

PROJECTS COMPLETED - 2001-2010

2009-2010 (projects currently underway)

K-W Habilitation Services: The team was asked to assist the agency to engage in a branding process to help them to differentiate themselves in our community and to assist them in building partnerships and collaborations with other organizations.

Sexual Assault Support Centre: This organization engaged a project team to assist them in developing a strategy to design a capital campaign. This included formulating a timeline and work plan, identifying potential donors, identifying different ways to raise funds, and creating campaign packages.

Sunnyside Home Seniors Residence: The goal of this project is to develop a marketing strategy and create a detailed marketing plan to promote the Seniors Wellness Centre to the residents and community clients and to other seniors living in Waterloo Region.

United Way of Cambridge & North Dumfries: The participant team is assisting in the creation of a Corporate Volunteer program by conducting research into best practices and successful models of corporate volunteerism, determining the needs of both local corporations and local agencies, and developing a model for use

YWCA of Kitchener-Waterloo: This project involves research into best practices around the use of social media for marketing and community engagement activities.

Class of 2010 project: A sixth project this year did not play out as expected, and the team was left without an agency to serve. In lieu of their original project the team elected to create and sell a cookbook, the proceeds from the sales of the cookbook will be donated to Leadership Waterloo Region. The entire class will participate in recognition of the organization's 10th anniversary.

2008-2009

Ray of Hope, Morning Glory Café: The project team created a marketing plan for the Morning Glory Café. The team evaluated the program and its how it was operating, as well as evaluating its capacity to grow the catering service to serve the local community. The marketing plan enabled the organization to promote both their catering service and the unique contribution they make to individuals as a training facility.

K-W YMCA Cross Cultural & Community Services (Mentorship Program): The team developed a marketing strategy to promote the Mentorship Program and to attract Canadian professionals from the business sector to become mentors in Waterloo Region.

Cambridge Self Help Food Bank: The team developed a marketing strategy to promote the Food Bank services and programs. This included reviewing promotional materials to determine suitability, updating materials and developing new materials needed for information/educational purposes.

Nutrition for Learning: The project team engaged stakeholders and other members to implement improvements to the organization's volunteer recruitment and retention practices. In addition, the group worked with the agency to revisit promotional materials, volunteer training materials and recognition activities to reflect the feedback they collected from volunteers and to reach out to new groups of community members.

Independent Living Centre of Waterloo Region: The project team worked with the agency to carry out a community assessment detailing the programs and services that are offered to people with disabilities to help them gain employment. They also evaluated models that help people with disabilities in the area of personal skills testing, resume writing and employment preparedness.

2007-2008

ACCKWA (Aids Committee of Cambridge, Kitchener, Waterloo and Area): The agency asked the team to conduct research and develop a marketing strategy for the HIV Testing Campaign to allow it to reach diverse ethno-cultural populations it has traditionally not reached.

Argus Residence for Young People: The project team worked on the promotion and growth of the agency's Watchful Guardian Program, which is a mentorship program for homeless teens. The Watchful Guardian program provides shelter residents with additional support during their shelter stay and after the teens transition back into the community. In addition, the team was able to facilitate a partnership with a local video production business who have donated the production of a marketing and volunteer recruitment video and a television advertisement for the program.

Nutrition for Learning: The project team worked with the agency to identify strategies designed to increase the number of volunteers, and in particular those from the business sector for the breakfast programs. The team surveyed the agency's volunteers and made recommendations regarding future recruitment, promotional materials, and have presented a final report documenting existing reasons for volunteering.

YWCA Kitchener-Waterloo: The project team worked with the agency to increase the agency's profile with New Canadians whose first language is other than English, and with young women in general. The team also identified new potential corporate partnerships as well as partnerships with other local agencies and the media.

2006-2007

Rare Charitable Research Reserve: The project team developed a marketing plan for the agency's Supported Agriculture Farm, as well as compiling a list of "green" companies in the region.

Canadian Blood Services: Working with agency staff, the team developed a campaign to increase the number of blood donors from our ethno-cultural communities, to meet the needs of area hospitals by establishing a community network of cultural leaders who will work to increase awareness of the needs within specific groups in the Waterloo Region.

