



TOP OF HOPE  
FOUNDATION

# STRATEGIC PLAN BEADING TOGETHER 2022 - 2027

VERSION 2.0 - DECEMBER 2023





# LAND ACKNOWLEDGMENT



The Tipi of Hope Foundation (Tipi of Hope) operates across Canada, in what is also known as Turtle Island. We are a remote office with our Board of Directors currently in the provinces known as Alberta and Nova Scotia. Accordingly, we have the following Acknowledgment Statements:

We wish to acknowledge that the land on which some of us gather is the traditional territories of the Niitsitapi (Blackfoot) and the people of the Treaty 7 region in Southern Alberta, which includes the Siksika, the Piikani, the Kainai, the Tsuut'ina, and the Stoney Nakoda First Nations, including Chiniki, Bearpaw, and Wesley First Nations. The City of Calgary is also home to the Métis Nation of Alberta, Regions 5 and 6.

We honour and acknowledge the land where we are a guest. We are in Mi'kma'ki, the ancestral and unceded territory of the Mi'kmaq People. The "Treaties of Peace and Friendship" covers this territory, which the Mi'kmaq and Wolastoqiyik (Maliseet) people first signed with the British Crown in 1725. The treaties did not deal with the surrender of lands and resources but recognized Mi'kmaq and Wolastoqiyik (Maliseet) titles and established the rules for what was to be an ongoing relationship between nations.

The Tipi of Hope Foundation honours all First Nations, Inuit, and Métis peoples and their valuable past and present contributions to this land.



# The Spirit of the Beads

For generations, Métis, Inuit, and First Nations (Indigenous Peoples) have created intricate, bead-woven traditional pieces like garments and works of art. During this process, Indigenous Peoples will occasionally string a bead of an unmatched color into their design. This intentionally-placed rogue bead is often called a spirit bead.

The spirit bead represents an act of humility, recognizing the inherent imperfections of humans and showing respect to our creator.

This Strategic Plan aligns with this sentiment to allow imperfection of yourself and celebrate that which makes you unique. We strive to be intentionally different from what you may expect to create meaningful and lasting change and actions of reconciliation.

The journey of creating the Tipi of Hope Foundation (Tipi of Hope) has been a work of art and a dream. Individual pieces coming together to create something beautiful. Beads with diverse origins strung together in harmony.

With each bead, we will continuously grow. One bead at a time, we've strung the plans of Tipi of Hope together. Our opportunities (perhaps a red bead instead of a yellow one) are initiatives we're working towards. Thanks for being alongside us on this journey. We're beading together to achieve reconciliation.

- Melissa

*It all starts with one bead.*



TIPÍ OF HOPE  
FOUNDATION



# OUR MISSION

Work and learn alongside Indigenous peoples, including Métis, Inuit, and First Nations, both Status and Non-Status. With the help of funding partners, we will act on some of the Truth and Reconciliation Commission Calls to Action.

## OUR COMMITMENTS

- Publishing Financial Statements, including Audited Financial Statements, starting in 2024.
- Ensuring you know where the donations are going.
- Describing how our programs and services help realize our mission and vision.
- Providing a clear governance structure, including Board of Directors Biographies.
- Acknowledging our achievements, opportunities, and challenges openly.
- Publishing a Strategic Plan that will list our actions to achieve our goals.
- Leveraging our Reconciliation Statement as we move along our journey.



## VISION

We are an Indigenous-led Registered Charity. With the support of volunteer Board Members, we provide a path for Indigenous and non-Indigenous communities to create a joint vision of reconciliation. We work collaboratively with all Indigenous peoples, communities, organizations, and groups to ensure meaningful action. Our Reconciliation, Environmental Stewardship, and Diversity and Inclusion Commitments can be found on our website at: <https://tipiofhope.ca>.

*Shoes for Hope Donation on November 7, 2023*



# Welcome

I am pleased to share the Tipi of Hope's 5-Year Strategic Plan for 2022 – 2027.

We are committed to our core values of storytelling, respect, education, reconciliation, community, and relationships in everything we do. These values inform both this plan and our upcoming work. Together, we can achieve reconciliation; to do so, we must all be deliberate in our reconciliation journeys. Check out our Diversity and Inclusion Commitment on our website for more information on our equity, diversity, and inclusion strategies.

Tipi of Hope is an Indigenous-led not-for-profit organization. Our **Guiding Star** provides a path for Indigenous and non-Indigenous communities to create a joint vision of reconciliation. We will continue to develop our programs and collaborate with all Indigenous Peoples, communities, and organizations to ensure meaningful action. This plan outlines our commitment to our values and lists our intentions to achieve our goals. We believe in transparency and hold ourselves accountable to our communities.

As stated in the Truth and Reconciliation Commission of Canada's report, “**Reconciliation is not an Aboriginal problem; it is a Canadian one.**” Our strategic priorities will evolve to ensure we deliver and create awareness in the broader community of the importance of taking action.

