

# Strategic Plan

## 2022-2024

ISGW is a team of compassionate and diverse people who provide strengths-based support to the individuals and families we work with. We are guided by the following values in all we do:

- **Creating Opportunity**
- **Being Responsive**
- **Showing Respect**
- **Modeling Accountability**



### Strategic Priority #1 - Build for the Future

*by collaborating with government, partners and the community to further strengthen the impact and value of our services*

<p><b>Grow the reach of current program and service offerings</b></p>	<p>→</p> <ul style="list-style-type: none"> <li>• Develop a comprehensive community engagement plan focussing on increasing knowledge in the community about the ISGW</li> <li>• Leverage remote service delivery offerings</li> <li>• Grow our presence in the rural communities</li> </ul>
<p><b>Strive to fill the community gaps in services available to immigrants and new Canadians</b></p>	<p>→</p> <ul style="list-style-type: none"> <li>• Create a map of current services and highlight where the gaps in services may exist</li> <li>• Create 2 or 3 new program offerings to fill the identified community gaps in services</li> <li>• Create a comprehensive marketing and communications plan</li> </ul>

### Strategic Priority #2 - Invest in Our People

*by focusing on diversity and inclusion in all we do*

<p><b>Embrace and celebrate diversity, equity and inclusion</b></p>	<p>→</p> <ul style="list-style-type: none"> <li>• Advance the culture within ISGW by celebrating diversity, equity and inclusion</li> <li>• Increase the diversity of our board, staff and volunteers</li> <li>• Provide training on cultural sensitivity to all new staff and volunteers</li> </ul>
<p><b>Create a solid foundation for growth, development and engagement for staff and volunteers throughout ISGW</b></p>	<p>→</p> <ul style="list-style-type: none"> <li>• Create opportunities for collaboration and information sharing throughout ISGW</li> <li>• Create, implement and evaluate a dynamic staff and volunteer Engagement Plan</li> <li>• Implement new methods for attracting, engaging with and retaining volunteers from diverse communities</li> <li>• Create and implement innovative solutions to support staff which include providing professional development and leadership opportunities</li> </ul>

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Our **mission**: to support newcomers and new Canadians on their journey of adaptation and integration into their new communities.

Our **vision**: to see empowered newcomers contributing to our community.



## Strategic Priority #3 - Support Organizational Sustainability

*by solidifying our structure and securing resources to support our activities now and into the future*

<p><b>Realize financial stability</b></p>	<p>→</p> <ul style="list-style-type: none"> <li>Evaluate existing revenue sources to ensure current level of funding is maintained and/or enhanced</li> </ul>
<p><b>Create innovative approaches to fundraising</b></p>	<p>→</p> <ul style="list-style-type: none"> <li>Develop and implement unique tactics to retain current donor base, identify potential new donors and approaches to reach each group.</li> <li>Develop and implement a diverse fundraising strategy</li> </ul>
<p><b>Further advance governance and operational best practices</b></p>	<p>→</p> <ul style="list-style-type: none"> <li>Demonstrate excellence in governance practices</li> <li>Create and implement a robust succession plan</li> <li>Create and implement a robust organizational structure supported by a values-based people plan</li> </ul>

## Strategic Priority #4 - Raise the Voices of Immigrants and New Canadians

*by showcasing their valuable contributions to our community*

<p><b>Be the voice for change with Immigrants and new Canadians</b></p>	<p>→</p> <ul style="list-style-type: none"> <li>Create a strong advocacy plan that focuses on key policy areas that advance the ability of immigrants and new Canadians to realize their potential</li> <li>Create and utilize an ambassador program to help raise awareness of the valuable contributions immigrants and new Canadians make in our communities</li> <li>Create tables of influence with community partners to share information, collaborate on efforts to welcome immigrants and support the advocacy plan</li> </ul>
<p><b>Enhance the involvement of immigrants and new Canadians in ISGW activities</b></p>	<p>→</p> <ul style="list-style-type: none"> <li>Identify and seek input from immigrants and new Canadians on how they would like to engage</li> <li>Create and support opportunities for immigrants and new Canadians to lead and participate in activities</li> <li>Identify and seek opportunities for immigrants and new Canadians to showcase their skills, talents and experiences</li> </ul>