



## Session #204: The Story of the OCH Foundation for Healthy Communities

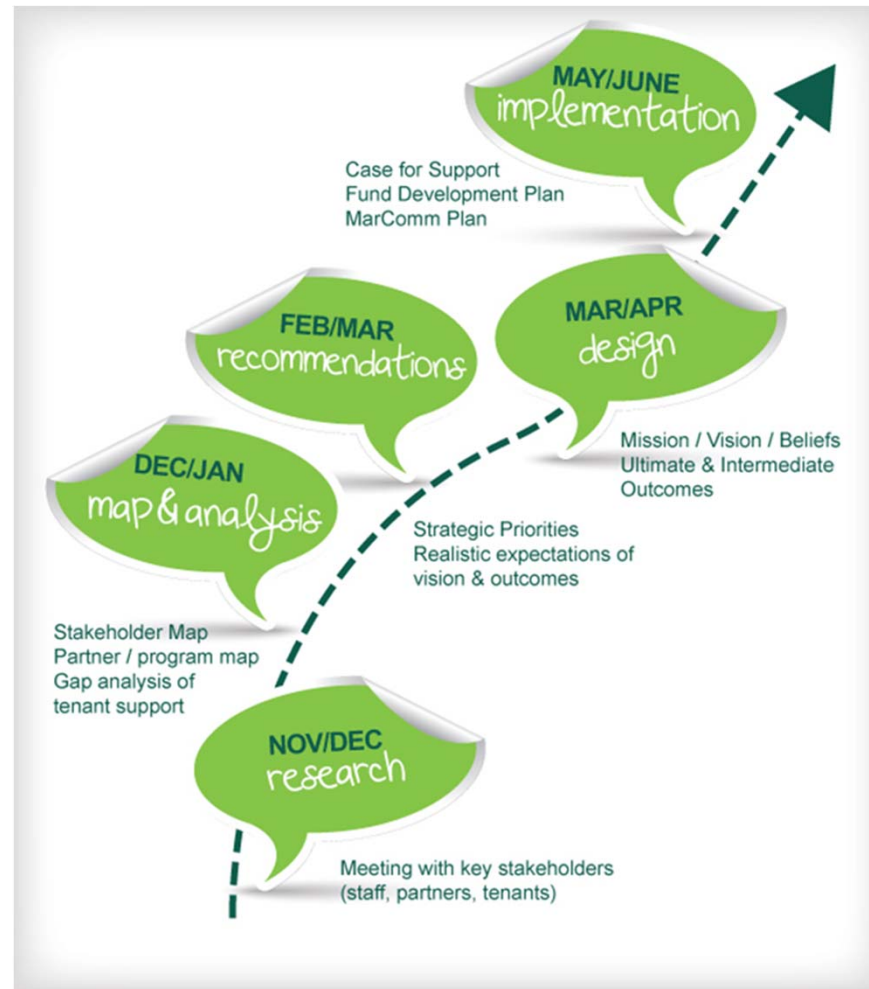
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# Overview

- Stages of development
- Operational framework
- Where we are now
- What we learned



# Stages of Development



# Research

- Talk to everyone
  - Feasibility study as a base
  - Community Development Team and current nonprofit partners
  - Key tenant groups / community leaders
  - Similar sized organizations (Youth Services Bureau Foundation/ Children's Aid Society Foundation)
  - United Way/Centraide Ottawa, Ottawa Community Foundation and Association of Fundraising Professionals



# Map & Analysis

- Create the picture
  - Stakeholder map
  - Tenant profile / demographics
  - Partner / program map
  - Gap analysis of support for tenants



# Recommendations

- Determine the direction
  - Facilitated strategic planning sessions
  - Participation from tenants, OCH staff, OCH Board, OCHF Board, community partners
  - Determined gaps in support
  - Identified strategic priorities and realistic expectations
  - Discussion took place regarding ultimate vision and outcomes



# Design

- Wrote it down
  - Mission / Vision / Beliefs
  - Ultimate and intermediate outcomes
  - Means of verification/evaluation



# Strategic direction

## Vision:

INSPIRED TENANTS. HEALTHY NEIGHBOURHOODS. A VIBRANT COMMUNITY.

Mission	Ultimate Outcomes	Intermediate Outcomes	Strategic Priorities	Tactics
TO BRING TOGETHER THE PEOPLE AND RESOURCES TO INSPIRE AND EMPOWER OCH TENANTS TO ACHIEVE PERSONAL SUCCESS.	OCH communities are safe, vibrant and healthy.	OCH communities are equipped to engage and initiate activities which contribute to building a safe, vibrant and healthy community	<b>Education</b>	Scholarships, bursaries and awards
	OCH tenants are connected to the greater Ottawa community.	OCH tenants have access to the supports necessary to enrich their personal, financial, or educational situations	<b>Community Health &amp; Wellness</b>  <b>Tenant Leadership</b>	Grants for tenant-initiated projects  Tenant capacity building initiatives

## Organizational Health and Sustainability

Ensure effective policies, systems, platforms and resources to support leadership, management and implementation of workplans / activities and programs / initiatives to achieve and maintain a strong, viable OCH Foundation.





# Implementation

- Planned it out
  - Case for Support
  - Resource Development Plan
  - Marketing & Communications Plan
  - Annual Work Plan



# Operational Framework

- Framework for moving forward
  - Governance
  - Financial framework
  - Operational policies and procedures
  - Charitable status



# Getting out there

- They need to know we are here
  - Introduction to the community
  - Events! Events! Events!
  - If there was a meeting...we were there
  - Staff Charitable Campaign



# Where are we now

- Inspiring & Empowering
  - \$12,500 of post-secondary scholarships
  - 4 full culinary arts scholarships
  - Community led playground build
  - Vendor engagement percolating
  - 2<sup>nd</sup> year staff charitable campaign
  - Powerful stories emerging



# What we learned

- Small but mighty
  - We don't need to be the biggest
  - Partnership and collaboration are key
  - We do not need to be the experts ourselves
  - Tenants are incredibly resourceful and passionate
  - Slow and steady wins the race



