

JohnHoward

SOCIETY OF YORK REGION

STRATEGIC PLAN 2019 - 2022





PARTNERSHIPS TO ENHANCE CLIENT SUPPORT

Grow partnerships to enhance continuum of support for our clients.



COMMUNICATION AND EDUCATION TO ELEVATE AWARENESS

Develop a communication and marketing strategy to raise public education and awareness.



FUNDING FOR GROWTH

Maximize and diversify funding by exploring new opportunities that are in line with our mission.



ENGAGEMENT AND CAPACITY BUILDING

Elevate and develop employee skills, knowledge and expertise, while fostering a culture of continuous learning.



PROGRAM OPTIMIZATION FOR CONTINUUM OF SERVICE

Optimize programs to enrich services and increase support.



PARTNERSHIPS TO ENHANCE CLIENT SUPPORT

Grow partnerships to enhance continuum of support for our clients.

- Explore new partnerships that align with JHSYR and its mission and values
- Strengthen partnerships with John Howard Society affiliates to utilize resources to enhance client support
- Build on existing community relationships and explore new initiatives for collaboration to increase community safety and well-being

COMMUNICATION AND EDUCATION TO ELEVATE AWARENESS

Develop a communication and marketing strategy to raise public education and awareness.

- Decrease the stigma around crime related issues through public education and outreach
- Utilize social media to promote JHSYR
- Leverage partnerships and JHS affiliates to increase awareness in the community

FUNDING FOR GROWTH

Maximize and diversify funding by exploring new opportunities that are in line with our mission.

- Explore funding opportunities including an organization-led campaign
- Diversify funding sources with private and corporate sponsorships
- Explore new funding opportunities at the provincial and federal level
- Determine the resources required to lead these initiatives while searching for new grant opportunities

ENGAGEMENT AND CAPACITY BUILDING

Elevate and develop employee skills, knowledge and expertise, while fostering a culture of continuous learning.

- Explore training and development opportunities to build capacities in areas that will elevate support for clients, including addictions, mental health and well-being, etc.
- Explore the feasibility of training and support through partnerships offering program delivery or direct training for staff
- Engage staff in participating at tables and committees across the community
- Foster continuous academic learning through accessibility of research findings, theories and guest speakers

PROGRAM OPTIMIZATION FOR CONTINUUM OF SERVICE

Optimize programs to enrich services and increase support.

- Explore the utilization of technology for digital learning as well as client intake and tracking
- Develop a strategy to deliver programs to marginalized populations aligned with the communities in York Region
- Expand intervention, prevention and reintegration services to address the risk factors associated with the social determinants of health
- Utilize peer support groups and volunteers to build capacity and reach