

Windsor-Essex Children's Aid Foundation – Strategic Planning

The Windsor-Essex Children's Aid Foundation is dedicated to providing financial support that contributes to the safety and well-being of the children and families of the Windsor-Essex Children's Aid Society through fundraising initiatives and public education.

1. Through a comprehensive fundraising campaign, grow revenue through diverse sources to assure that outcomes of programming needs are achieved.

Key Activities	Items that show us success:
<ul style="list-style-type: none">• Launch new campaign to rally Windsor-Essex's philanthropic community around our shared vision and increase revenues across all channels• Develop a Case for Support Resource Guide outlining programs and fundraising opportunities that can be shared with current and potential donors• Introduce alternative means of fundraising to enhance donations• Launch a marketing initiative that reflects the strategic fundraising goals and appeals for support of such goals	<ul style="list-style-type: none">• Dollars raised and percentage of funds raised against target per year and over the course of the new campaign• Percentage of revenue from new sources and means year-over-year• Successful achievement of fundraising goal



2. Develop programs that provide resources to families to promote enriching, safe and nurturing relationships.

Key Activities	Items that show us success:
<ul style="list-style-type: none"> • Create experiences that support families in strengthening their relationships • Hold a “think tank” with Service Directors and groups of WECAS staff to identify needs • Seek collaborations with other organizations and agencies in terms of grants and foundation submissions • Seek input from families via a survey that staff would facilitate 	<ul style="list-style-type: none"> • Families report positive opportunities to strengthen relationships; programs will be tied to specific, measureable outcomes • Number of WECAS stakeholders engaged in providing feedback about needs; completed comprehensive report illustrating families’ needs and positive solutions to meet these needs • Number of new collaborations developed and/or launched with organizations and agencies committed to enriching family relationships • Dollars secured from collaborative grant and foundation submissions to support program resources • Number of families engaged in providing survey feedback; completed comprehensive report illustrating families’ needs and suggestions for meeting these needs

3. Provide supportive programs that minimize the financial and emotional burden for children, youth and families.

Key Activities	Items that show us success:
<ul style="list-style-type: none"> • Support innovative opportunities for children, youth, and families to have their needs met • Incorporate all current WECAF programs into campaign with a review of how each could be updated or enhanced • Expand programs such as Family Well Being Program and Catch a Learning Bug that have a focus on building life skills 	<ul style="list-style-type: none"> • Initiatives created and maintained that support families financially and emotionally • Completed review with recommendations on how current WECAF programs will be updated or enhanced • Life skills programs reviewed, scaled up, and evaluated for positive outcomes for families



4. Collaborate with the Windsor-Essex Children's Aid Society to embrace and mirror a new vision for child welfare.

Key Activities	Items that show us success:
<ul style="list-style-type: none"> • Launch programming in partnership with WECAS that aligns with the Ministry of Children, Community and Social Services, and Re-design of child welfare • Key objectives of a campaign include strengthening families and prevention practices. Identify programs and opportunities that embrace these themes • Explore joint opportunities for marketing and promotional initiatives with WECAS • In partnership with WECAS, collaborate on a community symposium to increase awareness of a new vision 	<ul style="list-style-type: none"> • Co-designed innovative programs developed to meet evolving prevention needs • Comprehensive list identifies programs and opportunities linked to strengthening families and prevention practices • Number of established joint opportunities for marketing and promotional initiatives with WECAS • Number of community attendees at collaborative community symposium; percentage reporting increased awareness of a new vision for child welfare

5. Provide youth with equal opportunities to achieve, thrive and succeed via education, employment, and training experiences and mentoring.

Key Activities	Items that show us success:
<ul style="list-style-type: none"> • Develop and launch new programs to increase youths' employment skills • Create evaluation methodologies and measurement frameworks to measure outcomes • Provide employment placements for youth that would include a mentorship component • Enhance support systems for youth such as counselling, food assistance, job equipment, internet access, etc. 	<ul style="list-style-type: none"> • Dollars raised and granted toward employment training and mentoring programs for youth • Each youth program is tied to specific, measurable outcomes • Youths' improved skills in time management, professional orientation, team work ethic, communication, problem solving, and leadership for youth • Youths' increased confidence in job-related abilities and ability to meet challenges and succeed in the workplace • Youth have greater access to resources to meet their needs

6. Provide virtual opportunities for youth and families to participate in programs that develop skills and enhance resources.

Key Activities	Items that show us success:
<ul style="list-style-type: none">• Develop new virtual skill development opportunities for parents and caregivers• Support on-line programs for both children and youth that will enhance learning and social skills• Support life skills training and a helpline for parents/caregivers that would be available virtually• Support virtual events where families can share activities together	<ul style="list-style-type: none">• Parents and caregivers experience enhanced skills through virtual initiatives created; programming is tied to specific, measurable outcomes• Children and youth experience enhanced learning and social skills development• Training and helpline created; enhanced parent/caregiver life skills• Number of virtual programs and events created to increase family engagement and number of children, youth, and caregivers engaged in virtual events

