

Strategic Priorities Over the Years

2001-2003

Mission: to increase the visibility, credibility, accountability, professionalism and capacity of the voluntary sector.

Vision: a community which embraces the voluntary sector as essential to a civic and just society.

Priority	Objective
Increase the visibility of the voluntary sector	Develop an Association like the "Chamber of Charities" which would bring together and represent all charities in London-Middlesex.
Increase Credibility for the Voluntary Sector	Develop, together with all of the member organizations, standards and codes of conduct which could be adopted by all member groups
Build Capacity for the Voluntary Sector	Strengthen the capacity of charitable organizations to offer direct service in our community including assisting organizations to better recruit, screen and train volunteers
Increase Inclusivity in the Voluntary Sector	Create new ways to include people of all ages and those whom English is not their first language into the voluntary sector as volunteers and staff
Increase Resources for the Voluntary Sector	Build real or virtual sites offering local resources and improved coordination, collaboration and communication from agency to agency and to better link the link public to volunteer opportunities
Build Closer Partnerships with the Private and Public Sector	This association representing the voluntary sector in London would begin to develop a collaborative with the private and public sectors so that the three pillars of our community would work together on policy development and planning for our community

Build Local Sustainability	Partnerships with Human Resources Development Canada, the United Way of London Middlesex, City of London and other local funders will be nurtured and expanded to ensure local ownership and sustainability for the long term

2003-2006

Mission: to increase the visibility, credibility, accountability, professionalism and capacity of the voluntary sector.

Vision: a community which embraces the voluntary sector as essential to a civic and just society.

Priority	Objective
Revenue Development	Pillar has annual revenue of \$200,000 or more to support the budget year 2006.
Service Growth & Delivery	Pillar has measured 30% growth in service delivery
Membership	Pillar has developed a paid membership of 300 with diversity in sub-sector representation and organization size
Service Delivery	Pillar has been recognized and accessed for not less than 3 services

2006-2008

Priority	Objective
Membership	To increase and maintain the number of members making sure we include all sectors of the nonprofit community (based on the ability to pay, diversity, benefits and values)

Funding	To develop a diverse pool of sustainable funding
Communications & Marketing	To develop a comprehensive communication plan which includes: a capacity for quick response to issues; strong media relationships; Pillar as nonprofit voice; the Pillar brand (including the website); a clear variety/array of services and products; and everyone knows who we are.
Products & Services	To create a centre of excellence in: resources and training; advocacy and collaboration; products and services (including the website).

2008-2010

Mission: To strengthen the effectiveness of the nonprofit sector.

Vision: A stronger nonprofit sector for a more engaged, inclusive and vibrant community.

Priority	Objective
Telling of Our Stories	Facilitate the telling of our stories to create excitement about the importance of the nonprofit sector
Facilitate Connections	Facilitate connections with the nonprofit sector that: <ul style="list-style-type: none"> ▪ Promote collaboration ▪ Maximize efficiencies ▪ Allow sharing of best practices ▪ Reduce duplication ▪ Share stories and resources
Develop a Comprehensive Service Strategy	Develop a comprehensive service strategy to: <ul style="list-style-type: none"> ▪ Assess needs of members (e.g., board capacity, professional development)

	<ul style="list-style-type: none"> ▪ Engage members through <ul style="list-style-type: none"> ○ Committee work ○ E-source sharing ○ Best practices ▪ Develop and provide services to meet identified needs ▪ Communicate effectively with all layers within the organization
Triple Our Membership	Build and leverage our reputation as the voice of the nonprofit sector to triple our membership
Secure Self Directed Funding	Secure self-directed funding from business community / demand self-directed funding from government

2011-2013

Mission: To strengthen the effectiveness of the nonprofit sector.

Vision: A stronger nonprofit sector for a more engaged, inclusive and vibrant community.

Priority	Objectives
Volunteerism	Facilitate the creation of a shared community vision about volunteerism A clear community understanding of who is doing what in the area of volunteerism, including a clear definition of Pillar's role
Voice of the Nonprofit Sector	Increase the engagement of existing and potential members Existing members are using more of Pillar's services Membership has increased to 310
Resource Development	Increase earned revenue Increased self directed funding Establish a 3 month cash reserve

Organizational Effectiveness for the Nonprofit Sector	<p>Increase the effectiveness of Board governance in the nonprofit sector</p> <p>Provide support and best practice sharing in the area of talent management to the nonprofit sector</p> <p>Provide support and best practice sharing in the area of diversity to the nonprofit sector</p>
Social Innovation	<p>Enable and promote a culture of collaboration and partnership</p> <p>Create an integrated support system for social enterprise as an alternative funding option for nonprofits</p>

2014-2017

Mission: To strengthen the impact of the nonprofit sector.

Vision: A stronger nonprofit sector for a more engaged, inclusive and vibrant community.

Themes	Priorities	Objectives
Social Innovation To help the community think and operate in new ways to meet societal need and foster system change	Strengthening the Sector	To enhance the sustainability of programs and services in the non-profit sector
	Shared Space	To create a sustainable, social innovation shared space
	Collaboration and Collective Impact	To enhance understanding and increase utilization of the Collective Impact Framework and other collaboration tools and processes

2018-2020

Mission: To strengthen individuals, organizations and enterprises invested in positive community impact.

Vision: An engaged, inclusive and vibrant community.

Themes	Priorities	Objectives
Be Ready	Be ready for future opportunities and growth.	Increase the infrastructure required to be ready for future opportunities and growth.
Be Focused	Be focused to maximize our impact.	<p>Increase the understanding and use of impact measurement.</p> <p>Increase the understanding and use of impact measurement.</p> <p>Increase the awareness of impact stories in our community.</p>
Be Inclusive	Provoke discussion and action around equity and emerging cross-sector community issues.	<p>Increase the understanding about issues around equity, and the wants and needs in the community, and how the community wants to be engaged.</p> <p>Increase conversations, and promote community action around equity.</p> <p>Increase and measure the extent to which the nonprofit sector reflects the London community.</p>