

2024- 2027

STRATEGIC PLAN

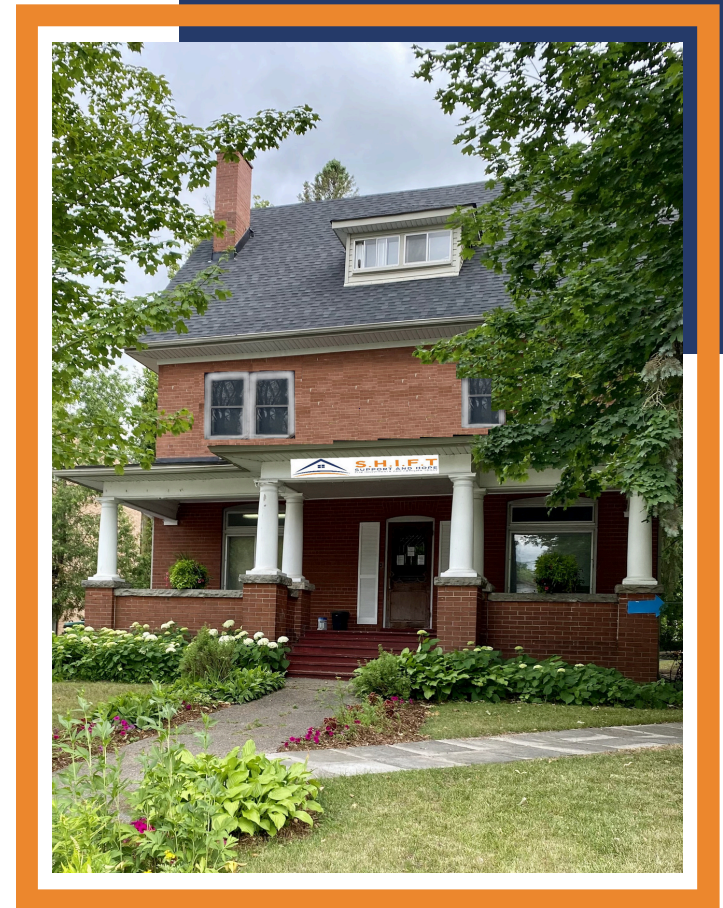




Organization Overview

Founded in 2017, and the only service of its kind serving the area of South Simcoe, S.H.I.F.T stands for Support and Hope for Individuals and Families Today. S.H.I.F.T. provides lifesaving supports to youth, adults, and families experiencing or at-risk of homelessness and/or food insecurity.

Our goal is to support individuals and families in “making a shift” in their circumstances by way of providing consistent trusting relationships, honest communication and promoting participant choice and empowerment. Our aim is to support participants in feeling that they belong to and are engaged in the community. We are committed to facilitating connection to further services, resources, and community.



S.H.I.F.T.
SUPPORT AND HOPE
FOR INDIVIDUALS AND FAMILIES TODAY



Our Vision

NEW

A united community where every individual has access to stable housing, support, and opportunity.



Our Mission

To partner with the individuals and families we serve to make a meaningful shift in their circumstances.



Our Values

Housing-Focused - We support service users to attain and retain safe, affordable and sustainable housing.

Client-Centred - We respect of and responsive to the unique and emerging needs and priorities of our service users, as articulated by them.

Respect - - We are non-judgmental and believe that people should be treated with dignity, empathy, and compassion.

Dignity & Inclusion - We endeavour to offer inclusivity for all, and appreciate the diversity of our service users.

Empowerment - We believe all people have the capacity to improve their lives.

Education & Prevention - We are committed to raising awareness and advocating for improvement in the lives of those affected by poverty.

Teamwork & Collaboration - We seek opportunities to partner and collaborate with the community, and those with lived-experience.



Strategic Planning Process



SWOT Analysis

Completed in various settings, the process involved staff, service users, and Board Members, and used focus groups and surveys.



Data Synthesis

Board Members met to complete a synthesis of the data collected in the SWOT analysis and to extract themes for consideration.



Goal Formation

In partnership between the Board and leadership staff, themes were narrowed to 4 priorities, with specific goals and activities.



LEARNING FROM THE PROCESS

Strengths

- High-level of accountability
- Expanded and effective programs and processes
- Commitment to remaining current, in best practices and methodologies.
- Extensive knowledge and commitment to harm reduction philosophy and strength in supports.
- Building and maintaining partnerships and collaborations with local service providers
- Commitment to our people
- Passion for our mission, at all levels of governance
- Accessibility of programming to service users

Challenges

- Need to redevelop and expand opportunities for volunteers
- High potential for burn out due to the nature of the work
- Need for additional and diverse funding resources
- Lack of affordable housing and options for service users
- Rising cost of living
- Need for increased exposure to our communities and providing information and consistent messaging about what we do in South Simcoe.
- NIMBYism ('Not in my backyard' attitudes)

Strategic Priorities



Strong Foundations

As the only service provider of its kind, service the 5 municipalities collectively known as South Simcoe, S.H.I.F.T. prioritizes transparent practices in fund development and capital investments, ensuring trust with our community and funders. We foster a supportive culture that values wellness and personal development, empowering our team to thrive. With strengthened governance and adherence to ethical standards, we strive for operational excellence, delivering maximum value to those we serve and our broader community.



