

Réseau d'action
communautaire
contre l'abus



Community
Action Network
Against Abuse

Stormont, Dundas, Glengarry & Akwesasne

2022-2024 STRATEGIC PLAN

INTRODUCTION

The Community Action Network Against Abuse (CANAA) is a network of community agencies and service providers from the communities of Stormont, Dundas, Glengarry and Akwesasne who work together to address abuse within the community. The network is committed to determining its priorities and objectives in an inclusive and deliberate manner, thus participating in Strategic Planning every three years. This report outlines the process and overall results of CANAA's most recent Strategic Planning process.

PLANNING PROCESS

In the Spring of 2021, CANAA Executives reached out to Jessica Bourdeau of Spark Synergy regarding the facilitation of CANAA's Strategic Planning for 2022-2024. Preliminary discussions indicated that there was a strong desire to utilize the Strategic Planning process as an opportunity to re-evaluate CANAA's purpose and reignite a sense of engagement among its members. It was agreed that the session would be facilitated in the Fall of 2021, in anticipation of being finalized for the beginning of 2022.

Due to the ongoing global pandemic, the membership agreed that the session would be facilitated virtually via Zoom at an extended Breakfast Meeting scheduled for November 18, 2021. An online survey was released in early November 2021 to solicit stakeholder feedback for the various elements of the strategic plan to help shape the direction/discussions for the virtual planning session. Unfortunately, due to the unexpected departure of one of CANAA's Co-Chairs, the November breakfast meeting was cancelled, and the session was rescheduled for early 2022.

On January 13, 2022, CANAA'S virtual Strategic Planning Session took place via Zoom. Representatives from approximately 20 member organizations participated in the session, providing feedback via group discussion and as well as breakout activities. The recorded feedback was then used to create the draft Strategic Plan, for review/feedback from the Executive Committee and a final opportunity for feedback/approval by the membership.

ANALYSIS OF CURRENT STATE

A high-level SWOT analysis helped to identify the following strengths, weaknesses, opportunities, and threats, as well as potential contingency plans:

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Community Engagement (also listed as a weakness) • Resource sharing – Informational / Educational • Resource sharing - Provisions (bus tickets, gift cards, emergency funding, etc.) • Informing members of changes to legislation • Workshop Coordination • Coordinating client access to services • Staying on top of current issues • Promoting agency services • Efficient Meetings 	<ul style="list-style-type: none"> • Community Engagement (also listed as a strength) • Diversity in workshops being offered • Social Media • Members’ Capacity • Goal setting / taking action • Member engagement • Member participation
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Community awareness – expanding reach to general public, offering organized events and presentations • Connecting with varied community organizations • Collaborating across agencies • Expanding membership base to include neighboring communities throughout SDG&A • Seeking out volunteers and placement students. 	<ul style="list-style-type: none"> • Cuts to funding <i>Contingency Plan: Secure volunteer Coordinator. Continue to share resources and information. Leverage student placement opportunities (colleges, universities, etc.), pool organizational resources for workshops. Seek out sponsorship.</i> • Stunted communication <i>Contingency Plan: Actively participate in meetings. Share information via email. Utilize social meeting to connect with the broader public.</i> • Limited Capacity / Time <i>Contingency Plan: Shift focus to optimize what we’re already doing at the organizational level.</i> • Uncertainty surrounding the pandemic <i>Contingency Plan: Have set goals, deviate from timelines as necessary, commit to getting back on track once able to. Have a plan in place to ensure continuity of CANAA Executive (sharing contact info, etc).</i>

SUMMARY

The desire to re-evaluate CANAA's purpose and overall vision and mission was evident in the feedback received throughout the Strategic Planning process. Consensus remained that continued focus on membership growth was essential to ensuring the widest and most inclusive reach possible. While training/education for both the internal community (workshops for members) and external community (increasing awareness at the community level) remained a solid priority, there was also a deep desire to improve the networking piece by creating more structured opportunities for dynamic discussion and information sharing among members. Due to limited time and capacity, there is a growing need to shift the focus from introducing new projects at the CANAA level to actively identifying areas in which members can collaborate to leverage existing efforts at the organizational level and optimize collective impact within the community. Finally, there is a shared feeling that, while the global pandemic has resulted in a continued sense of uncertainty regarding what the future may hold, the membership is committed to staying positive and working together to achieve great things in the years to come.

ACKNOWLEDGEMENTS

Most sincere thanks are offered to those who participated in this process and took time to offer their valuable feedback. The final version of the Strategic Plan and its supporting documents are available for review in the pages that follow, to be fully utilized and evaluated by the CANAA membership on an ongoing basis.

2022-2024 STRATEGIC PLAN

PURPOSE

Optimize members' individual and collective capacity to take action against abuse.

VISION

A well-connected network of members actively and efficiently working together to address abuse in our community.

MISSION

Take action against abuse through networking and community education.

