



**VISION:** Thriving communities in which all participate, prosper, and reach their full potential.

**CROSS CUTTING STRATEGIES**

- Build Relationships*  
Foster connections among people and across a broad network of partners.
- Develop Capacity*  
Create the culture, conditions, and capacity for transformational change.
- Catalyze Collective Action*  
Mobilize communities to create the systems they need to thrive.

**CORE BELIEFS** – guide how we show up

- Every individual matters and contributes.
- Communities are filled with assets and solutions.
- The answers emerge from the collective.
- Civil society is a place of caring, compassion and love.

**MISSION:** The Civic Canopy creates the conditions where the many work as one for the good of all.

**VALUE PROPOSITION**

*The Civic Canopy transforms the way pivotal issues in society are solved. We connect diverse groups of people seeking change in their communities and equip them with the tools to create meaningful and lasting impact.*

**INTERNAL GUIDING PRINCIPLES** – guide how we do our work and how we make decisions, remaining consistent over time

Quality	We strive for quality in all that we do, and continually improve on our practice.
Stewardship	We are responsible stewards of the resources entrusted to us, and are accountable to the communities and partners we serve.
Accountability	We stick to our commitments, and hold each other accountable for following through on them.
Play	While we take our work very seriously, we also know the importance of having fun, and the value of enjoying what we do.

What We Plan to Do	How We Measure Success	Initiatives that Contribute Towards What We Seek	Specific Milestones and Deliverables to Keep Us on Track
<b>Systems Level Change</b>			
Ensure pathways to systems-level change	75% of Canopy supported projects have population-level, performance-level, and quality process outcomes defined (BOD measure)	Capacity Building Toolkit <a href="#">Equity work</a>	<ul style="list-style-type: none"> <li>Equity, Diversity, and Inclusion tools and resources integrated into CLM toolkit by December 31, 2020</li> <li>MVP for systems change framework, tools and supports created by December 31, 2020</li> </ul>
<b>Connected Community Networks</b>			
Connect Canopy-supported coalitions to each other	5 communities in Colorado have described and defined a community-wide network (BOD measure)  15% increase in number of subscribers to Canopy's primary audience list	Civic Network 3.0 assessment  audience list consolidation	<ul style="list-style-type: none"> <li>Project work plan is developed to answer CN business model questions by July 31, 2020</li> <li>Canopy outreach and e-lists are consolidated into primary audience list by June 30, 2020</li> </ul>
<b>Community Capacity</b>			
Ensure capabilities, skills and ownership reside within community	<ul style="list-style-type: none"> <li>80% completion rate of annual Canopy evaluation plan (BOD measure)</li> <li>Canopy project net promoter remains above 8.0 (BOD measure)</li> </ul>	evaluation plan and processes  Capacity Building Toolkit  Canopy designed and hosted convenings	<ul style="list-style-type: none"> <li>Facilitate Canopy data party learning in June and December 2020</li> <li>Team onboarded to Communicating for Social Change tools by <b>October 31, 2020</b></li> <li>Annual Lecture hosted by <b>March 31, 2021</b></li> <li>Canopy hosts a large convening by <b>November 31, 2021</b></li> </ul>
<b>Organization Health</b>			
Invest in a strong and healthy Canopy Team	<ul style="list-style-type: none"> <li>Significant progress in the 2 lowest scoring elements of the semi-annual team engagement survey (BOD measure)</li> </ul>	talent management systems  training and professional development plan  <a href="#">Canopy Associates</a>	<ul style="list-style-type: none"> <li>Roles, responsibilities, practice standards and performance assessment updated by <b>December 31, 2020</b></li> <li>Canopy Associates Cohort 2 plan by December 31, 2020</li> <li>✓ Comprehensive benefit package update by June 30, 2020</li> <li>Team engagement assessment each December and June</li> </ul>
Attain long-term financial stability	<ul style="list-style-type: none"> <li>Positive working capital (BOD measure)</li> <li>3 months of operating reserves in net assets (BOD measure)</li> <li>Individual donor dashboard</li> <li>90% of projects are within +/- 10% of initial bid for time and expenses</li> </ul>	<a href="#">longer-term business and finance model development</a>	<ul style="list-style-type: none"> <li>3-year budget framework by June 30, 2020</li> <li>Funding Model strategy including fee generating offerings by September 30, 2020</li> <li>✓ <a href="#">2020 individual donor cultivation strategy</a> by March 31, 2020</li> <li>Quarterly project audits ✓</li> <li>Long term space decision process plan by August 31, 2020</li> </ul>
Enhance Brand Management	<ul style="list-style-type: none"> <li>15 % increase of followers on each platform</li> <li>increase post engagement to avg of 5 reactions</li> <li>15 % increase of primary audience subscribers</li> </ul>	Canopy communication <a href="#">plan</a>	<ul style="list-style-type: none"> <li>✓ Brand refresh by June 30, 2020</li> <li>Website update by September 30, 2020</li> </ul>