A PLACE WHERE EVERYONE IS WELCOME AND CONNECTED

Northwest London Resource Centre

Strategic Plan 2020 – 2023

“We are all part of Northwest London and want to make it the best place possible for all!”

Acknowledgements

Thank you to the Northwest London Resource Centre (NWLRC) team, including staff and Board members, for your contributions to the development of our strategic plan.

A special thank you to the community members, service partners, faith groups, and businesses who shared their ideas and insights that served as the foundation for this strategic plan.

A HEALTHY AND VIBRANT NORTHWEST LONDON COMMUNITY

Alongside globally minded businesses, enthusiastic residents, local faith collaboratives, dedicated service providers, and committed service clubs, NWLRC is working to build a healthy and vibrant Northwest London community.

Local adults and youth participated in training that resulted in certifications they could take into their employment endeavours. Newcomers are settling and are contributing to their new community.

We're proud of what we've accomplished, yet there is more work to do. Through the strategic planning process, we focused on setting our priorities for the next four years of our journey.

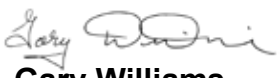
As a Neighbourhood Resource Centre, we build community with local residents and help people in need. To meet the ever-growing needs of the community, expanding our resources will be critical. Funding, partnerships, and space are all areas that require development and growth.

As we continue to deliver our mission, we must build the capacity of our organization, which means strengthening our recruitment and retention efforts, investing in our team, and evaluating the impact of our work.

We believe everyone has the right to be part of a strong and connected community. We are committed to strengthening our community through programming, being responsive to emergent needs, and raising awareness of our services.

Through the implementation of this strategic plan, we look forward to a brighter future.

Nancy Needham
Executive Director



Gary Williams
Board Chair

ABOUT NWLRC

Founded in 2002, the NWLRC proudly serves as a community space for local residents, including youth, families, seniors, and newcomers. The centre provides opportunities to develop youth and adult employment skills, local residents have access to emergency food supplies, and newcomers receive support in settling into their new community. Through this supportive resource centre, local groups plan together to bring awareness of local resources, build friendships, and with the support of one another, collectively all respond to local needs.

Through our programs and services, we work with children, youth, adults, seniors, families, and newcomers. We use a community development approach to empower individuals. Therefore, the term *residents* is used throughout this strategic plan to demonstrate that everyone we work with is equal.

The centre is open 6 days a week with local residents greeting each new face as they come through our doors. This community space is built on a neighbourhood's response to a local need. Through friendships and fellowship, local residents are empowered to collectively help one another.

Mission

To implement and support diverse programs to meet the needs of the community. Encourage community involvement by engaging groups such as youth, seniors, and immigrants to plan, implement, and participate in programs and activities.

Vision

A community where all its residents are respected and supported in living a healthy and empowered life.

Values

Welcoming, Respectful, Inclusive, Responsive

How We Work

At NWLRC, we:

- use a community development approach to empower London's Northwest residents;
- develop unique and diverse partnerships that are vital to our service delivery;
- respond to the needs identified in our neighbourhoods as they change over time;
- deliver programs and services at multiple sites throughout our 7-riding area, with primary services being delivered in the Medway area; and,
- are governed by a community Board of Directors.

OUR STRATEGIC PLANNING PROCESS

Community Engagement

Community members, service partners, faith groups, and businesses shared their ideas for the future of NWLRC. We received valuable feedback about where we could enhance our core service areas and how we could align our services and programs to continue to meet the needs of the community.

Staff Engagement

Staff and volunteers reflected on their work with residents and what residents have shared with them about their needs and how NWLRC could best support them. With this in mind, staff shared their insights and provided recommendations for the future direction of NWLRC.

Strategy Sessions

Using the ideas, insights, and recommendations from residents and staff, the Leadership Team and Board of Directors worked together to define the strategic directions, strategies, and outcomes for NWLRC. There was thoughtful discussion about why each strategic direction was important and why it should be a focus for the next four years.

“The community needs to know that NWLRC is in their neighbourhood, what it does, and how they can be part of it.”

OUR STRATEGY MAP

Our Mission

To implement and support diverse programs to meet the needs of the community. Encourage community involvement by engaging groups such as youth, seniors, and immigrants to plan, implement, and participate in programs and activities.

Our Vision

A community where all its residents are respected and supported in living a healthy and empowered life.

Our Values

Welcoming, Respectful, Inclusive, Responsive

STRATEGIC DIRECTIONS

Expand Our Resources

We will grow our resources to enhance our ability to meet the needs of our community.

Our Strategies

1. Explore and diversify funding options.
2. Foster and strengthen community partnerships.
3. Enhance our space through collaboration.

Build Our Capacity

We will build a strong, resilient, and responsive organization.

Our Strategies

1. Strengthen the recruitment and retention of our team.
2. Invest in the development of our team.
3. Understand the impact of our work.

Respond To Our Community

We will welcome, engage, and empower residents to achieve their full potential.

Our Strategies

1. Stabilize our programming to align with a Neighbourhood Resource Centre approach.
2. Engage residents to respond to emerging needs.
3. Build awareness of NWLRC as a Neighbourhood Resource Centre.

“Continue to look for ways for local residents to participate in their community.”

STRATEGIC DIRECTION:

EXPAND OUR RESOURCES

Our Goal

We will grow our resources to enhance our ability to meet the needs of our community.

Our Strategies

1. Explore and diversify funding options.
2. Foster and strengthen community partnerships.
3. Enhance our space through collaboration.

Our Outcomes

- Increased partners and collaboration.
- Increased financial sustainability.
- Enhanced space for services and programs.

