

# Marillac Place 2021-2024 Strategic Plan



## MISSION STATEMENT

Marillac Place supports new mothers and mothers-to-be facing homelessness in Waterloo Region by providing a safe living environment, teaching parenting & life skills, and developing supportive relationships.

109 Young St.,  
Kitchener, ON N2H 4Z2  
519-571-0722  
admin@marillacplace.ca  
www.marillacplace.ca

## VISION STATEMENT

Every mother & child facing homelessness in Waterloo Region has the opportunity to recover and rebuild to ensure a successful future.

## GUIDING VALUES

### SAFETY

We always ensure the safety of the women, their children, and our staff. Everyone performs at their best when they know they are in a welcome and nurturing environment.

### TRUST

Our program participants trust that our capable staff will create a positive environment for them and their children. This trust extends to staff members and volunteers who rely on one another to achieve success as a team.

### RESPECT

Everyone is treated with kindness and understanding as we all strive to improve the quality of life for the women and children we support. This runs through the entire organization.

### INCLUSION

It is important to us that we maintain a welcoming environment without judgement for all women in need regardless of their background. We are accepting and accommodating to ensure a safe and positive space where our participants can succeed.

### EMPOWERMENT

Our participants feel empowered to ask for help, to learn, and to grow. Our staff and volunteers feel empowered to assist, make decisions, and ask their peers and supervisors for assistance when needed.

## KEY STRATEGIC PRIORITIES

### IMPACT

- To adapt our current programs or develop new programs to meet the complex needs of today's clients. We will utilize partnerships and joint funding models in the development of new programs.
- To investigate and implement industry best practices for staff-to-client ratios and staff compensation considering the complex needs of clients.
- To create a resourced data management strategy that ensures the ongoing collection of data required to communicate impact, apply for funding, and assess program effectiveness.

### COMMUNITY

- To utilize community partnerships in providing a full range of services that match the needs of our clients.
- To determine our role in addressing the affordable housing crisis.
- To develop a communications plan that illustrates our role within the community, creates broader awareness, and retains & expands relationships with Waterloo Region's key stakeholders.

### SUSTAINABILITY

- To create a comprehensive fundraising strategy that increases monthly donors, starts a planned giving program, prioritizes major gifts, and retains & expands our current donor base.
- To integrate our human resources manual with a comprehensive skills matrix for new hires to provide ongoing professional development that aligns with clients' needs.
- To develop key performance indicators that illustrate the health of the organization.