Indigenous cultures are based on spoken stories passed down from generation to generation. By sharing these stories, Tipi of Hope encourages everyone to learn about Indigenous values, cultures, ceremonies, and beliefs through Indigenous Storytelling.

The Foundation’s working Board of Directors is made up of Indigenous and non-Indigenous members, each of whom is committed to transparency and integrity. All Directors are accountable for the stewardship of the Foundation and will follow the Foundation's Board of Director mandate, conflict of interest, and social media policies, among others.

We acknowledge the historical legacies of colonization in Canada and how it continues to impact Indigenous Peoples today. As part of our reconciliation actions, we have created a Reconciliation Commitment. We believe that Inuit, Métis, and First Nations peoples have the right to connect with and celebrate their identities, culture, and community and support their holistic well-being. Please visit our website to view our Reconciliation Commitment.

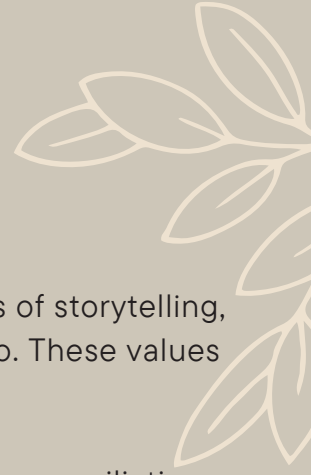
I look forward to the years ahead as Tipi of Hope makes a lasting impact for future generations.



Melissa Lundy  
Founder and President



# Leadership



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**Melissa Lundy**

(Indigenous/Métis Cree/She/Her)  
Founder and President

**Erin Turnbull**

(Indigenous/Métis Cree/She/Her)  
Vice President

**Gerri Duke**

(non-Indigenous/She/Her)  
Treasurer

**Karen Lundy**

(Indigenous/Métis Cree/She/Her)  
Secretary

**Nelson Moulton**

(non-Indigenous/He/Him)  
Director  
Education and Programs

**B Adair**

(non-Indigenous/He/They)  
Director  
Diversity and Inclusion



**National Day for Truth and Reconciliation Pin**  
Made by Melissa Lundy

We wish to thank those who contributed to the Foundation over the past year. Their contributions help shape who we are today. Former Directors are:

Cristi Adams  
Ankit Jhingran  
Tiffany Sinclair  
Michelle Cameron  
Laio Hyrcha.





# Indigenous Guidance Circle

We have formed an Indigenous Guidance Circle (the Circle) to continually preserve, protect, revitalize, and share wisdom from Indigenous Elders, Knowledge Keepers and Survivors of residential schools and the 60s scoop. The Circle is vital in preserving Indigenous Cultures. In addition, they provide their perspectives on how Tipi of Hope initiatives can make meaningful progress toward reconciliation and will help us strengthen our relationships between Indigenous and non-Indigenous peoples.

The overarching goals of the Circle are:



Offer knowledge and wisdom to Indigenous and non-Indigenous Board Members and Volunteers.



Protect, revitalize, and share Indigenous oral knowledge and practices.



Advise Tipi of Hope in ongoing Programs and Projects.

**The first three members of the Circle are listed below.  
The Circle will increase to include Métis and Inuit members.  
More to come!**

## **Jeanne Chonkolay**

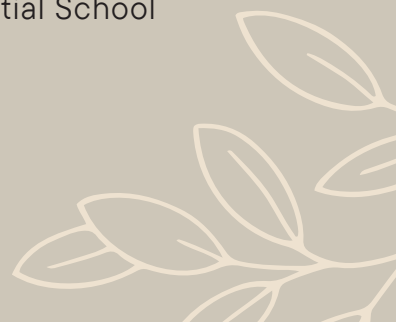
(Indigenous/First Nations/She/Her)  
Dene Tha' First Nation  
Elder and Survivor of Assumption  
(Hay Lakes) Residential School

## **Phyllis Chonkolay**

(Indigenous/First Nations/She/Her)  
Dene Tha' First Nation  
Survivor of Assumption (Hay Lakes)  
Residential School

## **Alvine Wolfleg Eagle Speaker**

(Indigenous/First Nations/She/Her)  
Siksika Nation Elder





# MEET THE PEOPLE BESIDE TIP OF HOPE



*Shoes for Hope Pilot in  
May 2023*

As a Registered Charity, our work is 100% led by volunteers. Our Board Members, Indigenous Guidance Circle and Volunteers all donate their time to advance reconciliation and our mission. Additionally, volunteers have led bottle drives and other initiatives to support our work.

Thank you to the following Volunteers for their time and energy:

Darren Lundy  
Jason Zaal  
Alix Adair  
Simon Graham  
Ankit Jhingran

Note: Ankit became a volunteer in December 2023 after stepping down from the Board.

## NEWS AND PUBLICATIONS

Tipi of Hope has been featured in the news since our inception in September 2022. The stories we've told are:

- In December 2023, Tipi of Hope was nominated for C97.7's 12 Days of Caring. We were shortlisted and although we were not selected, it was heartwarming to be recognized.
- CTV News profiled Shoes for Hope Program launch in September 2023.
- Melissa Lundy, our Founder, was profiled as an Inspired Albertan in April 2023. Melissa was honoured to have been featured.



