impact in Queensland communities through active engagement and strong partnerships.

Scope

We focus on support for children and youth in rural, regional and remote Queensland communities.



GOAL Partnerships

Build partnerships and engage in collaborations to leverage collective resources.



GOAL Growth

Strengthen the Trust by growing its resources for expanded impact for today and tomorrow.

Our Values

1. Respect

We respect our benefactor's legacy, and those we work with.

2. Integrity

We behave with honesty and integrity as custodians of the fund.

3. Transparency

We present ourselves in an open, accountable way.

4. Collaboration

We build connections to achieve better outcomes for Queensland communities.

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Communities

Build strategic relationships to better understand the needs of communities and to inform our grant making and other activities.

- Understand the needs of communities and the drivers of transformative change so that we can better target our resources to improve the wellbeing and development of children, youth (and their families) in rural, regional, and remote Queensland communities.
- Amplify our impact by funding services and activities that reflect the following priorities:
 - a focus on prevention and early intervention
 - multiple or deep impacts
 - an emphasis on partnerships and collaboration
 - are community-led, driven or informed
 - building the capacity of charitable organisations and the sector
- Understand and share our impact and learnings to ensure we are making a positive difference.



Partnerships

Build partnerships and engage in collaborations to leverage collective resources.

- Build strategic alliances and partnerships with thought leaders, trusts and foundations, for-purpose organisations, and philanthropists that align with our vision, increase resources, and strengthen services and activities in rural, regional, and remote Queensland communities.
- Support our charitable grantee organisations to optimise their organisational capacity because we believe that strong, effective organisations deliver greater impact.



Growth

Strengthen the Trust by growing its resources for expanded impact for today and tomorrow.

- Raise visibility and awareness of the Trust to broaden our reach and deepen our impact.
- Continue to serve as a safe and trusted pair of hands through our commitment to robust governance, transparency, accountability, and informed decision making.
- Continue to develop effective management of resources supported by efficient systems and processes.
- Manage our capital strategically and responsibly to deliver community benefits and achieve our vision.
- Strengthen our philanthropic fundraising capacity to encourage giving and create opportunities for donors to make not just a donation, but a difference.