STRATEGIC PRIORITIES & OBJECTIVES

PRIORITY #1: Boost Membership Growth and Network Connection

- Expand membership base to include survivors, supporters, and sector professionals from all across SDG&A.
- Optimize network meetings to include dynamic discussion, brainstorming and information sharing.
- Create structured opportunities for member connection and collaboration.

PRIORITY #2: Optimize Training and Service Delivery

- Offer diverse workshops to members and the broader community.
- Identify and collectively address duplication of services, as well as service gaps.

PRIORITY #3: Enhance Community Awareness

- Increase awareness regarding threats of abuse, prevention, and services available.

CANAA VALUES AND SHARED BEHAVIOURS

RESPECT listening with an open mind; setting clear expectations; appreciating our differences in knowledge and experience; expressing gratitude for others' efforts; remaining considerate of each others' time.

INTEGRITY doing what we say; choosing courage over comfort; being honest and transparent; taking responsibility for our own actions and the impact they may have on others; putting the needs of the common good before our own; meeting deadlines and expectations.

TRUST fostering a sense of safety among members; keeping personal and confidential information private; keeping sensitive information within the group; remaining open to feedback (both positive and seemingly negative); reserving judgements; remaining committed to addressing misunderstandings and resolving disagreements.

INCLUSION greeting people authentically; fostering strong connections across all members; listening as an ally, with curiosity and humility; inviting others to share their thoughts; speaking up when people are being excluded; fostering a sense of unity; encouraging each others' creativity; celebrating our differences.

COLLABORATION creating space for sharing and innovation; maintaining open communication; supporting member organizations' initiatives; capitalizing on each others' strengths; actively seeking out opportunities to work together to leverage capacity in a *collectively beneficial* way.

CANAA 2022-2024 OPERATIONAL PLAN – Updated March 10, 2022

Priority #1

Boost Membership Growth and Network Connection

Committee Members: Ashley Walker, Elyse Lauzon-Alguire, Ivan Labelle, Jessica Bourdeau, Linda Rodgers

(*) Identifies the lead individual for each activity below.

Objectives	Activities	Timeline	Individuals Responsible	Status
Expand membership base to include survivors, supporters, and sector professionals from all across SDG&A.	Prepare a one-pager of what CANAA is and what we can offer, to be shared with prospective members. Make available in English and French.	April 2022		
	Have each member introduce the network to one new agency and report back at meetings.	Sept Meeting 2022 + Ongoing		
	Have a CANAA representative to present at a City Hall meeting to provide information about programs & services of agencies.	Fall 2022		
	Connect with schools regarding engaging students in placement opportunities.	Fall 2022		
Optimize network meetings to include dynamic discussion, brainstorming and information sharing.	Revamp the standing meeting agenda to include dynamic discussion points (trends, updates on programs and services, and sharing new ideas).	May Meeting 2022		
	Prepare preliminary questions to be sent before each meeting to get members into the right mindset for sharing.	May Meeting 2022		
Create structured opportunities for member connection and collaboration.	Include an ice-breaker activity at each meeting.	May Meeting 2022 + Ongoing		
	Organize team building activities for members to connect through fun/play.	May Meeting 2022 + Ongoing		
	Prepare a contact list to share member emails and telephone numbers. (Optional participation)	May 2022		

Priority #2

Optimize Training and Service Delivery

Committee Members: Alannah Wall, Angele Lalonde, Anik Paquette, Ashley Walker, Bonnie Bishop, Elyse Lauzon-Alguire, Josee Cotnam, Patti Carson

(*) Identifies the lead individual for each activity below.

Objectives	Activities	Timeline	Individuals Responsible	Status
Offer diverse workshops to members and the broader community.	Prepare and share a Needs Assessment survey with pointed questions to solicit feedback for topic suggestions.	Fall 2022		
	Research guest speakers for relevant topics.	Winter 2022		
	Organize workshops semi-annually.	Spring / Fall Each Year		
Identify and collectively address duplication of services, as well as service gaps.	Facilitate a group discussion regarding duplication of services and service gaps at a Breakfast meeting. Offer opportunities for deeper discussion via breakout sessions.	May Meeting 2022		
	Develop an action plan to address areas identified.	May 2022		

Priority #3

Enhance Community Awareness

Committee Members: Deborah Thomson, Jenna David, Josee Cotnam, Juliette Labossiere, Patti Carson

(*) Identifies the lead individual for each activity below.

Objectives	Activities	Timeline	Individuals Responsible	Status
Increase awareness regarding threats of abuse, prevention, and services available.	Apply for Nonprofit Discount for Hootsuite	May 2022		
	Purchase access to Hootsuite, a centralized social media platform to simplify and automate engagement across all platforms.	July 2022		
	How-To Presentation at a CANAA Meeting re Social Media Content/Posts	Sept Meeting 2022		
	Organize and pre-schedule monthly social media posts via Hootsuite.	March 2023 + Ongoing		
	Organize CANAA Facebook page as a comprehensive, centralized page for posts from all member organizations, as well as general information and statistics.	March 2023 + Ongoing		
	Quarterly Reports on Social Media Usage/Engagement	May 2023 + Ongoing		