



Kings Landing Foundation Inc.
Strategic Plan

(2017-2018)

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Our Vision

Kings Landing will continue to preserve the material and social history of New Brunswick for generations to come.

Our Mission

The mission of The Kings Landing Foundation Inc. is to support and enrich the vision of Kings Landing.

Our Values

- Historical preservation
- Effectiveness and Efficiency
- Sustainability
- Collaboration
- Accountability
- Innovation
- Excellence

Our Objectives

1. Raise money through soliciting donations from individuals, corporations, and foundations.
2. Hold events to promote and support Kings Landing.
3. Identify and support key projects that use the resources of Kings Landing to improve education.
4. Create an endowment to support specific projects at Kings Landing, which will improve and strengthen the financial and program goals of the Corporation.

Background

Kings Landing

Created over a period from 1967 to 1974, Kings Landing Corporation operates Kings Landing; a world-class living history museum depicting and interpreting life in rural New Brunswick from the 18th century to the 20th century. In over 40 years, over 3 million visitors have come to experience history come to life within a 300 acre site and a priceless collection of over 70,000 artifacts.

Today Kings Landing has evolved to include not only a living history experience, but also a series of galleries showcasing over 40 different exhibits where some of the finest and most rare of the vast collection are available to see firsthand.

The Kings Landing Foundation

The Kings Landing Foundation was created in 2013 by individuals spurred on by closure of the iconic Kings Landing sawmill due to irreparable storm damage. Charter members of the Foundation were determined to support Kings Landing, particularly its educational role. They wanted to see it endure and flourish for generations to come. Registered charity status was achieved in 2014.

The Foundation has potential access to sources of funding from individual donors, corporations and other granting agencies that are not readily available to the Crown Corporation. The Foundation Board of Directors are committed volunteers who each bring specific skills to the Board. In addition there is a passion for Kings Landing amongst a large number of opinion leaders in the area and elsewhere.

Meeting our objectives

- 1. Raise money through soliciting donations from individuals,***

corporations and foundations.

The Foundation has been highly successful at raising money from **individuals** – people who love Kings Landing and want it to thrive. Our Founders Tree initiative far exceeded expectations providing start-up funds and enabling financial contributions for much-appreciated small projects for Kings Landing.

A) Goal: *The Foundation has put in place a Visiting Cousins (VC) Tree to receive additional contributions to identified projects. It will be directed to the VC alumni and alumnae and also will allow participation from other sources. As with the Founders Tree, VC donors will be honoured by having their name inscribed on a pewter apple leaf at a cost of \$500 each. Other sources solicited will have their names inscribed on a pewter apple at a cost of \$1,000 each. Both groups are eligible to receive income tax deductible receipts. This will be an ongoing initiative and has potential to raise funds for the life of the project. The tree sculpture has been funded by a family donation.*

B) Goal: *Find a dedicated group of service clubs and foundations who would commit to being willing to fund 14 children every year.*

We have had success with funding from **service clubs** and a **Foundation** for our ongoing Visiting Cousins bursary program. This program has resulted in 14 children per season being nominated by their teachers to receive complete subsidization of their week including the supplies needed for them to participate. Currently it is available to students in the Anglophone West school district.

C) Goal: *Identify potential foundations, agencies and government programs for which the Foundation is eligible and submit applications to them.*

The Foundation has identified a major project that fits into our defined mandate for which we believe we can receive support not only from the above groups but also from the business sector.

D) Goal: *To secure funding for a new multi-purpose visiting*

cousins residence.

E) Goal: *Find ways to continue to show appreciation to our donors.*

2. Hold events to promote and support Kings Landing.

A) Goal: *To engage the Lieutenant Governor as often as possible as appropriate.*

The Lieutenant Governor has agreed to be our Patron, and has hosted two events at Government House.

B) Goal: *The Foundation will continue to hold **Victorian Teas** in interesting homes annually.*

The Foundation is in its fourth year of holding small Victorian Teas in private homes in the province. With superb food and wonderful entertainment, the event has proven to be a friend-raiser as well as a small fundraiser.

C) Goal: *The Foundation will continue to hold other high profile events*

3. Identify and support key projects that use the resources of Kings Landing to improve education.

A) Goal: *Provide bursaries for 14 deserving students per season to participate in the Visiting Cousins program.*

B) Goal: *Collaborate with Kings Landing to establish a more useful and multipurpose educational facility.*

4. Create an endowment to support specific projects at Kings Landing, which will improve and strengthen the financial and program goals of the Corporation.

The board of the Fredericton Community Foundation has agreed to manage our endowment funds in excess of \$10,000 for a very minimal fee as part of their support of our Foundation. We have opened a brokerage account in order to be able to receive donations of stock. Although not an Endowment we have received a donation of stock to pay for the Visiting Cousins Trees sculpture.

A) Goal: *Encourage donors to provide endowment funding in support of Kings Landing.*

B) Goal: *Every three years, in collaboration with Kings Landing, target a specific building for endowment fund raising efforts.*

Other

A) Goal: *Effectively use social and other media to inform and gain support.*

The board has developed a **communications** plan and implemented an email newsletter in addition to its ongoing promotional activities.

B) Goal: *Continue to use principles of **good governance** including a board that has appropriate skills and proper financial accountability.*

The board meets regularly and uses proper rules of order. It has a diversity grid to make sure that all skills required are represented on our board. Our experienced treasurer prepares our regular financial reports. A firm of professional accountants reviews our financial statements and they also prepare all necessary filings with Revenue Canada. We have had two strategic planning retreats.

C) Goal: *Prepare a “Policies and Procedures” manual to provide guidance to the Board and Directors on the management of the business of the Foundation.*

D) Goal: *Document and improve orientation for new board members.*

E) Goal: *Ensure a positive and **constructive relationship** with the Kings Landing board through ongoing liaison and communications.*

The Corporation board chair and the Foundation board chair have met privately and have agreed to meet annually. In addition, our board has had a joint meeting with the Corporation board and plans to do so again as needed. We have drafted a Memorandum of Understanding between our two organizations that is in the hands of the Corporate board for comment. The CEO of Kings Landing sits on both boards and shares information.

Note: These goals will be reviewed annually to determine continued relevance and to determine if new goals need to be added.