



Strategic Plan

2024 – 2029 and Beyond





Introduction to the Transportation Association of Canada Foundation

The Transportation Association of Canada (TAC) Foundation is dedicated to fostering a robust and diverse Canadian transportation workforce. Our vision reflects our commitment to building a future where the transportation sector thrives through the contributions of skilled and diverse professionals.

The Canadian transportation sector is a vital component of our economy and society, connecting communities, enabling trade, and supporting economic growth. As our country continues to grow and evolve, the demand for innovative, efficient, and sustainable transportation solutions has never been greater. The TAC Foundation intends to position itself at the forefront of this dynamic field, dedicated to developing the leaders and professionals who will drive progress and ensure the resilience of our transportation systems.

Our mission, "Developing tomorrow's transportation leaders," encapsulates our dedication to nurturing the next generation of industry innovators and problem-solvers. Through scholarships, outreach programs, and partnerships with educational institutions, industry leaders, and governments, the TAC Foundation will continue to play a pivotal role in supporting the growth and evolution of Canada's transportation workforce.

Our Vision

A robust and diverse Canadian transportation workforce

Our Mission

Developing tomorrow's transportation leaders

Strategic Priorities



Board Optimization



Resource Development
Excellence



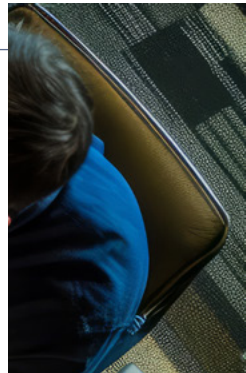
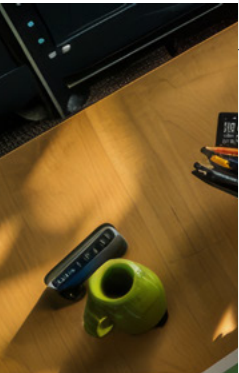
Brand Building
& Communication

Board Optimization



A strong Board of Directors is crucial for the success of our Foundation as it provides strategic direction, oversight, and governance. A well-rounded Board with diverse skills, expertise, and strategic connections will enhance the Foundation's credibility and effectiveness in decision-making. By measuring, tracking, and reporting on performance, our Board will ensure that the Foundation is effectively achieving its goals and fulfilling its mission.

Strategic Goals	Strategic Actions
Cultivate a more active and engaged board	<ul style="list-style-type: none">▶ Develop and implement a Board recruitment strategy to attract industry leaders and individuals with diverse skills, including expertise in philanthropy and foundation governance.▶ Implement regular Board evaluations to track and assess performance, identify opportunities for improvement, and ensure alignment with strategic goals.▶ Establish a committee structure for the Board to enhance its profile and effectiveness.
Enhance board members' skills	<ul style="list-style-type: none">▶ Create onboarding materials and training programs to orient new Board members and enhance their effectiveness.▶ Establish mentorship programs to connect new Board members with seasoned members for guidance and support.▶ Provide ongoing professional development opportunities to enhance Board members' skills and knowledge in fundraising, governance, and leadership.
Establish strategic direction and measure performance	<ul style="list-style-type: none">▶ Conduct a comprehensive review of the Foundation's programs and services to prioritize initiatives that align with strategic priorities.▶ Develop an operational plan outlining specific actions and timelines for achieving strategic objectives and report on progress quarterly.▶ Develop and track Key Performance Indicators (KPIs) to measure progress towards strategic goals.

