
HAWKESTONE COMMUNITY HALL PLAN

HISTORY, VISION, MISSION, BOARD CORE VALUES, STRATEGIC PLAN



I AM JUST AN IDEA FOR A NEW LOGO



This Logo is filled with vibrant colour and energy

**HAWKESTONE COMMUNITY HALL
2024-2027 STRATEGIC PLAN
Presented by the Working Group
to the HCH Board on April 21st 2024**

Table of Contents

Hawkestone Community Hall Strategic Plan 2024-20272

1. Introduction.....2

2. Hawkestone Community Hall – Historical Perspective.....2

3. Hawkestone Community Hall Highlights and Impacts for 20233

4. Testimonials4

 4.1 What Our Community Says..... 4

 4.2 Facebook Testimonials 5

 4.3 Oro Medonte Township..... 5

5. Our Future Looks Promising.....6

 5.1 What we know – rural living is attractive to many 6

 5.2 HCH Strengths: 6

 5.3 Areas of Concern: 7

 5.4 Embracing Future Opportunities: 7

 5.5 Aspirations for the Future: 8

 5.6 Of Particular Importance – We Will Have a Focus on Board Development 8

 5.7 In Conclusion: 8

6. Vision and Mission Statements.....8

 6.1 Vision Statement 8

 6.2 Mission Statement..... 8

 6.3 Dedicated to Upholding Our Mission: 8

7. Core Values.....9

8. AND NOW, The Plan9

 8.1 Feedback Survey Link here **Hawkestone Community Hall Strategic Plan 2024-2027**9

9. Hawkestone Community Hall Strategic Plan 2024-2027.....11

 9.1 Pillar Goal One: Engaged and Connected Community..... 11

 9.2 Pillar Goal Two: Our People Are Supported and Valued..... 11

 9.3 Pillar Goal Three: Responsive to Community Needs 12

 9.4. Foundation Goal One: HCH as a Valued Community Asset..... 12

 9.5 Foundation Goal Two: Accountable & Resilient Leadership 13

10. Final Words:13

Hawkestone Community Hall Strategic Plan 2024-2027

1. Introduction

At Hawkestone Community Hall (HCH), our Board of Directors are dedicated to fostering unity within our community through weekly programs, special events, and fundraising activities. Supported by a dedicated team of 20 program and event volunteers, we strive to cultivate a friendly, inclusive, and accessible gathering place where families and residents of Hawkestone and the surrounding area can gather and connect.

We take pride in our role as a central hub in the Hawkestone community, offering a range of services tailored to meet the needs of our residents. From providing rental space for events to hosting a diverse range of activities and fundraising events, our aim is to facilitate meaningful connections and engagement among our community members.

The Hawkestone Community Hall is overseen by a volunteer Board of Directors consisting of 10 members, who convene six times per year from September to June to oversee fiscal and operational planning on a calendar year basis. While the Oro-Medonte Township owns the Hall and handles building maintenance, facility enhancements, health safety, security, and general administration, the Hall Board of Directors manages day-to-day operations, programs, and special events, ensuring the hall remains a thriving and integral part of the community.

The Hawkestone Community Hall Plan serves as a practical tool for our board members and volunteers, outlining our shared goals and actions. It also serves as a framework for our partnership with the Oro-Medonte Township, providing clarity on our focus, commitment to daily operations, program development, and fundraising efforts.

This year, a priority focus is on understanding the operational costs of running HCH, assessing our revenue generation capabilities, and determining the volunteer support needed to sustain our programs and activities. Our overarching goal is to remain transparent in our actions and our purpose, guided by our vision, mission, and core values. We have crafted a strategic plan and outlined the operational goals for the 2024 program year.

To achieve this, we have developed a strategic plan and outlined operational goals for the 2024 program year. These goals will be regularly reviewed and updated based on our capacity and experiences, including volunteer demands, program audits, community assessments, event statistics, revenue generation, and operational costs.

