

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 few years, we've heard from our participants, staff, and community that many social service agencies in Brantford are housed in outdated facilities that don't feel welcoming. Our intent is to show the community 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 communications.

GOAL 2 ▾

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

GOAL 3 ▾

With our community partners, we'll continue working toward the construction of an inclusive, accessible and welcoming community hub that holds all our agencies in one space. The Riverside Hub will provide seamless access to a broad range of services, including opportunities for improved mental health, social recreation, relationship building and belonging.

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're committed to ensuring that our diverse community can access our services in their moment of need and are working toward this goal. Along the way, we're going to:



GOAL 1 ▾

Strengthen our co-design practices so our services and spaces are shaped by the people who use them.

GOAL 2 ▾

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

GOAL 3 ▾

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

GOAL 4 ▾

Continue to explore and integrate technology across our services and infrastructure, ethically and responsibly leveraging new tools to enhance service effectiveness and improve the lives of those we support.





Innovation and Service

The demand for counselling, developmental and community services is growing and changing over time. To support the diverse and evolving needs of individuals and families in our communities, we need to continuously adapt to remain relevant and responsive. Growth and innovation should reflect the needs of those we serve, and we'll work with our community to develop supports that resonate with them—seeking opportunities to gather feedback and improve 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

Collaborate with participants to evolve programming. We'll sustain a culture of co-design, continuing to implement Service Reimagined activities while partnering with participants to develop new initiatives such as the Your Body, Your Rights: Building Safe Relationships" and "HER" projects —promoting safety, inclusion and excellence in service.

GOAL 3

Demonstrate the effectiveness and efficiency of our work through evidence-informed practice, continuous quality improvement, applied research and the strategic use of technology. We'll also share our learning regionally and provincially to strengthen the sector as a whole.

GOAL 2

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

Sustainability and Growth

Individuals and families have been turning to Willowbridge Community Services in their moment of need for almost 120 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 resources to sustain our services and allow for growth. To support sustainability and growth at Willowbridge, we will:



GOAL 1 ▾

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

GOAL 2 ▾

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 them.

GOAL 3 ▾

Build a culture of philanthropy and community connection by strengthening relationships, enhancing fundraising capacity and elevating Willowbridge's presence as a trusted and recognized leader in community well-being.

GOAL 4 ▾

Champion succession planning and establish a reserve fund to ensure the long-term stability and prosperity of the organization.



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 to grow our team, retain experienced professionals and provide excellence in service. Always striving to be employer of choice, we will:



GOAL 1

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

GOAL 2

Sustain a progressive workplace through initiatives such as the four-day work week, hybrid work model, and wellness-focused practices that reflect our organizational values and commitment to staff well-being.

GOAL 3

Provide a work environment that is safe, participatory, welcoming and respectful, and that ensures staff feel valued, appreciated and connected to the same values that guide our service to the community.

GOAL 4

Empower our staff through opportunities for career development, training and leadership.



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](#).