*CTV News Story in  
April 2023*



We thank the media for their support!







# Where We're At

## **Policies Adopted**

As a Registered Charity, we thoughtfully follow rules and regulations. When writing our Policies, we aligned with Indigenous ways of knowing, being and doing where we can.

## **Not-for-Profit Pivot to Registered Charity**

We launched in September 2022 as a BC Regulated Society (Not-for-Profit) and in 2023 we received our Registered Charitable Status.

## **Partner Growth**

In the last year, we've grown! We've donated \$12,000 worth of shoes to Indigenous Communities across Canada and we look forward to seeing our continued growth in 2024.

Perhaps you're our next partner. Email [info@tipiofhope.ca](mailto:info@tipiofhope.ca) for more information.

## **Program Growth**

We launched 4 Programs in 2023 and anticipate a 5th in 2024!

## **Opportunities**

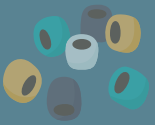
- As a new Charity, we are nurturing strong relationships and earning a respected reputation.
- We are currently 100% volunteer run. This could lead to burnout and we're mindful of growing our strong base to ensure longevity.
- We need donations and sponsor to advance our operations.
- Growing our Programs to advance reconciliation efforts.

# Programs

Tipi of Hope's Reconciliation and Indigenous Community Support Programs educate and inspire people across Turtle Island (Canada). Indigenous peoples face systemic oppression because of colonialism and racism. Our programs focus on a sense of belonging—from ensuring Indigenous see themselves represented to creating engagement opportunities to embracing Indigenous cultures and identities. Additionally, we proactively lead accessible Programs to provide opportunities for everyone to participate in reconciliation. We remove barriers, such as disabilities and poverty, from preventing you from telling your story of reconciliation.







Fish Creek Elementary School's completed colouring pages from Delrée Dumont



# Education for Hope In Action!



Environmental Sustainability





# People We Collaborate With

Since September 2022, we have collaboratively worked alongside Indigenous and non-Indigenous businesses and non-profits.

- We've been honoured to present to staff at Pembina Pipeline Corporation and alongside GEDHub at a Fireside Chat.
- We are humbled to be an Alberta Mentoring Partner.
- We are grateful to collaborate with Delréé Dumont on our Education for Hope Program.
- We are excited about the Newcomer Program/Newcomer Guide alongside the Canadian Cultural Mosaic Foundation. More to come on this Program in 2024!
- We were honoured to support Cineplex with their 2023 National Day for Truth and Reconciliation messaging.



## Indigenous Community Support

We have supported three Indigenous Communities with over \$12,000.00 in donations since launching!





# Five Year Plan

## 2023

- 6 Partnerships
- Half of the loan for start up costs has been paid back!
- Tipi of Hope becomes a Registered Charity!
- Benches for Hope, Education for Hope, Shoes for Hope and Pins for Hope Programs Launch.

## 2025

- Grow existing Programs.
- 10 new partners.
- 2 successful 50/50 raffles.
- Pins for Hope Program growth, including selling at 5 markets.
- Indigenous Board Member Growth.
- Indigenous Guidance Circle Growth.
- Audited Financial Statements completed.
- Scholarship continued growth.

## 2022

- BC Registered Not for Profit Launched
- Diversified Board Launched
- Social Media and Website Launched
- 3 Partnerships announced.
- Charity Application filed
- Storytelling Program Launched!

## 2024

- Other half of the start up costs have been paid back.
- 2 successful 50/50 raffles.
- Newcomer Program/Guide Launched!
- 5 new partners.
- Pins for Hope Program growth, including selling at 5 markets.
- Indigenous Board Member Growth.
- Indigenous Guidance Circle Growth.
- Audited Financial Statements completed.
- Education for Hope Scholarship announced.

## 2026 and 2027

- Grow existing Programs.
- 10 new partners.
- 2 successful 50/50 raffles.
- Pins for Hope Program growth, including selling at 5 markets.
- Indigenous Board Member Growth.
- Indigenous Guidance Circle Growth.
- Audited Financial Statements completed.
- Scholarship continued growth.
- Fundraising goal of \$500,000.00





# Final Thoughts

One bead at a time.

We've strung this plan together by sharing our hopes and expanding our dreams. As a result, we're carrying our ancestors with us as we continue to make a lasting impact by learning, teaching, and telling stories.

We acknowledge the contributions of the Tipi of Hope Board members and volunteers who continue to work tirelessly on the projects and programs mentioned within this plan.

This plan braids together the dreams of our ancestors and the ambitions of our team, and where we believe Tipi of Hope can go.

Our projects will grow and evolve as we dream big and reach for the stars that lead us down this path.

Additional projects and/or priorities may be identified and added to this document as a part of our ongoing strategic planning efforts.

We hope you will join us on this journey to bead together a beautiful thread of reconciliation actions.