2. Hawkestone Community Hall – Historical Perspective

The original Hawkestone Community Hall, initially known as the Orange Lodge, was constructed by the Orange Order. Previous assumptions suggested it was relocated to Hawkestone in 1923, but recent research reveals it was actually built on-site starting in 1924, hosting its inaugural meeting in 1925. The Orange Lodge thrived initially, boasting a significant presence and activity within Hawkestone. However, by the 1940s, its membership and finances dwindled, prompting the village to assume responsibility for the Hall. At that time, Hawkestone operated as a police village, empowering the community to establish its own council of trustees, known as the Village Fathers, to allocated funds towards local priorities.

The hall served as a venue for various activities including dances, to celebrate significant events, Boy Scouts, Sea Scouts, and school concerts until the relocation of the school to East Oro in

1967. A Hawkestone branch of Snowmobile clubs, called the Oro Ridge Runners, frequently hosted many events in the Hall and within the community. In the 1960s, renovations were undertaken, including raising the Hall to install a basement and reconstructing the front entry and stuccoing the exterior.

In the late 1980s, the township assumed ownership of the hall coinciding with the dissolution of the snowmobile club and a decline in involvement. However, in 1993, a pivotal moment occurred when a meeting was convened via a sidewalk sandwich board outside the general store, inviting interested individuals to discuss the hall's future. This catalyzed the formation of the Hawkestone and Area Community Association (HAACA), ushering in three decades of vibrant activities and programs. User groups ranging from Cubs, Scouts, and Girl Guides to choirs, Scottish dancing, and community events flourished. Extensive renovations and community initiatives were undertaken, including roof replacement, basement renovation, kitchen installation, playground construction, and more. Collaborative efforts with the township extended to park infrastructure maintenance and crowd management during seasonal events.

However, shifting demographics, aging population, and changing interests led to a decline in volunteerism and participation. Following a flood in the basement and prolonged closure due to the COVID-19 pandemic, the existing board of directors relinquished control to the township due to financial constraints.

In 2023, amidst discussions of converting the Community Hall into Oro-Medonte Township offices, the community rallied together for a 'blue-sky thinking' meeting. This resulted in the formation of a new board of directors, sparking a resurgence in programming, fundraising, and community engagement, culminating in a highly successful year of events and activities.

The following reflects the significant efforts of the volunteers and the community during 2023.

3. Hawkestone Community Hall Highlights and Impacts for 2023

A reflection on the vibrant activity and substantial participation observed at the Hawkestone Community Hall throughout 2023:

- **Community Engagement:** Over **2,325** individuals participated in various hall meetings and special events, underscoring the hall's role as a central gathering place.
- **Diverse Programs: Eight weekly programs**, including yoga, Nia, Pickelball, Senior Wellness, Youth and Tots Programs, Art class, and the Hawkestone singers, attracted an average of 10-12 participants each week, fostering a sense of community and wellness.
- **Community Outreach:** Two community outreach events, Easter Egg Hunt and Canada Day celebrations, drew over **650 community members**, creating memorable experiences for families and residents.
- **Hall Bookings:** The hall hosted **18 bookings and rentals** for events such as birthday parties, weddings, baby showers, and concerts, serving as a versatile venue for various occasions.
- **Volunteer Power:** With **11 committees and over 40 volunteers**, the hall's activities were supported by dedicated individuals, contributing to the smooth operation of programs and events.

- **Community Support:** More than **15 sponsors provided donations** and in-kind support, totaling over **\$13,000 in net revenues**, which were earmarked for building a reserve fund for the hall.
- **Digital Presence:** A robust online presence, including a Facebook page and links to other social media channels with a combined **820 members**, a newly created website, and regular newsletters, facilitated communication and outreach efforts, connecting with the community and promoting hall activities.
- **Facility Outreach & Management:** Volunteers meticulously maintained the indoor and outdoor areas of the hall, assumed responsibility for the village road sign, and revamped the outdoor display poster boards. This ensured a welcoming environment, and enhanced communication of upcoming events and activities within the community.

