

# Bringing change to life



# Who We Are

Willowbridge Community Services is a not-for-profit organization offering developmental services and counselling programs across Brantford, Hamilton, Haldimand-Norfolk, Niagara, Six Nations of the Grand River and Mississauga's of the Credit First Nation. We empower individuals to improve their lives for a more positive future.





# Bringing Change to Life

Our strategic plan is characterized by five strategic pillars that each support our vision of empowered individuals, strong families, and a more vibrant community.

We invite you to explore our strategic pillars and the individual objectives that will help us bring change to life over the next three years.



# A Welcoming Environment

Willowbridge is committed to creating an environment that meets the needs of our diverse community – both in our office spaces and across our services. Over the past three years, we’ve heard from our clients, staff, and community that social services in Brantford are housed in outdated facilities that do not make folks feel welcome. Our intent is to let the community know that they matter both within, and outside of our space. To create a welcoming environment at Willowbridge, we plan to:

## GOAL 1 ▼

Ensure equity, diversity, and inclusion principles are reflected in all endeavours we pursue, including in our customer service, programming, values, art, office design, and messaging.

## GOAL 2 ▼

Continue to strengthen collaboration across all partners in the community to provide safe, inclusive, and positive spaces and programs.

## GOAL 3 ▼

Together with our community partners, continue to work toward the construction of an inclusive, accessible, and welcoming community hub that holds all our agencies in a single space. We envision a new hub that will provide seamless access to a broad range of services, including opportunities for improved mental health, social recreation, relationship building, and belonging.

# 2

## Accessibility and Diversity

At Willowbridge, we understand that our community is strongest when everyone is respected, empowered, and celebrated. We aim to address the roots of inequity and the barriers these pose to service access so that we can foster greater cultural sensitivity and provide more relevant service options. We are committed to ensuring that our diverse community can access our services in their moment of need and are working toward this ultimate goal. Along the way, we are going to:

### GOAL 1 ▼

Ensure our services are delivered in a way that is sensitive, relevant, and responsive to diverse and marginalized communities.

### GOAL 2 ▼

Prioritize our work with the Indigenous community and actively work toward decolonizing our services.

### GOAL 3 ▼

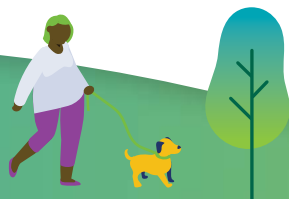
Foster our multilingual service options and increase diversity in our staff team to better reflect the diverse community we serve.

### GOAL 4 ▼

Work with our community partners and the Ontario Health Team to develop a model for coordinated and improved access to services in Brantford/Brant County.

### GOAL 5 ▼

Continue to explore the role of technology in our agency service and infrastructure, growing our virtual supports and expanding our online presence to reach those experiencing physical barriers to accessing care.





# 3

## Innovation and Excellence in Service

The demand for counselling, developmental, and community services is growing and changing 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 believe that growth and innovation cannot, and should not, happen without our community. We believe in working together to develop supports that resonate with those we serve, and we seek out opportunities to gather feedback wherever we can. We innovate daily because we believe the community deserves the best support that we can offer. Our goals in innovation and service excellence include:

### GOAL 1 ▾

Co-design our services with the community through our Service Reimagined project. This includes exploring ways to provide a warm welcome, focusing on strengths and abilities during programming, and ensuring clients feel safe and supported as they exit our services.

### GOAL 2 ▾

Collaborate with community partners to provide community-based services that pool our resources, strengthen our relationships, and fill service gaps for those in need.

### GOAL 3 ▾

Demonstrate the effectiveness and efficiency of our work, employing successful practices and engaging in research and evaluation.

# 4

## Financial Sustainability and Growth

Individuals and families have been turning to Willowbridge Community Services in their moment of need for over 115 years. 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. To support financial sustainability and growth at Willowbridge, our goals are to:

### GOAL 1 ▾

Continue to prioritize and explore opportunities for funding that allow us to respond to the changing needs of our diverse community, and to grow our services to better support that community.

### GOAL 2 ▾

Embrace a culture of philanthropy and fundraising at Willowbridge by engaging in education, stakeholder relationships and capacity building.

### GOAL 3 ▾

Promote and expand our social enterprise to grow revenue and our capacity to support our participants, staff, and services.





# 5

## 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 provide excellence in service. As we work toward becoming employer of choice, our goals include:

### GOAL 1 ▼

Provide a work environment that is safe, participatory, welcoming, and respectful, and ensures that staff feel valued and appreciated in their roles.

### GOAL 2 ▼

Empower our staff through opportunities for career development, training, and leadership to improve employee satisfaction.

### GOAL 3 ▼

Foster a teaching and learning culture by growing and developing our student internship and externship programs.

### GOAL 4 ▼

Improve and ensure staff recruitment, retention, wellness, and engagement by addressing compensation, benefits, and morale at every opportunity.





# Mission, Vision and Values



## Mission

To bring positive change to life through counselling, education, and support

## Vision

A community where everyone leads their best life

## Values

- We believe that people are strong and uniquely capable
- We view every individual as an expert on their own lives
- We believe in our community
- We appreciate the healing power of relationships
- We value the diverse needs and perspectives of our community
- We believe in services that are based on evidence and best practices

# 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 [our website](#)

