

Our Place Society

Strategic Directions — 2013 - 2016

Hope and Belonging



Values

Unconditional Love. We are an organization with Christian values and principles. We believe that everyone should experience unconditional love in a non-judgmental way.

Hope. We are founded on the belief that each individual who comes through our doors will find inspiration, support and comfort. We believe in the potential of all and provide opportunities for positive change. We advocate for social justice.

Belonging. We strive to create a nurturing atmosphere of home and family, where all are welcome and can experience a sense of hope and belonging. We are inclusive. Our doors are open to those of all cultures and beliefs.

Safety. We believe all who enter Our Place should feel secure and free from harassment or mistreatment of any kind. We endeavor to create a safe atmosphere where everyone can experience a sense of well-being.

Teamwork. We value the contributions of our staff and volunteers and ensure they are well trained and supported. We work together as one team committed to our mission, vision and values.

The mission of Our Place Society is clear: to provide a sense of hope and belonging to Greater Victoria's most vulnerable citizens. And with a fiscally responsible and proactive leadership, a visionary Board of Directors, plus a team of impassioned outreach, housing, custodial, kitchen, security and maintenance staff, the future has never looked brighter.

The Strategic Plan's main goal is to build upon the foundation of Our Place, to make it stronger and deliver on the promise of meeting the needs of those we serve: the people we call Family.

During the last two years, Our Place has been building the framework that all our future plans will rest upon. This has meant hiring the right people in key positions from leadership, fund development, operations, communications and finance.

With this team in place, our aim is to open our doors from early morning to late evening, seven days a week.

The collaborative teamwork and support of our dedicated employees, volunteers, community partners, donors, supporters and stakeholders overwhelmingly demonstrate the positive change we can achieve when we all work together.

With much gratitude,

Don Evans
Executive Director

Susan Haddon
Board Chair



Strategic Directions: 2013 - 2016

The Board of Directors of Our Place Society has determined four strategic priorities for this period. With the exception of the fourth strategic priority, goals and objectives will be actualized through staff operations. The strategic plan covers a three-year period. The majority of the goals are funding-dependent and will unfold as project funding is secured or core funding levels increase.

STRATEGIC PRIORITY ONE: Maximize OPS Operational Capacity

Goal: Fully utilize OPS facility through increased programming identified by needs of The Family and community we serve.

Objective: Open the Our Place facility from early morning to late evening, seven days per week.

- Provide life-changing opportunities in the areas of: health care, education, job skills, Aboriginal services, seniors' programs, recreation, and more.
- Provide increased access to trained Outreach and Support workers.

STRATEGIC PRIORITY TWO: Enhance OPS Financial Position

Goal: Increased and sustainable revenue.

Objective: Develop an effective fundraising team with the ability to diversify revenue streams for increased sustainability.

- Strengthen capital and operating reserves.
- Fund further expansion of programs and services to

meet the growing needs of the community.

STRATEGIC PRIORITY THREE: Build a stronger OPS presence

Goal: Enhance public awareness and understanding of the relevance and benefits of OPS as experts on poverty issues.

Objective: Strengthen presence in market place through communication channels.

- Build stronger relationships with stakeholders, media, funders and other supporters.
- Educate the public and other stakeholders on the impact, relevance and benefits of OPS as related to the complexity of poverty issues.
- Be a leader in helping address systemic issues that cause poverty and homelessness.
- Maintain the trust and positive feeling in the community that Our Place is a vital, and much needed, resource.

STRATEGIC PRIORITY FOUR: Strengthen OPS Governance Priorities

Goal: Ensure continuous and consistent implementation of Board governance policy.

Objective: Provide leadership in the community that reflects our credibility, transparency, accountability and trustworthiness.

- Develop board recruitment and succession planning protocol for continued strong governance monitoring.
- Develop a monitoring schedule for all governance responsibilities and clear guidelines for the Executive Director's performance evaluation.