4. Testimonials

4.1 What Our Community Says

- **Lynn Stokes** "Because of the Hall, I feel that I belong to a community. I have met so many wonderful people through the Hall's activities; people I would have never met otherwise. I can't thank the organizers enough for taking the initiative and time in making the Hall an important part of the Hawkestone community."
- **Wanda Bick** "The Hawkestone Hall is the heart of our community here in Hawkestone especially since its resurrection last year. Don and I are so very pleased with the participation in the many diverse events which has encompassed young and old. We certainly have made it a big part of our social life. It has become the pride of our community and an envy to those outside."
- **Jo Smith** "The Hawkestone Hall has brought so many community members together and forged new friendships, support systems, and pride in our community. It has provided educational, cultural, and historical experiences for young and old alike. We are so fortunate to have the use of our wonderful hall, and I feel very lucky to be part of a community with such a valuable resource in our midst."
- **Judy Blaney** "After a few years of relative isolation and disconnection, the Hawkestone Hall has been a focal point of re-building community and nurturing new relationships, which has had a positive impact on mental, physical, and emotional health and well-being. It's been everything!"
- **Kristine Ronan** "Being on the hall board is important to me because it allows me and my family to connect with our community! It feels pretty good and the kids love it too!"
- **Jordan Rooley** "I enjoy volunteering as it helps the community financially and allows us to keep accurate records. This opportunity has allowed me to grow personally and set a good example for my boys. The heart beat of the community is its members and that's why I do it."
- **John W** "The Hawkestone Hall brings our community together with its weekly programs and special events. The Hall is now the social hub of our town. Hawkestone Hall activities have brought me together with new friends and neighbours. You just have to say 'I want to help' and you are instantly welcomed and appreciated."

- **Catherine Riffer** “The Hawkestone hall has played an important role in my life as a child that grew up in Oro-Medonte. It was a place where community gathered, it provided a sense of home and belonging, just as being a part of the Hawkestone Singers has for the past 24 years.
- **Marilyn Gregory** “A village such as Hawkestone is a place where people greet each other on the street, in the store, on the dock, on the trails and in the park. They celebrate accomplishments and holidays, they help out at the school, they create programming and recreation at the hall, they beautify the grounds and put their heads together as to how their friends and neighbours could be better served. And the most important reason they think about each other is because they have a place where they can meet -- and plan -- and volunteer - and make music -- and recreate. I have learned through my 30 odd years in Hawkestone that our little Community Hall weaves people together magically joining generations, welcoming new-comers, and tying the present to the past. This is a resource which deserves our gratitude -- and our investment”.

4.2 Facebook Testimonials

- **Danielle Talaska (*Running a sewing class at the Hall*)** "Just wanted to give a shout out to my beginner sewing group at the Hawkestone Hall! This group is doing amazing and we have learned so much together in the last three weeks. Message me to get on the waiting list for when I restart another program in the fall. I hope to take this group through many projects. (Lots of response to get on the waiting list.)"
- **Valerie Thornton (*In response to posts about the new trail behind the Hall*)** "What a wonderful idea...love the energy and creativity that seems to be continually emerging from the Hawkestone Hall group. Our small local halls dotted throughout Oro are SO important."
- **Anonymous Community Member (*In response to flowers being arranged in the front door planters*)** "This is community at its best. An arrangement of forsythia in our Hall planters - a random act of kindness from someone who used their gift to help. How perfect for Volunteer Week!"

4.3 Oro Medonte Township

- **Mayor Randy Greenlaw**, “On behalf of Council and myself, thank you for the kind and supportive words about our Township staff. We are truly blessed with a passionate and caring team, and your comments are greatly appreciated. I also want to **congratulate the Hawkestone Hall Team** for all your hard work and amazing success over the past year. We look forward to working with you and your team as we build and strengthen our Community Halls within Oro-Medonte”.
- **Roz Llewellyn, Manager, Community Services**, “Wow! Can I just say, how impressed I am with the outstanding work all the volunteers at the Hawkestone Hall are doing. You are a remarkable crew, and what you have accomplished is nothing short of spectacular! You are so organized, and it makes my heart full knowing that the hall is being used so well. Keep up the tremendous work!”
- **Jodi Grubb, Supervisor, Community Recreation & Special Events**, “Great work team Hawkestone; we are really proud of the work you have done and what you have accomplished!”

