

Executive Director

From: Penny Schoonbaert <penny@cfheartland.ca>
Sent: Monday, January 9, 2023 10:23 AM
To: Executive Director
Subject: RE: Strategic Planning

Good Morning Kimberly,

I am Penny Schoonbaert and I am the Community Economic Development Coordinator for Community Futures Heartland. My main responsibility is to work with non-profits and small businesses to bring relevant training and programming to the areas in our region to help them to continue to flourish, grow and retain their strength.

On top of this, we also provide strategic planning for non-profits, small business and municipalities.

Service groups and organizations can benefit from strategic planning where past accomplishments can be reviewed and future goals established. Strategic planning is a formal process to extract vital opinions and goals from Board or committee members and then develop a logical road map for the organization to follow in the coming year/years. This is essential for organizations which may have been in existence for years and could be stuck in a rut and follow the same routine in a rapidly changing world. With the changes we have all had to make during the past several years due to COVID, we may now realize that we didn't really have a plan anymore. Or maybe the plan is there but on the top shelf where it is really just collecting dust. If an organization is willing to spend the time creating a new strategic plan, it is imperative that it becomes a living, breathing document that is brought out and updated as key elements are completed.

While there are sometimes costs to some of the workshops, most of our programs are free and working with non-profits on strategic planning for their future is one that we offer at no cost.

Depending on the number of participants, we do have a good sized board room and all the tools required.

And we realize that often with non-profit organizations, their volunteers are also employed so we will work with your group to find a day and time of day that works for most.

I hope this provides you with enough information. IF you would like to discuss this further, we can set up a phone call or a zoom meeting for later this week.

I look forward to hearing from you.

Regards,

Penny Schoonbaert

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