Why We're Focused On Diversifying Our Sustainability

We have big goals and dreams for the future of the Northwest London community. We will need access to the right resources to achieve our goals and dreams. We will also need to be prudent and efficient in how we use our vital resources.

Stable and sustainable funding is critical to our organization as we scale and plan for the future. By diversifying our funding streams, we will strengthen our sustainability while meeting the increasing needs and demands in the community.

We know we can achieve more by working together than by working alone. This means partnering with individuals, groups, organizations, and businesses who are committed to improving outcomes for Northwest London residents. Together, we can strengthen the Northwest London neighbourhood.

As our services and programs grow, so does our need for space. We plan to explore innovative partnerships to effectively utilize available space in Northwest London.

“Cultural days to create education and awareness of different cultures that reside in the community.”

STRATEGIC DIRECTION:

BUILD OUR CAPACITY

Our Goal

We will build a strong, resilient, and responsive organization.

Our Strategies

1. Strengthen the recruitment and retention of our team.
2. Invest in the development of our team.
3. Understand the impact of our work.

Our Outcomes

- Improved retention of team members.
- Increased knowledge of program impact.

Why We're Focused On Capacity Building

Capacity building strengthens an organization's ability to fulfill its mission over time. Capacity building is not a one-time effort to improve short-term effectiveness, but rather a continuous improvement strategy toward the creation of a sustainable and effective organization.

Our team is made up of creative and committed staff and volunteers. As we grow, we will need to expand our team by improving our recruitment and retention efforts.

We value continuous learning and development. We need to ensure our team has the knowledge, skills, and resources to meet the ever-changing needs of our community.

We have demonstrated results, achieved outcomes, and made an impact in our community. We're committed to not only evaluating our work over the next four years, but sharing the results and what we learn along the way.

“We need strong support for newcomers to the neighbourhood.”

STRATEGIC DIRECTION:

RESPOND TO OUR COMMUNITY

Our Goal

We will welcome, engage, and empower residents to achieve their full potential.

Our Strategies

1. Stabilize our programming to align with a Neighbourhood Resource Centre approach.
2. Engage residents to respond to emerging needs.
3. Build awareness of NWLRC as a Neighbourhood Resource Centre.

Our Outcomes

- Residents receive appropriate information and services.
- Residents feel supported.
- Residents are engaged and have a sense of belonging in their community.
- Residents have the leadership skills that provide them with the capacity to be engaged, productive members of their community.

Why We're Focused On Responding To Our Community

Communities are built by the people who live, work, and play within them, and not solely by organizations. We empower, collaborate, and connect with residents.

Neighbourhood Resource Centres typically provide population-specific programs and services. In the past, NWLRC has focused predominantly on youth programming. However, we continue to expand our programs and services to other populations, such as local residents, seniors, and newcomers, to further meet the needs of Northwest London.

We follow a community development approach in all that we do. We will work together with residents to find creative solutions to emerging neighbourhood problems.

We want to ensure that all Northwest London residents are aware of the services and programs we offer and know where to find us when they need support.

How We Will Respond To Our Community

NWLRC serves the community through five core areas of focus: Advocacy and Support; Basic Needs Services; Information and Referral; Community Building Initiatives; and Population-Specific Programs. The services and programs we offer within our core areas of focus evolve so that we can continue to meet the needs of the community.

Advocacy And Support

NWLRC provides advocacy and support to community members so that they may have the best possible quality of life in strong and vibrant neighbourhoods. NWLRC works to empower members in our community; increase resident engagement through opportunities of participation and volunteerism in neighbourhood activities; reduce isolation of vulnerable individuals; and eliminate barriers to inclusion.

Basic Needs Services

NWLRC is intentionally located in the Northwest London community, acting as the first response to provide residents with access to basic needs such as food security. NWLRC has an emergency food cupboard available to individuals and families living in the Northwest London community.

"Continue with the emergency food cupboard."

Information And Referral

Residents and community stakeholders are kept informed about the programs and services available at NWLRC and are also supported in accessing other programs and services that may benefit them. NWLRC ensures there is a connection between our own services and the services provided by other agencies in the community.

Community Building Initiatives

Neighbourhood community development is made possible through collaboration. NWLRC fosters strong partnerships, not only with service providers, but with faith-based groups, service clubs, volunteer groups, and multi-cultural associations. This networking at the neighbourhood level informs an inclusive and responsive approach to meeting the needs of neighbourhood residents.

Population-Specific Programs

Programs and services are designed specifically to increase the personal and skill development of resident populations in our neighbourhoods. This can include improved literacy for children, leadership opportunities for youth, and community activities for vulnerable persons. As first responders to the neighbourhood, NWLRC's programs and services change with and for the populations we serve.

Through our work, we serve:

1. Youth

Youth programs focus on empowering, engaging, and inspiring youth. Youth have opportunities to become involved in their community, build relationships, and make meaningful contributions through social, cultural, and recreational programming.

2. Newcomers

Newcomers receive guidance and information to be able to make informed decisions about their settlement needs through our Newcomer Settlement Services funded by Immigration, Refugees and Citizenship Canada (IRCC). In addition, newcomers are supported in understanding life in Canada and establishing social and professional networks so they are engaged and feel welcomed in London.

“There are strong partnerships. Build on these.”

OUR NEXT STEPS

A good strategy is important, however, a good execution is critical. We are certain that through the implementation of this strategic plan over the next four years, we will reach our goals and deliver enhanced outcomes for the community. We are committed to taking action, tracking our progress, and evaluating our efforts.

We will need the support of residents, businesses, faith communities, service clubs, funders, and partners as we move forward to reach our goals. **We are excited about what we will do together!**

Northwest London
Resource Centre

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