Block Parent Business Program: Over the past 20 years, fewer residences have someone home during the day to act as a Block Parent. The project team assisted the agency to determine the feasibility of implementing a Block Parent Business Program.

The Working Centre: The team created a marketing plan describing each of the business units – Commons Café, Good Works Newsletter, Worth a Second Look, Recycle Cycles, and Computer Recycling – and detailed each target audience, distribution networks and community partnerships to enhance public awareness.

2005-2006

Canadian Blood Services: Reaching people of ethnic diversity and encouraging them to donate has been an ongoing challenge for Canadian Blood Services. Ethnic minorities make up a very small percentage of our current donor base both nationally and in the Waterloo Region. The project team is working to increase the number of donors from our ethno-cultural communities to meet the needs of area hospitals by establishing a community network of cultural leaders that will help the organization identify methods to best raise awareness of Canadian Blood Services within specific groups in the Waterloo Region.

Family & Children's Services: Of approximately 470 children in foster care in Waterloo Region, 201 are between 13 and 17 years old. Many teenagers will end up in a residential placement such as group homes. While group homes are certainly a safe place during a tumultuous time, children and youth who will be in care for more than a brief time, benefit greatly from living in a home setting. The project team is developing a targeted foster parents recruitment plan with the intention of targeting new audiences and raising the awareness of the vital need for teen foster homes.

RAISE Home Support: The project team is working to create a number of PowerPoint Presentations that will be used to recruit and train volunteers, provide public education, and fundraise for the organization with the goal of increasing the numbers of volunteers and workers recruited, and securing sponsors/funders within the community.

2004-2005

The Social Planning Council (SPC) offers services to the non-profit sector by helping organizations identify social trends that impact the general health of the community. SPC assists with research, funding, program development, and project and event facilitation. The LWR project team has been working with SPC to develop a presentation tool that will help the Council promote itself and the services it offers to potential clients, stakeholders and funders.

YMCA of Cambridge: The project team has been identifying the effectiveness of the organization's communications/positioning strategy by conducting focus groups with membership and various other community members. Using surveys, questionnaires and focus groups, the team is hoping to more clearly understand how the YMCA of Cambridge is perceived in the community, thereby assisting them in developing a revised, more effective plan to implement over the next four years.

Independent Living Centre of Waterloo Region: The Independent Living Centre receives inquiries from consumers, their family members, and others in our community about accessible hotel and motel accommodation. The project team has been conducting an accessibility audit of all our local hotels and motels and will produce a comprehensive list of what is available in our region. The project team will then be creating an information pamphlet for the Centre to disseminate to the public.

Women's Crisis Services of Waterloo Region: The project team is developing a series of public education powerpoint presentations that will provide information on the effects of domestic violence, the various programs run by the organization, such as the volunteer program, outreach services. These presentations will be used by the organization's public education volunteers in schools, businesses, and when speaking with service clubs, etc..

Homer Watson House & Gallery: The project team is working with the staff of the gallery to engage and enhance board participation, and guide board renewal, to support the gallery's goals of stimulating the appreciation, enjoyment and practice of the visual arts.

2003-2004

House of Friendship: At a time when the House of Friendship was reviewing future directions for the Emergency Food Hamper program, the project team engaged in research into other models of emergency food assistance and their efficacy, the pros and cons of these models, and best practices.

Promote The Vote: Promote the Vote is a non-partisan, community initiative whose aim is to increase civic participation, and in particular voter turnout. The project team, working in conjunction with a small group of local citizens, helped to identify and establish a community network of people and organizations willing to share the task of non-partisan promotion of voting.

Cambridge Home Support: Cambridge Home Support provides services to seniors and adults with special needs, enabling them to live independently in their own homes for as long as possible. Through surveys and questionnaires, the work of project team helped this organization to more clearly understand how it is perceived in the community, thereby assisting the staff and board to develop a new marketing plan.

KidsLINK: The project team worked at designing and implementing a special event day linking youth and teachers with adults with Attention Deficit Hyperactivity Disorder. The project included identifying 4-6 innovators, leaders and very successful people in their field who were diagnosed with ADHD and inviting them to share their stories with children and youth who struggle with negative self-esteem and unhappy school experiences.

