



Preston Heights Community Group

# STRATEGIC ACTION PLAN

The Preston Heights Community Group is a not-for-profit organization that supports positive development in the Preston Heights neighbourhood of Cambridge, Ontario. Through partnerships and citizen involvement, we provide programs and services to families, children, teens and adults.





# COMPLETED GOALS



## Rebuilding community trust and impact post pandemic

- Getting back into the community and engaging with them through conversation
- Host large events as pandemic restrictions are lifted (Neighbourhood Day)
- Connecting with the schools in the catchment area to increase partnership efforts
- Increase in social media followers will help our community members be engaged and know about our programs and events

## Increase in collaboration efforts with other agencies and businesses

- Partnerships with schools to host back to school programs/events
- Partnership with SNA & GCCC to host events
- Partnership with local community partners to attend Neighbourhood Day Event

## Increase organization visibility via social media presence

- Setting up a posting schedule
- Researching what other organizations have going on
- Staying up to date with events and celebrations

## Offering targeted and specialized programming within PHCG or teen youth ages 13-17

- Getting feedback from our community members to identify which programs should be created
- Youth Leadership
- About the Bounce

# SHORT-TERM GOALS

## (1-2 Years)



### GOAL

### ASSOCIATED TASKS

#### ENHANCE COMMUNITY AWARENESS

Increase visibility and understanding of the community group and the programs it offers to residents and stakeholders.

- Create and distribute promotional materials, including brochures, flyers, and newsletters, highlighting the community group's mission, programs, and events.
- Utilize social media platforms and a community website to regularly share updates, success stories, and upcoming activities.
- Organize regular open house events to showcase the community space, programs, and services to residents and stakeholders.
- Establish partnerships with local media outlets for features and press releases about the group's impact and initiatives.
- Conduct outreach campaigns through door-to-door flyers, community bulletin boards, and outreach tables at local events to directly engage with residents.

#### EXPAND PROGRAMMING FOR OLDER YOUTH

Develop and deliver tailored programs that address the unique needs and interests of older youth, providing meaningful opportunities for growth and leadership.

- Survey older youth in the community to understand their interests, needs, and challenges.
- Hold focus groups to gather input on preferred program formats, schedules, and topics.
- Create workshops or courses focused on life skills, career readiness, leadership development, and creative expression.
- Introduce mentorship opportunities, connecting older youth with professionals or community leaders.
- Organize regular events like sports tournaments, game nights, or art sessions that encourage peer connection and community building.
- Incorporate youth-driven projects where participants take the lead in planning and executing initiatives they are passionate about.

#### STRENGTHEN PARTNERSHIPS

Increase participation and collaboration with partners to enrich community offerings and maximize shared resources.

- Organize regular meet-and-greet events or forums to bring together current and potential partners.
- Share information about the community group's goals and explore collaborative opportunities.
- Co-create programs or events with partner organizations, such as joint workshops, resource fairs, or awareness campaigns.
- Share resources like space, equipment, and expertise to reduce costs and enhance program quality.
- Establish a quarterly newsletter or update for partners to keep them informed about ongoing activities, successes, and future opportunities.
- Schedule regular check-ins with key stakeholders to strengthen relationships and identify new ways to collaborate.

# MID-TERM GOALS

## (3–5 Years)



### GOAL

### ASSOCIATED TASKS

#### BROADEN COMMUNITY ENGAGEMENT

Foster stronger connections with a wider range of community members, including adults and seniors, while continuing to engage and support youth.

- Develop workshops and activities tailored for adults and seniors, such as wellness sessions, skill-building classes, or social events.
- Introduce intergenerational programs that encourage interaction between youth and older community members, fostering mutual understanding and connection.
- Recruit and train a diverse group of community ambassadors to act as liaisons, promoting programs and gathering feedback from various age groups and demographics.
- Partner with senior centers, schools, and cultural organizations to co-create programs that appeal to a broader audience, ensuring representation and inclusion of adults, seniors, and youth.

#### BOOST VOLUNTEER INVOLVEMENT

Strengthen volunteer participation to support programs and activities, fostering a culture of collaboration and community ownership.

- Develop engaging outreach materials (posters, social media posts, email newsletters) highlighting the benefits of volunteering and the impact volunteers make in the community.
- Host "Volunteer Information Sessions" to introduce potential volunteers to opportunities and roles within the organization.
- Establish regular appreciation events, such as volunteer luncheons or awards, to acknowledge and celebrate the contributions of volunteers.
- Provide small tokens of appreciation, like certificates, thank-you cards, or branded merchandise, to show gratitude.
- Provide orientation sessions and skill-building workshops to empower volunteers and ensure they feel confident in their roles.
- Create pathways for volunteers to take on leadership roles within the organization, fostering a sense of ownership and long-term commitment.

#### REDUCE COMMUNITY SILOS

Promoting inclusion, collaboration, and open communication among different groups and organizations

- Highlight and celebrate these partnerships to inspire further collaboration.
- Host regular meetings or forums where diverse community groups and organizations can come together to share ideas, challenges, and successes.
- Encourage open dialogue to identify common goals and foster collaboration
- Develop initiatives that require cooperation between different community groups, such as joint events, shared resources, or collaborative programs
- Establish a centralized platform (newsletter, website, or social media group) where all community stakeholders can share updates, resources, and opportunities.



# LONG-TERM GOALS

## (5+ Years)



### GOAL

### ASSOCIATED TASKS

#### FOSTER INTERGENERATIONAL CONNECTIONS

Create opportunities that bring together residents of all ages to build mutual understanding, support, and shared experiences.

- Organize activities that encourage interaction between age groups, such as storytelling sessions, mentorship programs, or collaborative art projects.
- Create volunteer opportunities where older adults and youth can work together on community initiatives.
- Plan events like family game nights, gardening days, or cultural celebrations that encourage participation from residents of all ages.
- Include activities that highlight the strengths and contributions of each generation.
- Launch a project, such as a community history book or video series, where seniors share their experiences, and youth help document and present them.
- Use these projects to spark conversations and deepen understanding between generations.

#### ENSURE LONG-TERM SUSTAINABILITY

Secure consistent and reliable funding to support ongoing programs and future growth initiatives.

- Identify diverse revenue streams, such as grants, corporate sponsorships, individual donations, and fundraising events.
- Set annual fundraising goals and create a timeline for key activities to maintain consistent financial support.
- Build and maintain strong relationships with current and potential funders through regular updates, success stories, and personalized engagement.
- Host appreciation events or provide public recognition for funders' contributions to demonstrate impact and gratitude.
- Apply for grants and partnerships that offer multi-year funding to ensure stable financial resources.

#### EXPAND ACCESS TO SERVICES

Bring additional programs and services into the community to address emerging needs and enhance overall well-being.

- Survey residents and stakeholders to identify gaps in services and emerging needs within the community
- Use focus groups and town hall meetings to gather input and prioritize new programs or services.
- Partner with local organizations and agencies to introduce complementary programs, such as health clinics, job training, or mental health support.
- Explore mobile or pop-up service models to bring resources directly to underserved areas.
- Apply for grants or seek funding specifically aimed at expanding service offerings.
- Allocate space, staff, and promotional efforts to ensure new programs are accessible and well-utilized by the community.