



HEROWORK

RADICAL RENOVATIONS



STRATEGIC PLAN 2020-23

Charity Number: 84119 8583 RR0001

OUR VISION: To create and sustain a movement of inspired communities revitalizing buildings and spaces for charities across Canada.

OUR MISSION: To organize and complete community-based, quality renovations for and with charities, enabling these charities to increase their capacity and efficiency to serve vulnerable populations.

VALUES: Inspiration, Excellence, Team Oriented, People First, Solution Focused.

GOAL 1: DELIVER high quality renovation events that increase the capacity of charitable organizations, making them more effective in helping vulnerable populations

STRATEGIES: A. DELIVER HIGH CHARITY PARTNER SATISFACTION

Ensure our charity renovation partners are highly satisfied through good communications, adherence to values, and delivering on our promises.

B. DELIVER EXCELLENT RADICAL RENOVATION OUTCOMES

Ensure our renovations are comprehensive, have high quality, positive impact, and good return on investment.

GOAL 2: EXPAND our impact through developing strong partnerships, building awareness, and duplicating our program into new communities.

STRATEGIES: A. EXPAND OUR SPONSORSHIPS AND PARTNERSHIPS

Develop and advance our approach to increase the quality and quantity of corporate supporters both in local communities and across geographical regions.

B. EXPAND INTO OTHER COMMUNITIES

Develop and implement models, systems and governance practices to effectively replicate our program into other communities.





GOAL 3: INSPIRE communities and partners using the strength of our experience and knowledge to create actions that benefit vulnerable populations

STRATEGIES: A. INSPIRE MORE COMMUNITY AND VOLUNTEER ENGAGEMENT

Increase our volunteer base through advancement and novel experiences of community, while enhancing participants' leadership and team building opportunities.

B. INSPIRE BOARD OF DIRECTORS ENGAGEMENT

Ensure a committed board made up of community and business leaders with diverse experience as ambassadors, advisors and active participants.

C. INSPIRE A LARGER COMMUNITY OF INTEREST

Increase Herowork's profile and raise awareness of the importance of community infrastructure as well as our mandate across industries, non-profits, and governments to motivate social, economic and political change.

GOAL 4: STRENGTHEN our culture, systems and practices to ensure a progressive and sustainable organization.

STRATEGIES: A. STRENGTHEN OUR SAFETY

Continuously improve our safety program by implementing comprehensive lessons learned reports after each project, always striving for zero injuries.

B. STRENGTHEN OUR BUSINESS ACUMEN AND ACCOUNTABILITY

Consistently improve our program to achieve measurable results through a culture of leadership, innovation, and effective communication that proactively manages change.

C. STRENGTHEN OUR ORGANIZATIONAL SUSTAINABILITY AND FINANCES

Invest in growing our supporter base. Strengthen and diversify our revenue through innovation and social enterprise opportunities. Enhance our financial structures and develop a contingency reserve.

D. STRENGTHEN OUR LEARNING AND DEVELOPMENT

Invest in our HR strategies to attract and retain skilled employees by providing purpose, mentorship, training, and professional development so our people are effective and resilient.

Discover more at [HeroWork.com](https://www.HeroWork.com)



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