

# MURRAY MCKINNON FOUNDATION



2016 - 2019

## Strategic Plan

### VISION STATEMENT

“YOUTH ARE INSPIRED AND EMPOWERED THROUGH OPPORTUNITIES TO LEARN, GROW AND SUCCEED”



# Murray McKinnon Foundation

## STRATEGIC PLAN

### ***Mission Statement***

Murray McKinnon Foundation aspires to encourage and support the potential of the young persons in our care+

### OUR STATEMENT OF VALUES

- \* We believe in creating safe and caring programs utilizing best practices to empower our clients to become responsible citizens.
- \* We believe in acting as advocates to ensure that the unique needs of our clients are met through the use of best practices, evidence informed, gender responsive programming.
- \* We believe in using a holistic approach to teach our clients skills and strategies to make effective, positive and enduring lifestyle choices.
- \* We believe in the rights of all individuals and celebrate the diversity of our communities.
- \* We believe in a team approach involving the family and community services to support the client in their goal to be successful.
- \* We believe in taking a leadership role in working towards collaborative community partnerships to meet our mutual goal of providing cohesive services in the least intrusive manner.
- \* We believe in employing competent, well trained professional youth workers.
- \* We believe in fostering continuous learning to ensure that our employees have access to current information and research in order to guide their work with our clients.
- \* We believe in management practices which encourage teamwork and dedication.
- \* We believe in being accountable and responsive to our funders and our communities by ensuring that our services reflect the changing community needs.
- \* We believe in possibilities.

# Strategic Priorities

THE STRATEGIC PRIORITIES FOR MURRAY MCKINNON FOUNDATION REFLECT THE CRITICAL SUCCESS FACTORS SUPPORTING THE MISSION AND VISION.

**Financial Health and Sustainability**

**Quality Service and Client Learning Opportunities**

**Community Collaboration**

**Promote a Culture to Grow our Team**

## ■ *Financial Health and Sustainability*

*EFFICIENT AND RESPONSIBLE USE OF RESOURCES SO MURRAY MCKINNON FOUNDATION CONTINUES TO BE INNOVATIVE AND PROVIDE SERVICES TO MEET THE NEEDS OF OUR YOUTH AND OUR COMMUNITIES.*

### **OBJECTIVES:**

- *ENSURE A VIABLE FINANCIAL PLAN INCLUDING FOCUS ON COST CONTAINMENT, CONTROL MECHANISMS, ASSET MANAGEMENT AND EXPENDITURE REDUCTION TO ENHANCE QUALITY WHILE IMPROVING FINANCIAL SUSTAINABILITY.*
- *ENSURE COMPLIANCE WITH LEGAL AND CONTRACTUAL REQUIREMENTS, GOVERNANCE STRUCTURES, ACCOUNTABILITY AND BYLAWS OF THE CORPORATION.*
- *IDENTIFY AND PURSUE POSSIBLE NEW SERVICE AND FUNDING OPPORTUNITIES TO SUPPORT EXISTING AND EMERGING SERVICE NEEDS.*

## ■ **Quality Service and Client Learning Opportunities**

*EXCELLENCE IN SERVICE DELIVERY TO YOUTH USING RESPONSIVE, HOLISTIC, STRENGTH BASED APPROACHES THAT PROMOTE SAFER COMMUNITIES, SUPPORT YOUTH TO REACH THEIR FULL POTENTIAL AND SUCCESSFULLY REINTEGRATE AND CONTRIBUTE WITHIN THE COMMUNITY.*

### **OBJECTIVES:**

- *OPENNESS TO BEING INNOVATIVE, TRANSFORMATIVE AND RESPONSIVE TO THE UNIQUE NEEDS OF OUR CLIENTS, AND THEIR FAMILIES.*
- *INTEGRATE PROGRAM EVALUATION AND DATA ANALYSIS FOR PROGRAM(S) DEVELOPMENT AND IDENTIFICATION OF TRENDS.*
- *INCREASE YOUTH ENGAGEMENT STRATEGIES.*
- *MAINTAIN COMMUNITY PARTNERSHIPS TO ENSURE LINKAGE AND CONNECTION FOR OUR CLIENTS.*
- *MAINTAIN AND STRIVE FOR EXCELLENCE IN SERVICE DELIVERY.*

## ■ **Community Collaboration**

*ACTIVELY CULTIVATE AND STRENGTHEN COMMUNITY PARTNERSHIPS, ENGAGING, PARTICIPATING, ADVOCATING AND WORKING IN A COLLABORATIVE ROLE.*

### **OBJECTIVES:**

- *CONTINUE TO ACTIVELY PARTICIPATE ON LOCAL/PROVINCIAL COMMITTEES/PLANNING TABLES TO WORK COLLABORATIVELY ON AREAS OF MUTUAL INTEREST.*
- *WORK COLLABORATIVELY TO STRENGTHEN DURHAM REGIONS STRATEGIES TO PREVENT YOUTH SUICIDE.*
- *CONTINUE TO LOOK FOR OPPORTUNITIES TO LEVERAGE RESOURCES.*

## ■ *Promote a Culture to Grow our Team*

*INVEST IN ALL LEVELS OF STAFF AND PROVIDE OPPORTUNITIES FOR DEVELOPMENT TO BUILD CAPACITY, RETAIN TALENT, ACHIEVE SUCCESS AND STRENGTHEN SUCCESSION PLANNING.*

### **OBJECTIVES:**

- *INVEST IN STAFF BY ENSURING EFFECTIVE SUPERVISION, SUPPORT AND PROFESSIONAL DEVELOPMENT OPPORTUNITIES AND RECOGNITION.*
- *PRESERVE ORGANIZATION CULTURE, LEARNING AND REPUTATION.*
- *INCREASE STAFF SATISFACTION AND AGENCY INVOLVEMENT.*
- *SUPPORT STAFF CAPACITY TO MEET WORK/LIFE CHALLENGES.*
- *ENSURE FUTURE SUCCESS OF AGENCY BY DEVELOPING SUCCESSION PLAN FOR KEY POSITIONS.*



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