

Whispers of Hope Benevolence Association Strategic Planning Session Nov. 2018

Group Expectations:

- Sense of direction
- Rebuild community trust
- WANT KITCHEN BACK!
- Community gathering place
- “Friendship Center”
- Offer more services
- Drop-in/ sense of belonging
- Celebrations
- More involvement in community housing
- Opportunities to give back

SWOT Analysis

Strengths:

- Passion for people/warmth/feel good
- Relationships with people we serve
- Thrift Store
- Diversity throughout organization
- Strong community partners
- Current relationship with Mayor is favourable
- We value inclusivity – non-judgemental
- Dinner table is an equalizer
- Resilient
- Always hopeful
- Value honesty and transparency
- Realistic
- Strong org. Structure

Weaknesses:

- Money – lacking funds
- No land + lack space
- Lack of confidentiality
- Need more discretion
- Communications
- Concerns of Public Perception
- Lack volunteers – fatigued board
- Lack of centralized functionality
- Reliance on Coordinators resources (Mel’s truck)
- Not utilizing resources (ie. Bottle bins)
- No washer/dryer

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SWOT Analysis cont.

Opportunities:

- Weekly meals
- Partner with another non-profit
- Shared space and/or resources with other organizations
- "Big" Board (collaborate)
- Rent/lease space when not in use

Threats:

- Uneducated civic leaders
- Uneducated perceptions
- Internet bullies/ social media
- Environmental (ie. Floods, fires)
- Compassion fatigue
- Overloaded employees
- Assumptions (ie. No standards of conduct)
- Focus on addictions stigma
- Unwelcomed client behaviour
- City councils actions
- Theft

Goal Setting:

Year 1

- Open kitchen facility
- Multi-level building combined services
- Host engagement sessions (Phoenix Foundation)
- Establish Policy Committee
 - Policies around guest behaviour
 - Code of conduct for premises
 - Strengthen ties with Community Futures and their programs

Year 2

- TRUE Community Kitchen
 - Cooking programs
 - Work experience (seek templates)
 - "Crock pots for seniors"
- Gleaning Program
- School Meal Programs