5. Our Future Looks Promising

As a board, we operate within three pillars of commitment as the drivers of our success, keeping us focused on our purpose and sustainable mindset:

1. **ENGAGED AND CONNECTED COMMUNITY:** Fostering unity in our community.
2. **SUPPORTED AND VALUED PEOPLE:** Recognizing the power of each individual and the value of collective efforts.
3. **RESPONSIVE TO NEED:** Doing the right thing for the right reasons.

The board has taken steps to create this dynamic and comprehensive plan and has placed emphasis on articulating our strategic framework to ensure clarity in our approach.

As a board, we have solidified our purpose, our modus operandi, and are excited to have clear strategies that will drive our success and sustainability on behalf of the Hawkestone Community Hall.

Over the next few pages, the reader will find the board's work on the Vision Statement, Mission Statement, Board Consent on Core Values, and Our Strategic Plan based on our three Commitment Pillars. But before delving into that, it's important to take stock of our strengths and challenges, as these need to be integrated into our strategic framework. The Hawkestone Hall has advantages because of its location, yet it faces challenges due to its small population and unique rural community.

5.1 What we know – rural living is attractive to many

- Small rural communities such as ours have increasing demands for community engagement.
- Residents are looking for unique rental spaces and unique local events.
- Growing interest in volunteering and giving back to the community.
- Emphasis on building a sense of community and belonging and pride.

5.2 HCH Strengths:

- Our rental space is highly versatile and adaptable, catering to a wide range of event needs.
- Situated in Hawkestone, our physical location serves as a central, easily accessible hub for community gatherings, enhancing visibility and convenience for participants.
- We prioritize the development of engaging and meaningful weekly programs and events, fostering a tight-knit community and promoting repeat programming and rentals.
- With a team of at least 20 dedicated volunteers, our operations, fundraising efforts, and events run smoothly and efficiently, supported by a culture of mutual engagement and camaraderie.
- By integrating fun special events such as concerts and Canada Day celebrations as fundraising opportunities, we are able to achieve multiple objectives.

- Our reputation for delivering high-quality, impactful programs and events is steadily growing within both the local community and the broader Oro-Medonte Township, generating positive word-of-mouth endorsements.
- Our board maintains a constructive working relationship with the Mayor, Council, and staff of Oro-Medonte Township, fostering collaboration and mutual support.

5.3 Areas of Concern:

- **Volunteer Management** - Our small team of versatile volunteers wearing serve multiple roles on the board. Establishing a robust volunteer recruitment plan is imperative to mitigate volunteer burn out and ensure smooth board succession.
- **Financial Sustainability** – To cover our annual expenses for hall utilities and operations, we need a comprehensive plan encompassing diverse revenue streams such as events, donations, grants, sales, and rentals. However, balancing these efforts poses a challenge for our already stretched volunteer board and committee event chairs, though we remain optimistic.
- **Accessible and Diverse Programming** – Since a goal is to provide equity for our participants, we hope to be in a strong enough financial position to offer reduced cost or free programs and events to remove any possible financial barriers.
- **Facility Upgrades** – Several areas of our HCH space require attention, including making our lower hall wheelchair accessible and obtaining commercial certification for the kitchen. These improvements will enhance rental opportunities and overall accessibility.
- **Capital Expenditure and Reserve Fund** – As a newly formed board, we are in the initial stages of establishing a reserve fund. Identifying and planning for potential capital costs is crucial for the long-term sustainability and resilience of our organization.
- **Funding Restrictions** - Operating under the auspices of the Township imposes limitations on our fundraising activities for the Hall. We must navigate these constraints while pursuing financial stability.
- **Event Limitations** – Due to restrictions on liquor licences, rentals are unable to host events involving alcohol, limiting our revenue potential. Finding alternative strategies to attract event bookings is a priority.

5.4 Embracing Future Opportunities:

- **Community Collaboration:** Partnering with local businesses and organizations to jointly host events, expanding our reach and attracting more individuals to the HCH.
- **Targeted Programs:** Developing specialized initiatives for various demographics to meet specific community needs.
- **Digital Promotion:** Leveraging social media and digital marketing to amplify HCH's visibility and engage a broader audience.
- **Innovative Offerings:** Introducing new programs and activities to meet evolving preferences and trends.

- **Engagement Events:** Organizing “program” introductory sessions to generate interest and facilitate community interaction.

