



STRATEGIC PLAN

2025-2030

ACKNOWLEDGMENTS

The process of developing our strategic plan has been shaped by the guidance, input, and voices of our clients, stakeholders, and staff. We would like to express our sincere gratitude to everyone who contributed their honest, brave, and valuable feedback to help inform our direction.

In particular, we extend our heartfelt thanks to the many youth, families, and staff who generously shared their time, expertise, and lived experiences. Your insights have been invaluable in shaping the foundation of this plan.



This strategic plan is a shared commitment, a product of our collective vision and collaboration. It belongs to all of us, and together, we will continue to strive toward the goals we've set. Thank you for your continued dedication to our mission and vision.

Vision Statement:

Every Child and Young Person Has the Tools, Resources, and Opportunities to Achieve Their Best Outcomes

Mission Statement:

Maximize the Potential of Children, Young People, and Their Families to Achieve Positive Growth and Development



Core Values:

Transformative

We are constantly evolving as an organization, as a team, and as individuals to meet the needs of children and young people in a changing environment

Responsive

We listen to and involve our clients in providing timely, adaptable, and flexible approaches to meet their unique needs.

Collaborative

We believe in teamwork with clients, colleagues, and partners to develop services and programs that address the needs of our community.

Inclusive

We create and uphold an open, safe, and welcoming environment for all. We take a trauma-informed approach to all interactions.

Introducing Our Strategic Priorities: Engage. Inspire. Evolve.

As we look to the future, New Beginnings is proud to share a clear and forward-looking Strategic Plan that outlines where we are going and how we will get there. Grounded in our mission to maximize the potential of children, young people, and their families to achieve positive growth and development, this plan is a result of thoughtful reflection, meaningful dialogue, and the shared vision of our clients, staff, board, and community partners.

At the core of this plan are three strategic pillars—Engage, Inspire, and Evolve—which reflect the organization's ongoing commitment to being responsive, innovative, and inclusive in everything we do.





01 ENGAGE

We engage with clients, families, partners, and the community to strengthen our programs and services.

- Reach people in new and meaningful ways, including employees and those we serve.
- Create a framework for co-design to ensure client and family voices shape program development.
- Increase awareness and understanding of our work and impact.
- Collaborate with partners to strengthen programs, reduce duplication, and leverage community resources.
- Partner to address emerging service gaps in alignment with our mission.

02 INSPIRE

We inspire the best in our talented team to achieve the best in our clients.

- Foster a cohesive and dynamic culture that celebrates achievements, encourages personal growth, and supports staff well-being.
- Achieve excellence through education, training, and professional development at all levels.
- Develop a clear strategy for recruitment and talent retention.
- Demonstrate an unwavering commitment to Truth & Reconciliation, equity, diversity, inclusion, anti-racism, and anti-oppression.
- Recognize and celebrate the achievements of clients and community partners.



03 EVOLVE

We evolve where and how we work to meet the needs of our clients today and in the future.

- Ensure a welcoming and safe physical environment.
- Streamline service access and enhance team capacity.
- Invest in space, tools, technology, and innovative service delivery models.
- Maintain a focused and sustainable operation based on evidence-based and trauma-informed practices.



Message from the Board Chair and Executive Director

As we look to the future, we are proud to introduce our new Strategic Plan, a comprehensive framework that will guide New Beginnings Essex County as we continue our mission to maximize the potential of children, young people, and their families through holistic programs and collaborations.

Our vision is clear: every child and young person in Windsor Essex should have the tools, resources, and opportunities to achieve their best outcomes. This plan represents the collective efforts of our Board, staff, and community as we work together to create a positive and lasting impact on the lives of those we serve.

At the heart of our work are our Fundamental Commitments to inclusivity, safety, and advancing social justice. We are dedicated to addressing the social determinants of health and renewing our commitment to truth and reconciliation.

Our Values of Transformative, Responsive, Collaborative, and Inclusive work are woven into everything we do. We are constantly evolving, listening to the voices of those we serve, and fostering a collaborative environment to ensure we meet the ever-changing needs of children, young people, and their families.

With a strong focus on Engage, Inspire, and Evolve, this Strategic Plan sets out clear and achievable objectives to ensure that:

- We engage with our clients, families, partners, and the community to strengthen our programs and services.
- We inspire the best in our team, providing them with the support, education, and recognition they need to succeed and continue driving positive outcomes for those we serve.
- We evolve to meet the needs of today and tomorrow by enhancing our physical, technological, and operational capacity, ensuring our services are accessible, innovative, and sustainable.

As we move forward, we are excited to implement these strategies with the collaboration of our entire community, and we remain committed to creating a future where all children and young people can thrive.

We thank you for your continued support, partnership, and trust as we embark on this important next step in our journey.

Sincerely,
Donna Vickers
Chair of the Board

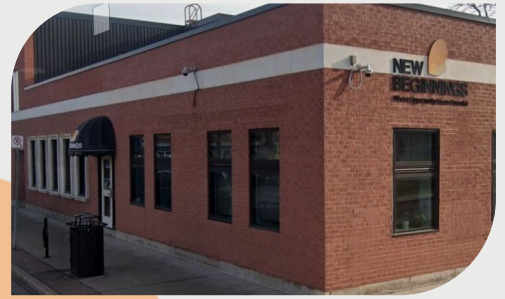
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Meet the Team



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