



# Bringing Change To Life

Strategic Plan | 2019 – 2021



# Who We Are

Willowbridge Community Services (formerly Family Counselling Centre of Brant) is a not-for-profit organization offering developmental services, counselling, and financial empowerment across Hamilton, Brantford, Haldimand-Norfolk, Niagara, and Six Nations of the Grand River and Mississauga's of the Credit First Nation. Here, we believe that everyone deserves relationship, community, and celebration. We empower individuals to improve their lives for a more positive future.



# What We Believe

## Our Mission:

- To promote the wellbeing and social inclusion of individuals and families through counselling, support, education and advocacy.

## Our Vision:

- Empowered Individuals - Stronger Families - A More Vibrant Community

## Our Values:

- We believe in courtesy, respect and dignity
- We focus on people's strengths and capabilities
- We strive to meet the unique needs of the people we serve
- We believe in partnership with our community
- We recognize and embrace the diverse and evolving needs of the community
- We strive to overcome the barriers, injustices and inequities faced by the people we serve

# Bringing Change to Life: Our Priorities for 2019 – 2021

Our strategic priorities reflect our vision of empowered individuals, strong families, and a more vibrant community.

We invite you to examine our top strategic priorities for the coming years and learn more about where we aim to be as an organization.

1  
Welcoming  
Premises

2  
Accessibility &  
Responsiveness

3  
Financial  
Sustainability  
& Growth

4  
Innovation  
& Excellence

5  
Employer  
of Choice





# 1

## Welcoming Premises

Willowbridge Community Services is located in a building that does not currently meet the needs of our community or support growth. Our goal is to have a positive space that will allow us to serve all members of the community to the highest standard and ensure that individuals feel included, welcome and safe when they access our services. We want to create a sense of community within our building and make more room to support the diverse needs of those we serve.



# 2

## Accessibility

At Willowbridge, we understand that individuals and families need timely, useful and relevant services that are designed with people at the heart. This means ensuring that we understand the diverse needs of our community and offer our services in a way that is relevant to those we support.







# 3

## Innovation

The demand for counselling, developmental, community and financial empowerment services is growing and changing as our socio-economic environment shifts over time. In order to keep up with the diverse needs of individuals and families in our communities, organizations must continually adapt, grow, and innovate to remain relevant. We grow and innovate daily because we believe the community deserves the best support that we can offer.



# 4

## Employer of Choice

A successful workplace requires an engaged and vibrant staff. Willowbridge Community Services believes that our agency is only as strong as the people we employ. We have prioritized employee engagement in order to grow our team, retain experienced professionals, and to provide excellence in service.





# 5

## Financial Sustainability & Growth

Individuals and families have been turning to Willowbridge Community Services in their moment of need for over 115 years. In order to continue supporting the community for years to come, Willowbridge Community Services must have the capacity to address diverse challenges as they arise. This means having the financial resources to sustain our services and allow for growth.

# Programs at Willowbridge Community Services

## Counselling Services

- Family and Children
- Couples
- Groups
- Individuals
- 2SLGBTQ+
- Indigenous
- Multicultural
- Men's Specific
- Women's Specific

## Financial Empowerment Programs

- Financial Guidance
- Planning for Debt Repayment
- Household Energy Assistance
  - OESP (Energy Bill Assistance)
  - LEAP (Gas & Hydro Bill Assistance)
- Workshops and seminars

## Developmental Services

- Pivot Behaviour Supports
  - Behaviour Consultations
  - Pivot Clinic
- EnCompass Service Coordination
  - EnCompass Children
    - Ongoing Service Coordination
    - TAY
  - EnCompass Adults
    - Ongoing Service Coordination
    - Enhanced Svc Coordination
- Respite
  - Routes Respite Community
  - The Grove
  - Passports

## Groups

- Leadership Development Course
- Women Initiating New Growth and Self Esteem (WINGS)
- Soaring Above the Turbulence
- Flying Together in Healthy Relationships
- Zones of Regulation
- Nurturing Self Compassion
- Skills for Healthy Living



# Willowbridge Community Services

**For more information about Willowbridge Community Services, please contact our head office:**

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**To make a donation, please visit :  
[CanadaHelps.org](https://CanadaHelps.org)**