

2028

2023

2018-2019

PUBLIC RELATIONS

Monica Place is known as the expert in providing supports to pregnant and parenting youth

- Develop partnerships for increased access to skill building and employment readiness and job experience
- Develop partnerships to access specialized addiction and trauma counsellors to come on site

Develop access to new services

Establish key messages to promote agency

Ensure we have functioning protocols with partner agencies

Employ new marketing strategies for different target groups

Host regular information drop in sessions for community partners

PROGRAM

To have relevant evidence based programs and services that continue to meet the changing and complex needs of pregnant and parenting youth

- Supportive Housing Building in Kitchener
- HUB for Pregnant and Parenting Youth
- Medical Clinic on Site
- Explore feasibility of a Parent Mentor Program
- Have capacity for community participant to access all day programs

Engage community to gather feedback on existing programs and gaps in service

Implement Recommendations from CCA

Incorporate evaluation tools into program planning

Become accredited by CCAC

FINANCES

To attain revenue that is sufficient and sustainable to expand services

- Lobby for increase in Ministry Funding
- Grant or capital campaign for new Housing Project
- Viable Social Enterprise
- Loyal, stewarded donor database
- Strategic Annual Giving Program
- Planned Giving Strategy
- Have 5 3rd Party Events

Launch Fund Development Committee

Set up have operational in house online giving mechanism

Develop Communication Plan including stewardship

Explore grants for funding and capital expansion

HUMAN RESOURCES

To have adequate Human Resources to fulfill mission

- Fund Development Coordinator on Staff
- Succession Plan in place for all Board and Management Positions
- HR Specialist on Staff
- Outreach Counsellor on Staff
- Maintain excellent union relationship

Explore ways to incorporate positions into budget

Ensure succession plan policies are in place

Negotiate fair collective agreement



Mission: A REGISTERED CHARITY THAT PROVIDES SUPPORTS TO PREGNANT AND PARENTING YOUTH

Vision: A collaborative and responsive community where pregnant and parenting youth are safe, supported and valued.