



CHRA ACHRU



Canadian Housing and Renewal Association

Draft Strategic Plan: 2020-24



Strategic Planning – Up to Now

Fall 2018: CHRA Board of Directors agrees on Strategic Planning process

November 2018: Members survey to determine member's views on current Strategic Plan.

December 2018: Staff brainstorm into Strategic Planning

February 2019: Facilitated Board planning session

March-April 2019: Member feedback on draft Strategic Plan

June 2019: Board to review member feedback, make adjustments

Summer 2019: Finalize Objectives

October 2019: Present final Strategic Plan to Board for adoption

November 2019: Members webinar to present Strategic Plan, posted on the CHRA website

January 2020: New Strategic Plan set to take effect.

Proposed Vision

CHRA...Housing For All

Proposed Mission

The purpose of CHRA is to strengthen the community housing sector for the benefit of all through advocacy, research, partnership and member services.

Proposed Beliefs

- Everyone has the right to safe, quality, adequate, and affordable housing.
- Safe, adequate and affordable housing is critical for all people to achieve success and reach their full potential.
- CHRA is committed to Reconciliation with Indigenous peoples and housing is a core component of Reconciliation.
- Governments have a critical role to play in providing access to safe, quality, adequate and affordable housing.
- CHRA strength comes from our members and all members have a voice.
- Collaboration and partnership with key stakeholders is central to CHRA future success.

Key Result Areas

- Advocacy
- Policy and Research
- Member Services
- Strategic Partnerships
- Organizational Excellence

KRA 1: Advocacy

- 1.1 Develop a long term vision and strategy for a sustainable, affordable housing sector in which all people in Canada have access to housing that meets their needs by 2030.
- 1.2 Deepen engagement with members in identifying advocacy priorities, positions and reporting on advocacy results.
- 1.3 Continue to engage with partners and other stakeholders in (including CANPHA) CHRA advocacy efforts, including shared messaging.

KRA 2: Member Services

- 2.1 Create convening spaces for members to collide and collaborate (beyond Congress)
- 2.2 Create opportunities for members to directly contribute to strategic goals and key objectives.
- 2.3 Continue to deliver a Congress that is valued by membership, and that delivers high quality to community housing leaders.
- 2.4 Expand opportunities for members to grow as leaders in the affordable housing space.

KRA 3: Policy and Research

- 3.1 Establish a “stand alone” (aligned with CHRA) Indigenous Caucus to lead the policy/research/advocacy agenda for urban, rural and northern Indigenous Housing.
- 3.2 Develop a report card to measure implementation of the NHS and alignment with CHRA objectives.
- 3.3 In collaboration with others develop policies on “affordable” housing and the impact of the NHS.
- 3.4 Develop a community housing research agenda based on best practices in collaboration with key partners.

KRA 4: Strategic Partnerships

- 4.1 Build upon existing strong partnerships, and identify and create new strategic partnerships with housing and non-housing stakeholders in pursuit of our vision.

KRA 5: Organizational Excellence

- 5.1 Complete a governance review to ensure Board diversity, representation, Indigenous support, Director engagement
- 5.2 Strengthen the current value proposition that supports a renewed membership model (eg, categories, caucuses) to address member diversity, needs and CHRA needs.
- 5.3 Continue to develop effective internal support functions and processes (HR, finance, succession, SOPs, etc.).
- 5.4 Ensure CHRA is recognized as a leader through implementation of a robust internal and external communication strategy.
- 5.5 Secure long term funding sources via foundations and other sources.

Thoughts/Feedback?

Thank you!

Merci!