

# Our Harbour Action Plan 2015-2016

## Visibility:

- Reach out to the francophone community especially via our web site, printed materials, and a 5 minute promotional video in French.
- Assemble an easily accessible battery of materials in French and English for any member of the board or staff to use for recruitment purposes (pamphlets, newsletters, mission statement, budget, etc.)
- Continue to use the newsletter and website to highlight Board activity, the rewards of being a Board Member and the annual need for new board members and volunteers; move to some newsletter content in French.
- Support the Defeat Depression Walk 2015 and Spaghetti Supper on the website and through our Facebook page
- Use Facebook and Twitter to update public on our activities and mental health issues using weekly emails from coordinator(s)
- Work on creating an OH video to destigmatize life with mental illness

## Fundraising:

### Corporate fundraising

- Seek out volunteers who have fundraising skills/experience
- Establish a Corporate Fundraising Committee

### Individual Fundraising

- Serve as local host for Lundbeck's Defeat Depression Walk
- Continue to widen our list of donors and to carry out our letter-writing campaign in the fall to potential individual donors
- Hold our third fundraising spaghetti supper
- Explore possibility of an additional annual fundraiser
- Continue to send out personal thank you cards to all donors

## Residents

- Continue to promote stability among residents in their individual lives
- Work with residents to establish achievable goals
- Implement and maintain weekly computer update by coordinator(s) on each resident
- Encourage residents to continue organizing and participating in activities of interest to them
- Offer Lunch n' Learn workshops for residents on pertinent topics, as time permits
- Arrange exchange visits with l'Abri en ville (continuation of last year's proposal)
- Aim for continual zero vacancy rate

## Administration

- Attract additional board members
- Become more aware of techniques for integrating residents back into the workforce
- Encourage training for board members and volunteers, such as fundraising webinar
- Continue to operate within a balanced budget

## Volunteers

- Develop a volunteer policy
- Attract volunteer coordinator for volunteers