



Thrive Community Support Circle Strategic Plan 2024-2027

Purpose Statement

We believe in the potential of every person and the strength of the community. We provide inclusive and compassionate support to all, meeting people where they are on their unique path toward empowerment and growth. Together, we are building a thriving, sustainable community where every person has the opportunity to lead a fulfilling life.

Guiding Principles

Community-Centred Support: We provide professional and individualized support that improves the sense of safety and belonging, well-being, and self-worth of every community member.

Collaborative Partnerships: Together, with like-minded community agencies, committed staff, dedicated volunteers and generous donors, we enhance our reach and impact.

Holistic Support, Inclusion and Equity: We provide comprehensive wrap-around support services that are diverse, culturally sensitive, barrier-free, and equitable.

Strategic Priorities

Capacity: Expanding capacity to ensure long-term organizational sustainability.

Community: Initiatives supporting personal wellness and a sustainable, healthy community.

Collaboration: Meaningful community engagement through collaborative partnerships.

IMPORTANT NOTE: The completion of the Capital Campaign and construction of the New Building by the fall of 2025 is critical to the success of this Strategic Plan as well as Thrive's ongoing operations. It continues to remain a Top Priority for Board and Staff to ensure timelines are met.



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Capacity

Expanding capacity to ensure long-term organizational sustainability.

Outcome 1

Diversify revenue generation and funding opportunities to ensure Thrive's long-term financial security.

Initiatives:

- Develop and execute an annual fund development plan that focuses on:
 - Grant opportunities to build annual and long-term support
 - Donor relations to personalize engagement and encourage ongoing contributions
 - Service in-kind partnerships
 - Fundraising campaigns and events to enhance engagement, awareness and revenue generation
- Review staff responsibilities to reflect responsibilities for the fund development plan, grant writing, donor relations and fundraising.

Outcome 2

Assess the cost-benefit of programs, services and staffing to create a cycle of continuous improvement and enhance operational decision making.

Initiatives:

- Create and implement an evaluation, reporting and decision-making process for determining the cost-benefit of programs, services, and staffing

Outcome 3

Align Thrive's organizational structure to its future direction.

Initiatives

- Review and adjust the staffing structure to reflect Thrive's strategic direction and ongoing operational requirements.
- Transition to a governance-focused board, moving away from a working board model.



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Community

Initiatives supporting personal wellness and a sustainable, healthy community.

Outcome 1

Identify priorities for participant programs, services and resource allocation.

Initiatives:

- Establish effective and inclusive methods to collect input from participants, community members, staff and funders to:
 - assess current and evolving participant needs;
 - measure program usage;
 - assess the effectiveness and impact of current programs and services; and,
 - identify gaps and potential opportunities for new programs and services.
- Develop and implement a structured approach for annual program and resource planning identifying:
 - annual program and service offerings;
 - staffing and training requirements to deliver programs and services; and,
 - budget requirements.

Outcome 2

Engage and transition participants through Thrive's programs and services with dignity and respect.

Initiatives:

- Support the Participant Experience and identify strategies to engage participants in Thrive's programs and services and transition their experiences to their lives and communities.



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Collaboration

Meaningful community engagement through collaborative partnerships.

Outcome 1

Identify opportunities for community collaboration to enhance Thrive's ability to provide comprehensive wrap-around support services for participants.

Initiatives

- Initiate, maintain and strengthen relationships with community organizations, educational institutions, and private and public funders aligned with Thrive's purpose to explore partnership opportunities and identify alternate resources for participants

Outcome 2

Continue developing knowledge, understanding and allyship with the cultural and diverse communities Thrive serves.

Initiatives

- Enhance cultural awareness and knowledge and integrate into programs to foster inclusivity and appreciation.
- Enhance participant accessibility to Thrive's programs, services and materials within an Equity, Diversity and Inclusion (EDI) framework.