



Waterfront
Neighbourhood
Centre

STRATEGIC PLAN 2024 / 2029

By weaving DEI principles into each of the focus areas our strategic plan, we aim to create an inclusive, vibrant, and respectful Waterfront Neighbourhood Centre that honors its commitment to the land and its diverse inhabitants.

Mission Statement

Waterfront Neighbourhood Centre (WNC) strives to engage all community members in an atmosphere of belonging, diversity and accessibility through our programs, services and facilities. As a cornerstone of the community, WNC also advocates for the needs of this ever-changing neighbourhood.

Vision

WNC meets the needs of a diverse and changing multi-cultural community, responding to the particular needs of community members who are at risk, vulnerable, marginalized or isolated.

Values

- ✓ WNC believes in the provision of programs and services in a welcoming, accessible, sensitive and supportive place.
- ✓ WNC is committed to improving the quality of life for the residents of the neighbourhood.
- ✓ WNC recognizes the value of providing volunteer opportunities for local residents to become engaged in the community centre and recognizes voluntary contributions.
- ✓ WNC is supportive of staff, ensuring they are rewarded appropriately for their work.
- ✓ WNC acts in a fiscally responsible manner.

1

Civic Leadership

Enhance civic engagement by fostering community involvement, promoting active participation in local governance and advocating social responsibly initiatives.

- **Engage New Residents:** Actively involve all community members within the Waterfront neighborhood, inclusive of their background, ethnicity or socio-economic status, to foster community and civic engagement.
- **Diverse Volunteer Development:** We recognize the strength that diversity brings to our volunteer base. Encourage the growth of volunteerism in our rapidly expanding community, ensuring representation across diverse social and income backgrounds. Our commitment is to foster an environment where volunteers from all walks of life can contribute their unique perspectives and talents.

2

Programs and Service Intention/ Impact/Growth

Maximize WNC's effectiveness and reach of programming and services that respond to the waterfront community current needs; Improve our growth/ improvement in infrastructure, accessibility for all our members, stakeholders, and organization.

- **Needs Assessment:** Conduct thorough planning for program and space utilization based on demographic trends, community needs, and facility resources.
- **Inclusive Services:** Address the specific requirements of community members who are at risk, vulnerable, marginalized, or isolated.
- **Equitable Fee Assistance:** Set program fee assistance equity goals to reduce barriers and enhance program participation. We pledge to make financial assistance available to all, ensuring that cost is not a barrier to participation. Our fee assistance program will be transparent and accessible.

3

Fiscal Sustainability

Strengthen WNC's fundraising capacity by diversifying funding sources and developing partnerships that will support growth and demands of a growing community and thriving organization; To advocate and pursue funding for WNC's building and technology needs to support WNC's mission and vision.

- **Fundraising Capacity:** Build WNC's fundraising capabilities to secure financial support.
- **Diversify Funding Sources:** Explore various funding avenues beyond traditional channels.
- **Infrastructure Advocacy:** Advocate and seek funding for WNC's building and technology needs to accommodate the growing community.

4

Community Engagement and Outreach

Develop a stronger brand awareness through impactful storytelling and strategic outreach strategies that will expand our reach in the community, engage new members and partners.

- **Land Acknowledgement Integration:** Connect the strategic plan to the land acknowledgement commitment by recognizing and respecting Indigenous land and heritage.
- **New Resident Inclusion:** Engage with new residents, fostering a sense of belonging and community.
- **Vertical Community Awareness:** Raise awareness within the growing vertical community about WNC's programs and services.