



2012-2017 Strategic Plan of the Orléans-Cumberland Community Resource Centre

VISION A leader in community partnerships

VALUES Respect • Integrity • Cooperation • Empowerment

Programming that meets the community's needs

- Develop a systemic approach to prioritize clientele and sectors.
- Offer services to new priority clientele (seniors, youth, newcomers) through new funding sources and/or new partners.
- Offer services in priority sectors (rural areas) through new funding sources and/or new partners.

RESULTS

- ❖ A process is implemented to prioritize clientele and sectors.
- ❖ 5 new predetermined services are implemented through new funding sources and/or new partners.
- ❖ 5 new sectors are served through new funding sources and/or new partners.

Increased visibility in the community and with partners and funding organizations

- Allocate resources to develop and implement an integrated communications strategy.
- Implement an action plan to increase visibility with partners and funding organizations.

RESULTS

- ❖ The number of persons served or referred by the OCCRC increased by 5%.
- ❖ The Centre's visibility with partners organizations increased by 50%.
- ❖ The Centre's visibility with funding organizations increased by 50%.

Increased community awareness of social issues combined with reflection on medium and long-term solutions

- Develop and implement a strategy to raise community awareness of priority social issues.
- Develop and implement, with its partners, innovative approaches to address priority social issues over the medium and long term.

RESULTS

- ❖ Community awareness of the priority social issues targeted by the Centre increases by 50% based on the perception of 10 key players (immigrant services, school trustees, municipal counsellors, etc.).
- ❖ 10 new innovative approaches are implemented to address priority social issues.
- ❖ 20 awareness activities are conducted on priority social issues.

Enhanced effectiveness of human resources combined with stable financial resources

- Develop a volunteer recruitment and retention approach based on organizational needs.
- Acquire work tools and techniques to enhance the effectiveness of its staff and volunteers.
- Develop and implement a strategy to make its human resources more aware of the characteristics of the clientele served.
- Adopt a systemic strategy for funding research.

RESULTS

- ❖ Number of volunteer recruited to work in a field related to their expertise has increased by 25%.
- ❖ 80% of employees and volunteers are satisfied with the new tools and techniques implemented.
- ❖ 10 funding strategies are implemented and 50% of targets are achieved. (government, foundations, private partners)
- ❖ 80% of human resources state that they are more aware of the characteristics of the clientele served.