



Greener Village

People Helping People

Strategic Plan 2023 - 2028



Message from the President and the CEO



Dan Taylor



Alex Boyd

It is with great pleasure that we present the Greener Village Strategic Plan for the period of 2023 - 2028.

We are confident that our strategy, our new Mission and Vision, along with the dedication of our team - our staff, Board, members and volunteers - will make a difference in our community.

While it is said that it takes a village to raise a child, we know that it takes an entire community to act and create the right environment for all to thrive.

Together we are focused on supporting, informing and empowering those we serve. Our Strategic Plan is designed to help us do just this. It enables us to put the right measures in place in order to serve. It will help us to measure our successes, while also ensuring we are agile enough to adapt and adjust as needed.

We know that no one is immune from a crisis. It's our role to help members of our community at such times. This plan is our guide to have the right processes in place to do so.

And of course, none of this would be possible without the generosity of our volunteers, donors, our partners and the hard work of our staff. We know that nothing replaces neighbours helping neighbours.

Sincerely,



Dan Taylor
President



Alex Boyd
CEO

Table of Contents

Strategic Priorities 2023 - 2028

Message from the President and from the CEO

Introduction	_____	Page 1
Our People	_____	Page 4
Our Community	_____	Page 7
Our Services	_____	Page 9
Our Priorities	_____	Page 12

A background image showing several people in white shirts packing fresh produce into cardboard boxes and brown paper bags. The scene is brightly lit, suggesting an indoor market or grocery store setting. The focus is on the hands and the produce, with the people's faces blurred in the background.

Introduction

Introduction

The last few years have taught us to expect the unexpected. As a result, the Board undertook a comprehensive review of the past five years. We then looked to the future to assess what we need to do over the next five years to meet client demand while being fiscally prudent.

Greener Village fulfills an essential role and supports more than 1,500 families and individuals who need short-term assistance. Our goal is to help people become self-sufficient, and we do so by supporting the *whole person*. The foundation of this support is food security. It is the fuel needed to succeed. Building on food security, we offer a variety of learning opportunities and access to clothing and networking support with our agency partners. Focusing on the entire person empowers individuals in their journey to self-sufficiency so they can thrive.

As such, this strategic plan will focus on four priority areas:

•Build Resiliency:

To serve our community, we must continue to focus on financial stability. Furthermore, to meet demand, we must be innovative. This includes diversifying our income streams and carefully planing our human resource needs.

•Build & Sustain Brand:

To deliver on our Mission, Vision, and brand promise, we must accomplish our priority of Build Resiliency. We must communicate with a consistent approach to increase the number of donors and volunteers needed to serve our community. Doing so will help us better inform our community of the needs of our clients and how their support can enable us to help individuals and families overcome obstacles.

•Enhance Impact Today:

We remain steadfast and committed to continuous review and action to support emerging needs with programming for our clients. As a result, we will focus on operational efficiencies and processes that will advance programs and supports for clients for immediate and maximum impact.

•Enhance Impact Tomorrow:

To prepare for the future, we must take the long view. We will focus on building new partnerships and providing leadership through innovating and testing new methods to support the whole person and their needs so that each person can thrive. We will implement SMART metrics to continually monitor our progress.



WHO WE ARE

Our *Values*:

Dignity
Respect
Equality
Leadership

Our new *Vision*

Everyone In Our
Community Has the
Resources to Thrive.

Our new *Mission*:

We provide food,
clothing, and
opportunities people
need on their journey to
self-sufficiency.





Our People

OUR PEOPLE

Greener Village is fortunate to have an excellent support network made up of employees, our Members who help with selecting the Board of Directors, and of course our volunteers. They say it takes a village to raise a child, and we know that it really does take a community to support the entire community.

Our dedicated staff is the secret to our success in serving our clients. Because of their dedication, commitment to excellence, and knowledge, we demonstrate our values daily.

To support our team, Greener Village continues to:

- Recruit volunteers for many roles that facilitate personal growth and community involvement.
- If you are looking for a fulfilling role, please contact us!



Some of the Greener Village Staff

Our Board

Executive



Dan Taylor,
President



Sharon Nussey,
Vice-President



Hasnain Mirza,
Treasurer



Dr. André Pelletier,
Secretary

Our Directors



Leslie Reid



Wyn Gruffydd



Amanda Carter



Carol Sharpe



Kimothy Stewart



Jessica Gagnon



Scott Smith



Mohammad Al Khateeb

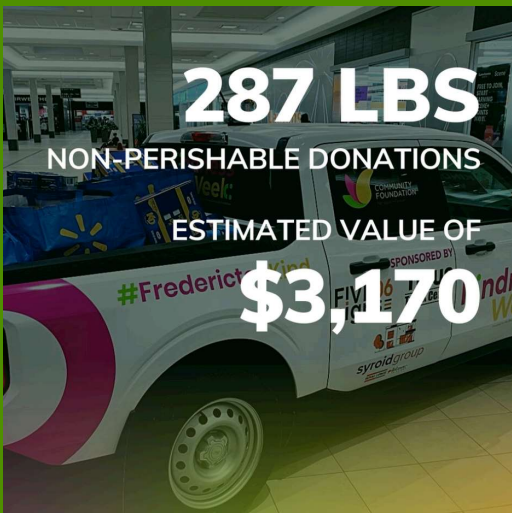


Chris Pelkey



Our Community

OUR COMMUNITY



Donations are critical to the delivery of services we offer, including emergency food support.

