



## VISION, MISSION, STRATEGIC PRIORITIES

The Shevchenko Foundation (TSF) was established in 1963 by a small group of visionary community leaders who imagined a support system for the thriving Ukrainian cultural legacy in Canada. Their vision of a permanent endowment fund was about much more than self-preservation. It was about shaping a future.

For over six decades, TSF has been entrusted by the Ukrainian Canadian community to preserve, develop, and promote Ukrainian Canadian arts, heritage, community, and education. Its success is evident in the millions that have been re-invested into the community and its artists, and in the many success stories to which we have proudly contributed.

Our success is attributable to the confidence and loyalty of our donors, the commitment of our community, and the creativity of our artists. TSF also has tremendous assets including its strategic volunteer Board of Directors, professional investment committee, collaborative management team, and long-standing reputation for upholding the principles of leadership, stewardship, and partnership with integrity, accountability and transparency.

The environment in which we work has undeniably presented its challenges over the years, including the pandemic followed by the genocidal war against Ukraine. TSF has repeatedly demonstrated its ability to adapt and support its stakeholders while remaining true to its mission and belief in the power of the Ukrainian Canadian cultural legacy.

Looking forward, TSF unveiled a new logo in 2023 that pays tribute to TSF's history while celebrating the pillars of a growing multi-million-dollar organization – the arts, community development, education, and heritage preservation.

In 2024, the Board of Directors and management undertook a strategic review of our work to reinforce and clarify, both for ourselves and our stakeholders, our continued relevance and future direction as an organization to ensure its continued growth and development.

Our strategic priorities don't change who we are; they help us to move confidently forward in a changing world.

## VISION

A Canada that always acknowledges the legacy and contribution of Ukrainian Canadians and celebrates Ukrainian Canadian culture.

## MISSION

To strengthen the Ukrainian community in Canada and enrich the Canadian experience with the beauty, passion, and diversity of Ukrainian Canadian culture.

## VALUES

TSF respects the past, recognizes the present, and promotes the future of the Ukrainian community in Canada. Our core values are engagement, inclusiveness, integrity, sustainability, excellence, and innovation.



# STRATEGIC PRIORITIES

As we continue to build community, fuel creativity, and inspire philanthropy, we have identified three goals with five strategic priorities to which we will devote time and resources to increase our capacity and extend our impact.

## DONORS

### Robust and Generous Donor Community

**#1** We must elevate donor development and stewardship to ensure TSF's sustainability.

## PROCESSES

### Modernized, Integrated, and Sustainable Processes

**#2** We must enhance TSF's financial sustainability to ensure long-term success and impact.

**#3** We must continue to structure the Board and staff at levels that ensure business continuity.

**#4** We must utilize technology and systems for greater effectiveness and efficiency, while mitigating risk.

## AWARENESS

### Increased Awareness of TSF

**#5** We must elevate engagement and communication by and with TSF.