

STRATEGY 2030

Social justice and equity is at the heart of everything we do.

VISION

A just and equitable Greater Melbourne where communities thrive.

PURPOSE

We work together with communities so they can address their needs and remove the barriers to a just and equitable society.

VALUES

We act with humility

We are open and transparent; we show up as our true selves, speak honestly with respect and care for people and planet, we are humble and act with integrity. We demonstrate allyship, foster solidarity and value differences. We value real conversations and foster inclusivity, generosity and accessibility, so everyone feels seen, heard, and respected.

We are ambitious

We are ambitious for positive change; we innovate and strive for excellence and make things happen, because we understand the urgency of significant transformative change.

We are courageous

We lean into the unknown, take risks and embrace challenges, even when we don't have all the answers. We see uncertainty as an opportunity to grow, learn, and adapt.

We are curious

We acknowledge and value the expertise and wisdom of others and are open to feedback and learning. We approach every situation with an open mind and embrace a mindset of continuous improvement and learning.

RESPONDING TO A CHANGING LANDSCAPE

Lord Mayor's Charitable Foundation recognises that communities across Greater Melbourne are experiencing a time of rapid and complex change, as well as facing persistent challenges across multiple areas.

Factors such as climate change, technological disruptions and economic pressures create uncertainty. In response, we are working to launch an ambitious strategic plan to support Greater Melbourne's resilience and future economic wellbeing.

As part of our new Strategy 2030, we will introduce strategic initiatives to increase our impact in addressing current and future challenges. We will sharpen our focus to work on the intersection of persistent disadvantage.

This new strategic direction is centred on deepening and growing our impact whilst also supporting stakeholder engagement and philanthropic services.

By making these strategic shifts, we will maximise our impact to nurture and build a more just and equitable Greater Melbourne where communities are supported to thrive.



OUR STRATEGY

Strategy 2030 represents a bold and forward-looking vision for Lord Mayor's Charitable Foundation. It is designed to amplify our impact, foster collaboration, and ensure we are well-equipped to address the challenges and opportunities now and in the future. The major shifts we are committing to reflect our dedication to continuous improvement and our unwavering commitment to making a difference in our community and to the lives of people we seek to support.

To drive meaningful change, Strategy 2030 will focus on key strategic priorities:

Impact

- **1.** Support communities to shape and lead local initiatives that reflect their unique strengths, needs, and aspirations.
- **2.** Foster collaboration to drive long-term change by tackling structural barriers and intersecting conditions that perpetuate inequity.

Engagement

- **3.** Strengthen and expand our approach to more effective philanthropy for social justice and equity.
- **4.** Develop a thriving donor community that grows funding and is deeply engaged with the purpose of the organisation.

Operations

- **5.** Integrate the For Purpose Hub as a centre for collaboration for social justice and equity.
- **6.** Enable our people to support our purpose, and create a contemporary and sustainable operating model.

Through our engagement with the community, we anticipate we will:

- Develop a stronger alignment of capital and partnerships to purpose, such as impact investing.
- Introduce a multi-year large scale commitment to a major place based project, as well as investment into community resilience.
- Support the community philanthropy ecosystem in Greater Melbourne and Victoria to grow and thrive.
- Introduce excellence in philanthropic fund management services complemented by our skills in investment and our knowledge of effective philanthropy.
- Start inspiring conversations to deepen our knowledge and understanding of Greater Melbourne's challenges at the For Purpose Hub.
- Strengthen our connections to communities across Greater Melbourne.

OUR APPROACH TO PHILANTHROPY

Lord Mayor's Charitable Foundation is committed to supporting and advancing more effective philanthropy. We will seek to amplify impact by aligning our skills, resources, assets and relationships to help create a better society for all.

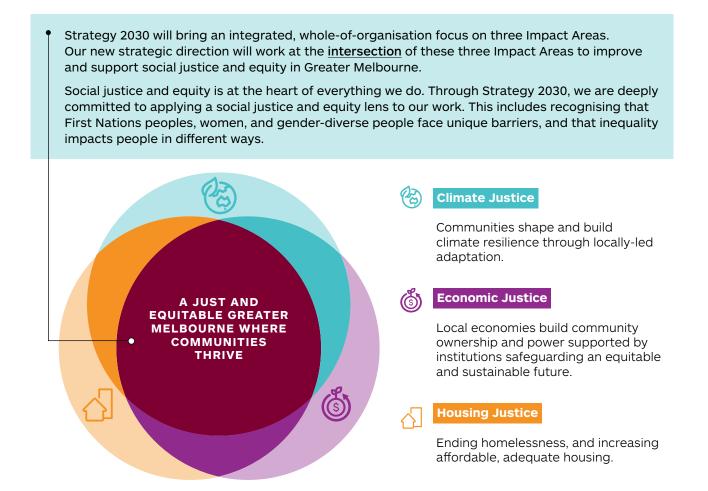


To achieve our vision, we will:

- Support projects that promote social justice, equity, and sustainability.
- Balance immediate community needs with longterm systemic change.
- Support First Nations self-determination and cocreate solutions with those with lived experience.
- Bring people and funding together to drive collective action.

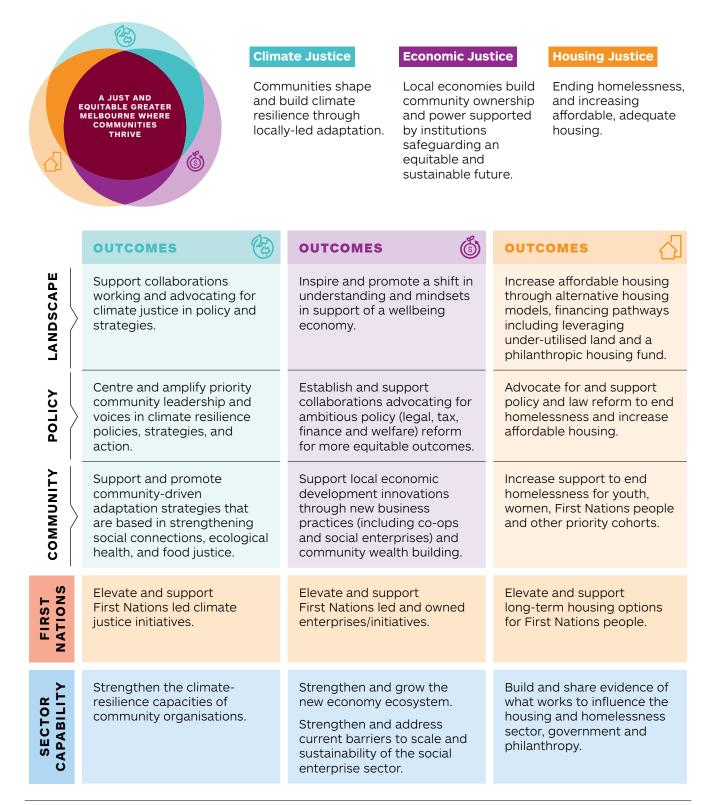
- Grow our funds and strengthen relationships with donors, aligned to our vision and purpose.
- Support proven models, whilst also testing and exploring new ideas.
- Advocate for the causes we support and the impact we seek.
- Deploy our capital efficiently and effectively, from grants to investments.

IMPACT AREAS



AMPLIFYING IMPACT

We strive for a just and equitable Greater Melbourne where communities thrive. By working at the intersection of three Impact Areas, we will seek to align our skills, resources, and relationships to support communities in shaping and leading local initiatives that reflect their unique strengths and aspirations. We will foster meaningful partnerships to create lasting change by addressing structural barriers and the interconnected conditions that perpetuate inequity.





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