Donations come in all sizes and from both individuals and corporations.



Our Services

OUR CLIENT SERVICES

Here to Support - Inform - Empower

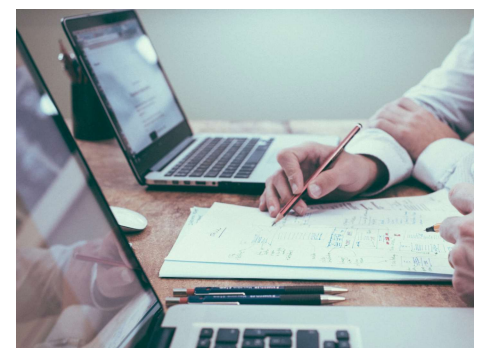
Since we began operations in 1983, we have focused on serving the whole person.

In other words, we treat everyone - every single person - we encounter with respect and dignity. Some people need a one-time food hamper, while others may need assistance for weeks or months. Every journey to self-sufficiency is unique.

Our services include:

- Food security through the *Food Bank*;
- Teaching people how to grow their food through our *Community Gardens and Green Houses*;
- Teaching people how to budget for food and how to prepare healthy meals for less through our *Learning Kitchen*;
- Through our *Boutique*, we offer our clients much needed clothing and household items;
- Providing Back-to-School backpacks;
- Income tax support for clients; and
- Working with partners to provide meaningful support to our clients.

We will support our clients through existing or new programs as needed.



OUR PUBLIC SERVICES



We have an amazing community! We can't over state that.

The services we offer the public have a direct impact on the services we offer our clients - your neighbours, families and possibly co-workers. We just never know when one bad circumstance will leave an individual or family in need of support.

We welcome members of our community who want to volunteer in order to help their community thrive!

Many people don't have the space to grow their own food. We offer space at a very reasonable investment to grow your own vegetables.

We welcome school children and adults to learn how to cook in our Learning Kitchen.

We accept quality household items and clothing that we then sell in our Boutique. In addition to supporting our clients, thrifters can find great deals, which further funds our client programs.

Finally, we are always developing opportunities for our community and individuals seeking to be engaged

Our Priorities

"I hadn't needed support from Greener Village for quite awhile. I've been sober for several months, I secured a steady job, and I always remember to donate something when I get groceries because I know how much even a single box of Kraft Dinner can matter when someone is struggling. Thank you for the help you provided me when I was struggling with addiction."

-MICHAEL S.

Our Priorities, Our Promise

1. Build Resiliency:

To serve our community, we must continue to focus on financial stability. Furthermore, to meet demand, we must be innovative. For example, creating a Food Rescue operation will enable our organization to access, store, and distribute significantly larger quantities of perishable food.

To accomplish this priority, we will diversify fundraising streams, build an HR Plan to cover recruitment and retention initiatives and create a new Volunteer Plan to help navigate the unexpected.

2. Build and Sustain Brand:

To deliver on our Mission, Vision, and brand promise, we must accomplish our priority of Build Resiliency. We must communicate with a consistent approach to increase the number of donors and volunteers needed to serve our community. Doing so will help us better inform our community of the needs of our clients and how their support can enable us to help individuals and families overcome obstacles.

To accomplish this priority, we will build and execute a new marketing strategy, aligning all brand assets, and we will train staff, Board Members, and volunteers on our brand value.

3. Enhance Impact Today:

Life is dynamic. One unplanned event can negatively impact individuals and families. As a result, we are committed to continuous review and action to support emerging needs with programming for our clients.

For this priority, we will: standardize client intake surveys, seek client feedback, and continue to add healthy food options - including developing a food rescue operation. And finally, we will establish a data governance policy.

4. Enhance Impact Tomorrow:

Operating with a long-term view is imperative to meet the needs of our clients. We will focus on building new partnerships and providing leadership through innovating and testing new methods to support the whole person and their needs so that each person can thrive.

For this priority, we recognize the value of a strategic approach to growing our government relations and other partnerships to facilitate new and innovative solutions for our clients. We will also create a facilities management plan to maximize operations.

CONTACT INFO



www.greenervillage.ca



in/company/greener-village/



instagram.com/greener_village



facebook.com/greenervillage



Greener Village

People Helping People