5.5 Aspirations for the Future:

- **Pandemic-Free Future:** Expressing our collective hope to never witness another pandemic, emphasizing health and safety for our community.
- **Community Resilience:** Acknowledging our community's resilience and determination to overcome challenges, demonstrating unity and strength in adversity.
- **Community Ownership:** Affirming our commitment to maintaining the independence of the HCH, ensuring it remains a vital asset managed by our community.

5.6 Of Particular Importance – We Will Have a Focus on Board Development:

As a new board, we recognize the need to formalize our governance practices and establish clear board standards and procedures. Strengthening our governance framework is fundamental to our success as individual board members and as a cohesive unit. We are committed to this foundational goal and confident in our ability to achieve it.

5.7 In Conclusion:

- Together, as members of the Hawkestone Community Hall, we are dedicated to nurturing a vibrant and resilient community where everyone feels welcome and supported.
- We know as a people we are resilient and will rise above any threats or challenges bestowed. We are part of the Hawkestone Community Hall, and this is our Community.

6. Vision and Mission Statements:

6.1 Vision Statement:

We envision Hawkestone Community Hall as a vibrant and inclusive hub fostering a resilient community. We promote holistic well-being, value individual contributions, and celebrate diversity. Guided by respect and empathy, we strive for unity and cooperation. With the Hall as our cornerstone, we are committed to building a brighter future for all.

6.2 Mission Statement:

Hawkestone Hall is the heart of the community, where residents come to recreate, learn, play, and connect in a welcoming, inclusive environment.

6.3 Dedicated to Upholding Our Mission:

We are fully immersed in upholding the mission statement at Hawkestone Community Hall. Here, we serve as the beating heart of our community, offering a diverse array of programs and activities that inspire recreation, learning, and connection. Committed to fostering a welcoming and inclusive atmosphere, we ensure everyone feels valued and empowered to engage in meaningful experiences. Our mission is upheld by providing a broad range of programs in arts, recreation, fitness, and lifelong learning, alongside creating and sustaining community traditions through special events, outreach activities, and facility rentals. Through collaboration and celebration, we continually strengthen our community bonds, ensuring that the Hawkestone Community Hall remains a cherished space for all.

7. Core Values:

Our Core Values Influence Our Actions as Individuals and as a Board

- **Respect, Inclusiveness, & Integrity:** Upholding the values of dignity, respect, and integrity in all interactions, fostering a strong community where individuals from diverse backgrounds can come together in mutual understanding and respect.
- **Leadership:** Embracing challenges and persevering through adversity to fulfill our mission.
- **Teamwork:** Committing to collaboration with other community groups, public sector entities, and private businesses to achieve optimal outcomes and enhance resources.
- **Quality & Excellence:** Striving for excellence and maintaining high standards in all endeavors.
- **Innovation:** Encouraging creativity to challenge the status quo and drive continuous improvement.
- **Environmental Responsibility:** Addressing climate change challenges through sustainable environmental practices in our operations.
- **Financial Responsibility:** Prioritizing long-term financial sustainability through prudent management and expanding revenue streams for the benefit of members and the community.
- **Transparency & Open Communications:** Valuing input from all stakeholders and committing to transparent and honest communication to ensure alignment with community priorities.

8. AND NOW, The Plan

The Hawkestone Community Hall Board is thrilled to unveil our inaugural Strategic Plan, which will serve as our compass for the next phase of our journey. We eagerly anticipate your input and feedback on the strategic pillars and objectives outlined herein.

To facilitate this exchange, we have established an online survey for your convenience. Alternatively, you can share your thoughts via email at largent@jcl-tech.com

8.1 [Feedback Survey Link here](#) [FEEDBACK SURVEY](#)

HAWKESTONE COMMUNITY HALL - MISSION & STRATEGIC PLAN

Hawkestone Hall is the heart of the community, where residents come to recreate, learn, play, and connect in a welcoming, inclusive environment.