Focus for Ethnic Women: This organization's program "Designed to Focus" had been in operation for three years, operating through the provision of a grant from The Ontario Trillium Foundation. "Designed to Focus" is a program that enhances the employability of immigrant and visible minority women by providing skills training. The program manufactures high quality adaptive clothing. Sales had steadily increased to the point where a full-time coordinator would be hired to manage the daily activities of this initiative. The project team worked with the organization to develop a business plan to ensure the sustainability and stability of the program.

2002-2003

Canadian Clay and Glass Gallery: Designed, implemented and evaluated an informal survey of community members to determine their knowledge of the services offered by the Gallery. Provided information with regards to marketing initiatives.

Meals on Wheels of Kitchener-Waterloo: Directed and facilitated the development of a long-term vision for Meals on Wheels of Kitchener-Waterloo in order to move the agency forward from their last Strategic Planning Sessions. Developed clearly articulated vision and values statements to complement the Mission Statement, and a written vision of the future directions for Meals on Wheels over the next 5-7 years.

Cambridge Self-Help Food Bank: Developed marketing materials to raise public awareness, attract new members for the Board and committees, attract new volunteers, and increase the organization's profile in the community.

House of Friendship Emergency Food Hamper Program: Worked to determine whether the centralized system of emergency food distribution was appropriate. Gathered information on other food services: who did what, when, where, where patrons lived, how to receive feedback from patrons regarding centralized vs. decentralized approaches, and what additional resources would be required to accommodate a different approach.

Kitchener Waterloo Multicultural Centre: Worked in collaboration with Special Event Coordinators, Board Members and staff to design and implement a capital campaign that would enable the agency to purchase a house within a two-year period. Identified potential donors, sponsors and supporters, created relevant information packages, and formulated a work plan and timeline.

2001-2002

AACKWA (Aids Committee of Cambridge, Kitchener, Waterloo & Area): Researched the feasibility of setting up a “collective kitchen” for people living with HIV/AIDS. Conducted surveys and focus groups with agency clients and volunteers and tabulated the results. The team designed a three-entry-level program with a detailed timeline and presented this work to the Executive Director and staff members.

Argus Residence for Young People (Shelter for Homeless Youth): Planned a new event called “A Night on the Streets” designed to raise public awareness on the issue of youth homelessness by allowing event participants to experience a few of the struggles associated with not having a roof over their heads for one night. The team designed the event, produced a detailed “how-to” binder and raised the funds needed to allow this agency to employ a Volunteer Coordinator on a full-time basis for the next three years, so this new event, and others, can be implemented.

Cambridge Home Support: Evaluated the Meals on Wheels program in the Cambridge community. The participant team reviewed existing programs and previous quality assurance activities, investigated quality assurance activities of similar agencies, contacted clients for feedback, summarized survey results for both internal use and external distribution, and presented the results of the research to the Board of Directors and agency staff.

Canadian Mental Health Association: Produced a short video about volunteer opportunities at C.M.H.A. in 3 different service areas, and created service handouts. The team also created five presentations on powerpoint. This material is to be used in volunteer recruitment and for service presentations for media, information sessions, and public education.

Community Justice Initiatives: Developed an ongoing strategy for raising necessary funds for this agency’s PAC program (Providing Alternative Choices for Women). This program assists federally sentenced women with the difficult reintegration into the community. PAC programs improve the women’s quality of choices, resulting in healthier families, neighbourhoods and communities.

2000-2001

Big Brothers of K-W: Developed a comprehensive marketing strategy targeting the Kitchener-Waterloo community to attract a diverse and powerful Board of Directors to maintain their existing programs and expand their service mission to the youth and associated families of the K-W area.

Focus for Ethnic Women: Under the supervision of the Executive Director of Focus for Ethnic Women, the team built a fundraising plan for this organization, which provides many programs and services to immigrant and visible minority women.

Volunteer Cambridge: ONTARIO'S PROMISE - Coordinated a breakfast event that brought together both corporate and not-for-profit sector organizations to discuss the Ontario's Promise initiative and the impact that cross-sectoral partnerships have in relation to how we support youth in our community.