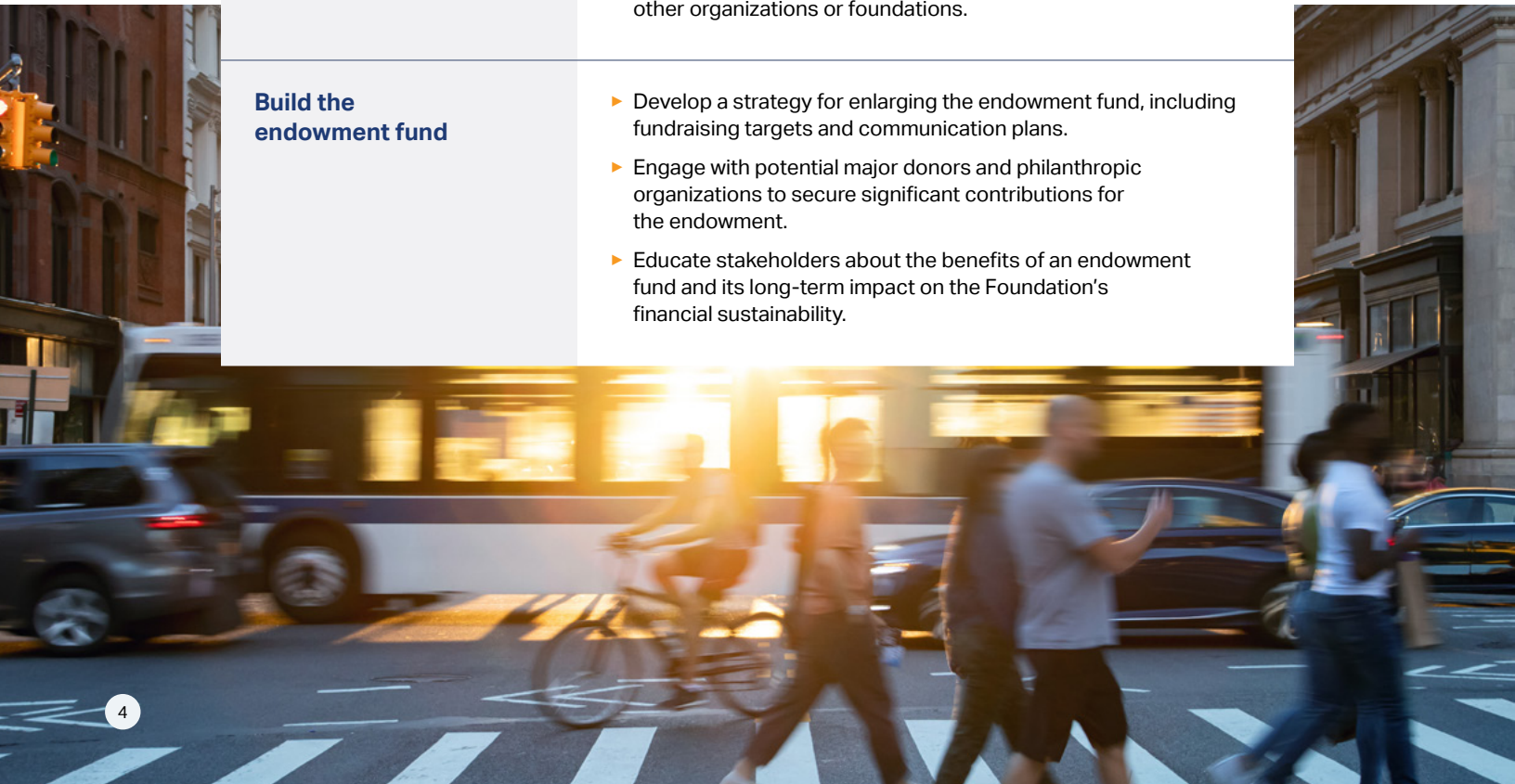


Resource Development Excellence



Fundraising is essential for our Foundation as it provides the financial resources necessary to achieve our mission and goals. These funds enable the Foundation to support students via scholarships, outreach programs, and initiatives that also benefit the transportation industry. Fundraising also helps to build relationships with donors and stakeholders, increasing awareness and support for the Foundation’s work.

Strategic Goals	Strategic Actions
Achieve financial stability	<ul style="list-style-type: none">▶ Establish specific annual fundraising targets and develop communication materials to promote fundraising efforts.▶ Hire or engage fundraising experts to enhance fundraising strategies.▶ Introduce new initiatives, such as sponsored activities like job fairs, to attract donors and raise funds.
Diversify funding sources	<ul style="list-style-type: none">▶ Review and enhance existing sources of revenues.▶ Identify potential new funding sources, such as grants, corporate partnerships, and individual donations, and develop strategies to cultivate relationships to engage with new funding sources.▶ Explore opportunities for collaborative funding initiatives with other organizations or foundations.
Build the endowment fund	<ul style="list-style-type: none">▶ Develop a strategy for enlarging the endowment fund, including fundraising targets and communication plans.▶ Engage with potential major donors and philanthropic organizations to secure significant contributions for the endowment.▶ Educate stakeholders about the benefits of an endowment fund and its long-term impact on the Foundation’s financial sustainability.