Pillar Goal One

Community is **ENGAGED AND CONNECTED**

Community engages in activities that enhance growth, development and well-being

OBJECTIVES:

1. Reducing Social Disadvantage and Isolation - Provide opportunities for community engagement that mitigate the impact of disadvantage, social isolation, and loneliness.
2. Promoting Growth and Well-being - Encourage community participation in activities and volunteering opportunities that promote personal growth and well-being.
3. Strengthening Community Bonds - Cultivate strong community connections through diverse programs, clubs, special events, volunteering, and engagement activities.
4. Enhancing Environmental and Cultural Awareness - Improve the community's understanding of environmental sustainability, local culture, and history through educational initiatives and awareness-building efforts.

Pillar Goal Two

Our People Are **SUPPORTED AND VALUED**

Community feels valued and supported to contribute to the HCH Community.

OBJECTIVES:

1. Volunteers and Board Members - Offer meaningful and fulfilling opportunities for volunteers and board members to develop their confidence, skills, and abilities.
2. Acknowledging and Celebrating Community Contributions - Acknowledge and celebrate community contributions to foster a culture of appreciation.
3. Embracing Diversity and Inclusivity - Embrace and reflect cultural diversity in all programs and activities, fostering a sense of inclusivity and belonging.
4. Mental Health and Well-being - Promote positive mental health and well-being by cultivating a supportive and nurturing environment.
5. Ensuring Accessibility and Inclusivity - Design programs, events, and activities to be accessible, relevant, and inclusive for all members of our diverse community.
6. Building Community Resilience - Provide opportunities for community members to build resilience through active participation

Pillar Goal Three

We are **RESPONSIVE TO NEED**

Community has the capacity and support to enable effective local responses to current and emerging needs.

OBJECTIVES:

1. Equitable Resource Distribution - Ensure fair distribution of resources to provide assistance and support where needs are identified, encompassing programs, activities and events.
2. Maximized Impact Through Collaboration - Enhance the reach and collective impact of our resources through strategic collaboration with other organizations and stakeholders.
3. Informed Community Engagement - Inform our initiatives by identifying and monitoring current and emerging needs and trends within the community.
4. Cultural Awareness and Inclusivity - Promote cultural awareness and inclusivity by valuing diversity and ensuring inclusivity in all aspects of our operations.
5. Flexible Responses - Maintain flexibility in responding to community events and individual needs, offering assistance within the constraints of our resources and expertise.
6. Education and Development - Provide education, skills development, and training to support the growth of our volunteers, enhance board infrastructure, and foster personal development and volunteer career pathways.
7. Active Community Engagement - Actively encourage and facilitate community participation, fostering an open dialogue for feedback, collaboration, and engagement.

Foundation Goal One - The HCH is widely known as a **VALUED COMMUNITY ASSET**

Our board promotes that HCH is seen as an essential community asset for achieving a high quality of life

OBJECTIVE: HCH marketing, publications, digital footprints, and media-related outputs are compelling, broadly shared and accessible to all

Foundation Goal Two - Our Board promotes **ACCOUNTABLE & RESILIENT LEADERSHIP**

COMMITMENT: The board and its volunteers operate as stewards, commit to strong governance leadership in support of our Board Core Values, Vision, Mission, and our commitment to act responsibly to the community as whole.

9. Hawkestone Community Hall Strategic Plan 2024-2027

9.1 Pillar Goal One: Engaged and Connected Community

Objective 1: Reducing Social Disadvantage and Isolation

- Provide opportunities for community engagement that mitigate the impact of disadvantage, social isolation, and loneliness.

Objective 2: Promoting Growth and Well-being

- Encourage community participation in activities and volunteering opportunities that promote personal growth and well-being.

Objective 3: Strengthening Community Bonds

- Cultivate strong community connections through diverse programs, clubs, special events, volunteering, and engagement activities.

Objective 4: Enhancing Environmental and Cultural Awareness

- Improve the community's understanding of environmental sustainability, local culture, and history through educational initiatives and awareness-building efforts.
-

9.2 Pillar Goal Two: Our People Are Supported and Valued

Objective 1: Volunteers and Board Members

- Offer meaningful and fulfilling opportunities for volunteers and board members to develop their confidence, skills, and abilities.

Objective 2: Acknowledging and Celebrating Community Contributions

- Acknowledge and celebrate community contributions to foster a culture of appreciation.

