

Community Update

May 2008

Governance

Governance Policies and our Bylaws – We have reconciled our new governance policies with our Bylaws. The amended policies and Bylaws were approved by the Board and will be ratified at the Annual General Meeting.

Planning

Departmental Operating Plans – We have decided to present the departmental operating plans at the June Program Committee Meeting and to email or courier them to the Board along with the minutes. These plans will also be posted on our intranet site after the June Program Committee meeting.

Homelessness Partnership Initiative – On behalf of Service Canada, the City issued another RFP with a deadline of May 28th to address homelessness. We applied for approximately \$60,000 for capital items at 144 Chatham Street for the provision of 5 transitional housing beds for girls leaving the YRC.

Documenting

Client Service Manager (CSM) Database – Agency wide Client Service Manager (CSM) database training has commenced.

Due to the many varied forms and transactions used across the Agency, we will ensure all the necessary tools and templates are available.

Rogers and Bell Nexia - Internet Dedicated Lines - At YAC and the Addictions/Mental Health Centre, due to unstable internet connectivity, we have replaced our wireless service with Rogers internet access. Since there is no underground cable coming into the Labour Centre and the cost to have one installed exceeds \$6,000, we opted for the Bell Nexia Internet Dedicated Line, which guarantees both connectivity and sufficient bandwidth to handle our traffic.

Regulations

Children's Mental Health (CMHO) Accreditation Team – Our application has gone to CMHO requesting an accreditation site review which will occur on November 5th, 6th and 7th.

Finances/Facilities

41 William – We received conditional approval from the City for our \$99,000 capital improvement proposal to create five transitional housing bedrooms for boys at 41 William Street, under the Federal Government’s Homelessness Initiative. Funding is conditional on receipt of operating funding approval from the LHIN.

Human Resources

Staff Training - There is a variety of training planned in response to accreditation standards including:

- The Directors are developing in house training curriculum to ensure reports are consistent across the Agency for log book entries, incident reports (clients and non clients) and serious occurrences.
- Client Service Model Training June 18th and 19th.
- Diversity Training in November in partnership with CAS and Immigrant Settlement with Dr. Leeno Karumanchery. Board Members are welcome.
- Suicide Intervention.
- Staff Supervision.

Community Relations

Mapping for MCYS – In May, we participated in a pilot “mapping” project, using Ministry templates to describe all of our youth mental health services. The Ministry intends to use this information to identify service gaps and to reallocate funds from relatively over serviced areas across Ontario.

Marketing

Agency Program Directory - We have completed and posted our new program directory on the website. We have also created a court binder to help the justice community better understand our programs.

Agency Overview – We have created a draft booklet that provides the reader with a basic overview of the Agency’s Principles and best Practices. This document will be posted on line.

RBC Grant and Adoption – The report on the use of last year’s \$50,000 donation (Roy Walsh Home and our CSM Database), is due by the end of August and our submission for the 2008 donation is due approximately one month later. We are eligible for up to \$60,000.

During the month of May several meetings were held with RBC staff Angela King and Sherri Veg who are voluntarily heading up the marketing partnership with St. Leonard’s.

The purpose of the partnership is *“To establish a marketing relationship between St. Leonard’s Community Services and RBC.”*

The mandate of the partnership is *“To provide continuous support to and communal awareness of St. Leonard’s Community Services.”*

The goals of the partnership are *“To establish a commitment to volunteerism, to aid in marketing opportunities and to provide a naming opportunity.”*

On May 21st a marketing meeting was held involving several RBC staff, including Pat Sheridan and St. Leonard’s staff. In order to provide historical perspective and some visioning for the future, Marketing and Communication Plans developed several years ago by the Lashbrook Group for St. Leonard’s Community Services were updated and distributed to the RBC Marketing Team.

At this meeting it was decided that the RBC would lend its name and ongoing volunteer support to the Youth Action Centre. The YAC was chosen because of its diversity and volume of services including employment, education, youth justice etc. A one page overview of the YAC was prepared for marketing purposes. We are currently developing several joint branding tools including new signage and brochures entitled “The RBC Youth Action Centre”. The accompanying tag line will be *“Banking on Youth.”* Some of the volunteer opportunities discussed for the YAC include a breakfast club, a homework club, individual tutoring, support counselling, Animal Assisted Therapy (AAT), Environmental youth engagement and facilitating social and recreation outings.

A list of ongoing and periodic volunteer opportunities throughout St. Leonard’s will also be posted on each organization’s websites, as well as a new share net site that will be developed specifically to highlight volunteerism.

In addition to the direct forms of volunteerism, proposal writing to foundations was also identified as an invaluable support that could raise significant donations. Several foundations have already been selected as potential targets.

To raise and maintain awareness about the partnership, we are also developing ‘post it’ notes for use by both organizations, containing our logos and the new tag line.

RBC staff will also produce a one page newsletter every 2 months to highlight upcoming events at St. Leonard’s where RBC staff could volunteer such as Children’s Mental Health Week, Youth Homelessness Week, our AGM etc.

For organizational purposes, an RBC staff member was assigned to each for the following marketing portfolios:

1. Newsletter
2. Volunteer Coordinator
3. Foundation Proposals
4. Marketing and Branding Coordinator

The week of June 9th RBC is celebrating “Community Week” and has offered St. Leonard’s the opportunity to set up information kiosks at the Lynden and Colborne Branches on June 9th. Marilyn and her staff have taken over this initiative and will provide staffing at the kiosks on those dates.

AGM - Plans are underway to celebrate our 40th anniversary with a nostalgic open house prior to the meeting highlighting the evolution of the Agency. We have invited old Board and staff members.