

JohnHoward

SOCIETY OF SUDBURY

STRATEGIC PLAN

2012-2015

MISSION STATEMENT

**Effective, just and humane
responses to crime
and its causes**

Methods

1. Provides for the effective integration into the community of those in conflict with the law, and provides, or encourages others to provide services to those in contact with, or affected by the Criminal Justice System;
2. Promotes changes in the law and the administration of justice which will lead to the more humane and effective treatment of individuals;
3. Promotes citizen awareness of the problems of crime and its causes, acceptance of responsibility to respond to these problems and involvement in the delivery and management of justice related programs;
4. Promotes the fair and humane treatment of all incarcerated persons and seeks to ensure that all forms of detention and imprisonment comply with relevant legal and human rights standards.

OUR VISION

To reduce crime and its causes by working towards positive change within the criminal justice system in Ontario

Goal One

To be a key change agent and influencer for an effective, just and humane criminal justice system.

Goal Two

To promote programs and services which are evidence-based and produce positive outcomes.

Goal Three

To strengthen our organization and our financial sustainability.

Goal One: To be a key change agent and influencer for an effective, just and humane criminal justice system

Target

We will promote changes in the law and criminal justice system to ensure the humane and effective treatment of individuals.

Strategy

Proactively seek out opportunities to positively influence policy at the provincial and/or national level.

Three year Deliverables

Increased output of letters to local and national legislators, increased number of contacts/networks.

We will promote criminal and social justice issues and effective solutions to the media and public.

Undertake focused and cost efficient media and public education work.

Increased media exposure, public education materials/messages reach broader markets, implementation of a social media plan, and increased organizational capacity in public education.

Goal Two: To promote programs and services which are evidence-based and produce positive outcomes.

Target

Strategy

Three-year Deliverables

We will evaluate programs and services

Evaluation support from John Howard Society of Ontario

A clearly defined evaluation process for projects with funding and without funding including the establishment of standards and guidelines for evaluation of programs and services.

We will share knowledge and resources about effective program evaluation.

Disseminate effective program evaluation.

Off line and online inventory of tools, resources and best practices for program evaluation.

Goal Three: To strengthen our organization and our financial sustainability.

Target

Diversify and increase JHS's financial resource capacity.

Strategy

Enhance financial management and investment strategies and processes.

Undertake feasibility studies to assess the viability of a high profile signature FR event and/or social enterprise initiative.

Build resource development capacity to enhance information management systems, fundraising policies and human resources.

Three-year deliverables

Efficient investment management, strategic cost savings and increased financial skills.

Incremental expansion and diversity of donor and funder base with incrementally increased revenue. Increased number of new markets and individual donors reached.

Completion of an event feasibility study that includes a sponsorship strategy and Potential third party prong and/or completion of a social enterprise feasibility study.

Increased organizational capacity to fundraise/ increase revenue streams.

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Goal Three: To strengthen our organization and our financial sustainability. (cont'd)

Target

We will increase awareness of the impact of John Howard Society programs and services.

Strategy

Develop and implement a communication strategy and cost efficient public education campaign that maximizes social marketing and online presence.

Three-year deliverables

Communication strategy targeting perspective donors is launched.
Simple and cost efficient public education campaign is developed.
Increased web hits and public requests for information.

We will continue to attract, build and engage a dynamic staff team of diverse and education individuals.

Undertake staff development and team building strategies.

Staff professional development, team building, staff service awards and wellness initiatives are developed and assessed and staff survey reports increased staff satisfaction.