Objective 3: Embracing Diversity and Inclusivity

- Embrace and reflect cultural diversity in all programs and activities, fostering a sense of inclusivity and belonging.

Objective 4: Mental Health and Well-being

- Promote positive mental health and well-being by cultivating a supportive and nurturing environment.

Objective 5: Ensuring Accessibility and Inclusivity

- Design programs, events, and activities to be accessible, relevant, and inclusive for all members of our diverse community.

Objective 6: Building Community Resilience

- Provide opportunities for community members to build resilience through active participation and engagement.
-

9.3 Pillar Goal Three: Responsive to Community Needs

Objective 1: Equitable Resource Distribution

- Ensure fair distribution of resources to provide assistance and support where needs are identified, encompassing programs, activities and events.

Objective 2: Maximized Impact Through Collaboration

- Enhance the reach and collective impact of our resources through strategic collaboration with other organizations and stakeholders.

Objective 3: Informed Community Engagement

- Inform our initiatives by identifying and monitoring current and emerging needs and trends within the community.

Objective 4: Cultural Awareness and Inclusivity

- Promote cultural awareness and inclusivity by valuing diversity and ensuring inclusivity in all aspects of our operations.

Objective 5: Flexible Responses

- Maintain flexibility in responding to community events and individual needs, offering assistance within the constraints of our resources and expertise.

Objective 6: Education and Development

- Provide education, skills development, and training to support the growth of our volunteers, enhance board infrastructure, and foster personal development and volunteer career pathways.

Objective 7: Active Community Engagement

- Actively encourage and facilitate community participation, fostering an open dialogue for feedback, collaboration, and engagement.

9.4 Foundation Goal One: HCH as a Valued Community Asset

The HCH is widely recognized as an indispensable community asset that enhances the quality of life for residents. Our board is dedicated to promoting the HCH as a safe, welcoming, and essential resource for the community.

OBJECTIVES:

1. Compelling Outreach and Marketing:

- a. Develop marketing materials, publications, digital content, and media outputs that are compelling, widely shared, and accessible to all community members.
- b. Establish recognizable branding, including a logo and messaging consistent across all platforms, to increase community awareness and engagement.

- c. Maintain a regularly updated website that is mobile-friendly, user-friendly, and inclusive, offering a comprehensive community calendar to engage residents and foster partnerships.
-

9.5 Foundation Goal Two: Accountable & Resilient Leadership

Our board promotes accountable and resilient leadership, ensuring effective governance and stewardship to uphold our Core Values, Vision, and Mission while responsibly serving the community as a whole.

OBJECTIVES:

1. Welcoming and Inclusive Facilities and Programs:

- Ensure that our facilities and programs are welcoming, relevant, responsive, and inclusive to all members of the community.

2. Resource Allocation and Maintenance:

- Provide adequate resources and maintenance to sustain our facilities and programs effectively.

3. Financial Stability:

- Maintain sufficient financial reserves to uphold our community impact and fulfill future HCH commitments.

4. Promotion and Fundraising:

- Actively promote the HCH to raise awareness and secure funding to support our role and impact in the community.

5. Transparency and Accountability:

- Operate in a transparent and accountable manner, earning community confidence and respect.

6. Environmental Responsibility:

- Implement efficient systems, processes, and practices to ensure environmental responsibility and sustainability.

10. Final Words:

The Hawkestone Community Hall Strategic Plan 2024-2027 outlines our vision, mission, and core values, supported by clear strategic priorities and goals. This plan is designed to ensure that the hall remains a vibrant and inclusive community hub for years to come. Through collaborative efforts, dedication, and the support of our community, we are confident in our ability to achieve these goals and continue enriching the lives of Hawkestone residents.

As we move forward, our next phase involves commencing with our annual operational goals and defined metrics to keep us on track and committed to the plan. Each year, the HCH board will define, review, and adapt our plans, ensuring ongoing communication and engagement. If you are interested in any area of the plan—be it our three pillars or foundational goals—please reach out to largent@jcl-tech.com or via the strategic plan feedback survey link.

[Hawkestone Community Hall Strategic Plan 2024-2027](#)

Thank you for your continued support and commitment.

The Hawkestone Community Hall Board