

Strategic Plan 2024-2029

Vision: Healthy, inclusive, vibrant and resilient communities in Western Ottawa

Mission: The Western Ottawa Community Resource Centre promotes health, safety and wellness in our communities. We provide individuals and families with, and connect them to, community, social and health services across the region.

Guiding Beliefs: Empowerment | Equity | Partnership | Innovation

Strategic Directions	Build a Strong and Lasting Foundation	Strengthen Relationships Through Clear Communication	Deliver Quality Services that Make a Difference
Strategies	<p>1.1 Expand funding opportunities by building strong relationships, reaching new sources, and using creative financial strategies.</p> <p>1.2 Strengthen partnerships to better serve our community.</p> <p>1.3 Promote a positive and inclusive workplace culture.</p>	<p>2.1 Align communication efforts to ensure consistent message across the organization.</p> <p>2.2 Engage with our community using clear and accessible information.</p> <p>2.3 Define and communicate our value to our community.</p>	<p>3.1 Ensure our programs and services meet the needs of the community and reflect WOCRC's mission.</p> <p>3.2 Enhance how we manage resources to support our programs.</p> <p>3.3 Strengthen our governance to ensure effective oversight and direction.</p>
Outcomes	<ul style="list-style-type: none"> • Empowered staff through recognition and growth opportunities. • Financial stability with balanced budgets and increased funding. • A positive workplace culture that values inclusion and collaboration. 	<ul style="list-style-type: none"> • Stronger partnerships that benefit everyone. • Increased engagement between staff, leadership, and the community. • Clear and effective communication that builds trust. 	<ul style="list-style-type: none"> • Measurable impact on the lives of those we serve. • Informed decisions driven by clear and actionable data. • Programs that evolve to meet the community's changing needs.

Analyzing Each Strategy Against the Community Voices Report

To shape our strategies, we collected valuable input from the community through over 230 survey responses, a dedicated staff session, and key informant interviews. Additionally, we analyzed the surrounding environment to ensure our approach aligns with the needs of those we serve. Here's how the strategies we've selected respond to what the community told us.

Strategic Direction # 1 - Build a Strong and Lasting Foundation

- **Funding and Resource Allocation:** Community members emphasized the importance of diversified funding and sustainable financial practices. Our strategy to expand funding opportunities (1.1) directly addresses this need, aiming to secure financial stability which is critical for maintaining our services.
- **Partnership Development:** Strengthening partnerships (1.2) aligns with the community's call for more integrated and collaborative services. This approach helps us reach more people effectively and ensures that we can serve our community better.
- **Workplace Culture:** Promoting an inclusive workplace culture (1.3) resonates with the staff concerns about creating a supportive environment, ensuring our team is strong, motivated, and well-equipped to meet community needs.

Strategic Direction # 2 - Strengthen Relationships Through Clear Communication

- **Communication and Awareness:** The community expressed the need for better communication and engagement (2.2) and consistent messaging (2.1). This is critical for improving how information is shared and ensuring that everyone is aware of the services available to them.
- **Community Engagement:** Defining and communicating our value (2.3) directly responds to the community's desire for greater visibility and understanding of the services we offer.

Strategic Direction # 3 - Deliver Quality Services that Make a Difference

- **Service Delivery & Accessibility:** Ensuring our programs meet the community's needs (3.1) is a direct response to the feedback we received about the importance of accessible and diverse programming.
- **Resource Management:** Enhancing resource management (3.2) addresses the community's concern about efficiently using limited resources to maintain service quality and avoid burnout among staff.
- **Governance:** Strengthening our governance (3.3) ensures effective oversight, which is essential for adapting to the community's evolving needs and ensuring that our programs remain impactful.

Mission, Vision, and Guiding Beliefs Remain Steadfast

The mission, vision, and guiding beliefs of WOCRC remain unchanged because the input we collected from the community—gathered through over 230 survey responses, a dedicated staff session, and key informant interviews—clearly indicated that these core elements continue to resonate strongly with the community.

The feedback we received emphasized that these guiding principles are still highly relevant and reflective of the values and needs of those we serve. As a result, while we focused on evolving our strategies to better meet community needs, our foundational mission, vision, and guiding beliefs will remain as our compass, guiding our work and decisions moving forward.