Brand Building & Communication



A strong brand will not only differentiate our Foundation from others, but will also build trust and loyalty among our supporters. Effective communication strategies will ensure that our Foundation’s mission, values, and impact are effectively conveyed to our target audience, including donors, stakeholders, and the general public. By expanding our brand reach and visibility, the Foundation will increase our impact and sustainability by attracting new donors, partners, and opportunities.

Strategic Goals	Strategic Actions
<p>Raise the profile of the TAC Foundation</p>	<ul style="list-style-type: none"> ▶ Develop and implement a comprehensive branding and communication strategy. ▶ Increase the Foundation’s presence and engagement on social media platforms. ▶ Sponsor outside activities related to transportation to further promote the Foundation’s mission and impact.
<p>Enhance communication and collaboration</p>	<ul style="list-style-type: none"> ▶ Elevate the frequency and quality of communication to maintain audience interest and engagement. ▶ Collaborate with academic institutions, government agencies, and industry associations to create joint initiatives and amplify messaging. ▶ Develop an online platform or portal where members, partners, and stakeholders can share ideas, resources, and best practices.
<p>Broaden outreach</p>	<ul style="list-style-type: none"> ▶ Encourage active participation from scholarship recipients in promoting the Foundation’s work. ▶ Develop and distribute compelling stories and testimonials from scholarship recipients to showcase impact and increase visibility. ▶ Expand outreach efforts to include targeted campaigns and partnerships with relevant organizations, including government agencies and industry associations, to reach a broader audience.





Call to Action

The Transportation Association of Canada (TAC) Foundation stands at the cusp of an exciting new chapter. With our strategic plan as a guiding beacon, we are poised to make transformative strides in developing tomorrow's transportation leaders and ensuring a robust and diverse Canadian transportation workforce.

However, achieving these ambitious goals requires the collective effort and commitment of our entire community. We call upon industry leaders, educational institutions, government agencies, and passionate individuals to join us in this crucial endeavor.

How You Can Contribute

Engage with Us: Participate in our initiatives, share your expertise, and help shape the future of the transportation sector.

Support Our Mission: Consider contributing through donations, sponsorships, or partnerships. Your financial support is vital for sustaining scholarships, mentorship programs, and outreach initiatives.

Spread the Word: Amplify our message by sharing our mission, vision, and stories of impact within your networks. Increasing awareness helps us reach more potential supporters and beneficiaries.

Collaborate: Work with us on joint initiatives, research projects, and events that advance the transportation sector and align with our strategic goals.

Volunteer: Offer your time and skills to support our programs, mentor students, or serve on our Board and committees.

Together, we can build a resilient, innovative, and sustainable transportation sector that meets the demands of our evolving world. Let's drive progress and create a legacy of excellence in Canadian transportation.

Join us in this mission.

Together, we are stronger.

Together, we are the future of transportation.



How We Will Use This Strategic Plan

Develop a supporting operational plan

This strategic plan provides a framework for decision-making and priority setting. Our Executive Director, in consultation with the Board of Directors, will be responsible for developing an annual operational plan that supports the Board's vision.

Set priority levels for initiatives

Any new initiatives recommended by staff, committees, or Board members, will need to be aligned with this strategic plan's vision, mission and goals. As new initiatives arise, they will be assessed and integrated into the operational plan and their priority determined by the Board.

Share progress with our stakeholders

Staff, committees of the Board, and the Board itself, will report progress achieved on a regular basis at Board meetings. These progress reports will provide an opportunity for the Board, our donors, and the transportation sector, to measure and review performance, and to identify any lessons learned.



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