Community Collaboration

S.H.I.F.T. is dedicated to fostering partnerships with local service providers to deliver valuable prevention and awareness activities in South Simcoe. We are grateful for, and seek to create meaningful opportunities for the volunteers who generously contribute their time to our mission. Looking ahead, we are researching the viability of and preparing to develop a social enterprise to enhance financial sustainability and offer quality opportunities for service users to improve their lives.



Education & Advocacy

S.H.I.F.T. is passionate about providing education and advocacy regarding housing, homelessness, and the impacts of poverty. We actively work to break stigmas and foster community relationships, ensuring comprehensive understanding of the challenges faced by those we serve. S.H.I.F.T. is committed to engaging with the community and stakeholders and advocating for policy change at all government levels. We strive to be a socially responsible charity and employer, dedicated to making a lasting difference.



Commitment to Excellence

S.H.I.F.T. remains committed to adhering to industry standards in data collection and meeting performance metrics, ensuring that staff are adequately trained and equipped to complete accurate, timely and quality collection and reporting of program deliverables. We are steadfast in ensuring that our services align with current best practices and ethical standards, providing quality programs with a holistic approach. S.H.I.F.T. prioritizes harm reduction, the overall well-being of our people, and ensuring health, safety, and risk preparedness to responsibly deliver services to the community.

STRONG FOUNDATIONS

Fiscal Responsibility	Capital Campaign	Fund Development & Donor Relations	People & Culture	Operational Excellence
Complete Annual Audited Financial Statements	Enhance Support and Engagement	Maintain a Comprehensive Development Plan	Invest in Wellness and EAP Program	Continually Review & Improve Board Governance
Deliver Comprehensive Monthly & Quarterly Reports	Build a Dedicated Team	Maximize Fundraising Opportunities	Embrace Opportunities for Growth	Maintain Commitment to Ethical and Sector Standards
Operate Within Our Means	Finalize and Maintain Campaign Plan	Expand our Culture of Development	Promote a Culture of Support and Empowerment	Excel in Sector-Specific Reporting and Practices

COMMUNITY COLLABORATION

Prevention & Awareness

Collaborate to Cultivate Youth-Based Education and Prevention Initiatives

Conduct Community & Stakeholder Presentations and Information Sessions

Mitigate Potential Risks and Ensure Consistent, Transparent Engagement.

Volunteer Program

Revamp and Improve Opportunities for Meaningful Engagement

Recognize and Reward Volunteers

Build a Healthy Volunteer Culture

Partnerships

Offer Onsite Supports and Connection to Referrals

Foster Relationship with Partners and Service Users to Strengthen Community Ties

Integrate Ongoing Needs Assessment with Lived Experience in Data Analysis

Social Enterprise

Investigate Innovative Solutions Meeting Community Needs

Cultivate Potential Partnerships for Collaboration

Develop a Comprehensive Business Plan for Implementation

EDUCATION & ADVOCACY

Breaking Stigmas	Marketing & Communication	Public Relations	Government Relations	Social Responsibility
Counter Opposition and Stigma through Education & Advocacy Efforts	Share Success Stories to Inspire and Engage the Community	Advocate for the Humanity of All	Use Legislative and Regulatory Analytics to Drive Decision-Making and Track Key Issues	Offer Competitive Wages that Meet Living Wage Standards
Cultivate Community Relationships through Regular Engagement	Build a Strong Social Media Presence to Increase Visibility	Develop and Maintain Key Messages	Influence Policies through Education & Advocacy	Maintain Transparency on Program Practices & Policies
Host Community & Stakeholder Presentations and Information Sessions	Improve Visibility Within the Communities of South Simcoe	Build and Maintain a Positive Image and Prepare for Potential Challenges	Build Strong Relationships with Various Levels of Government	Ensure Programs Deliver Positive Social Value while Upholding Ethical Standards

COMMITMENT TO EXCELLENCE

Data Collection	Best Practices & Standards	Programs & Services	Harm Reduction & Well-Being	Health and Safety & Risk Preparedness
Ensure Accurate & Timely Reporting Aligned with KPIs	Practice from Trauma-Informed Care & Client-Centered Approach	Implement Holistic Support Practices that Address Immediate Needs	Provide Support and Education for Informed Participation	Commit to OH&S with Comprehensive Policies and Regular Training
Provide Adequate Training for Data Collection & Reporting	Maintain Consistency, Confidentiality and Ethical Standards	Develop Onsite Programs to Enhance Service Delivery	Foster Research & Innovation to Enhance Service Offerings	Provide Safety Resources, Assess Risks, and Audit Regularly
Collect & Maintain Data, Adhering to Sector Standards	Adhere to Practices that Optimize Results & Increase Efficiency	Incorporate Lived-Experience Voices to Inform Program Development	Ensure a Safe & Supportive Environment with Access to Relevant Supports	Foster a Positive Work Environment with a Focus on Mental Health

**Thank
You**

