

# OUR VALUES



## INCLUSIVITY

We create a welcoming, non-judgmental space where everyone feels valued.



## COMMUNITY CONNECTION

We build strong, meaningful relationships within our community.



## SUPPORT AND ACCESSIBILITY

We go above and beyond to support and assist those in need.



## COLLABORATION AND ENGAGEMENT

We work together to create opportunities for participation and involvement.



## ADAPTABILITY AND INNOVATION

We embrace change and seek out new ways to address challenges



# Strategic Plan

## Vision

To be Denmark's inclusive community hub for connection, innovation, and collaboration.

## Mission

Our mission is to be a welcoming hub that empowers the Denmark community by providing access, guidance and practical help so everyone can feel a genuine sense of connection and growth.

## Key Strategic Goals

### Communication and Promotions

- The CRC will improve its online and offline marketing and promotion strategies to increase awareness of our services.

### Partnerships and Connections

- Increase and diversify the partnerships that help the CRC achieve its goals
- Strengthen connections with existing partners that contribute towards the CRC's goals

### Sustainability

- People - Ensuring the professional development and capacity of our staff and volunteers
- Infrastructure - Ensure that the building and the facilities meet the growing needs of our community
- Reduce our footprint on the natural environment

### Innovation

- Expanding the learning and education opportunities for the community
- Improving our internal IT infrastructure and security measures
- Ensuring a human centred approach in everything we do.

### Inclusive Culture

- CRC listens and strives to provide support to all visitors and staff
- CRC fosters an environment of psychological safety

## Objectives & KPI's

### Communication and Promotions

2025/26 Objectives	Performance Indicators	Impact
<ul style="list-style-type: none"> <li>The CRC will improve its online and offline marketing and promotion strategies to increase awareness of our services.</li> </ul>	<ul style="list-style-type: none"> <li>ONLINE               <ul style="list-style-type: none"> <li>Website.</li> <li>Google Analytics.</li> <li>Monthly report to board</li> <li>-Social Media Plan</li> </ul> </li> <li>OFFLINE               <ul style="list-style-type: none"> <li>Yearly Net Promoters Score from survey</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Increased awareness of our products and services</li> <li>Increase revenue</li> <li>Increased foot traffic through our doors</li> </ul>
2026/27	<ul style="list-style-type: none"> <li>Website implementation for services, events, portal for staff and board</li> </ul>	

### Partnerships and Connections

2025/26 Objectives	Performance Indicators	Impact
<ul style="list-style-type: none"> <li>Increase and diversify the partnerships that help the CRC achieve its goals</li> </ul>	<ul style="list-style-type: none"> <li>Track names and numbers of established and potential Not For Profit groups engaged with</li> <li>Petra to visit community groups quarterly</li> <li>Report to the board monthly on the ongoing engagement level</li> </ul>	<ul style="list-style-type: none"> <li>Increased awareness of CRC services and facilities</li> <li>New partnerships</li> <li>Increase in room bookings and fee for service</li> </ul>
<ul style="list-style-type: none"> <li>Strengthen connections with existing partners that contribute towards the CRC's goals</li> </ul>	<ul style="list-style-type: none"> <li>(See KPI targets for NFP sector above)</li> </ul>	

# Sustainability

2025/26	Objectives	Performance Indicators	Impact
	<ul style="list-style-type: none"> <li>• People - Ensuring the professional development and capacity of our staff and volunteers</li> </ul>	<ul style="list-style-type: none"> <li>• Every staff member has 6?? hours per year (per FT Staff) of Professional Development</li> <li>• Staff meeting training sessions</li> <li>• Track staff/volunteers, time and learnings of PD</li> <li>• 6 monthly check in this yr</li> <li>• All paid staff to have annual performance review</li> <li>• Volunteers to have an annual 'casual chat check in'.</li> <li>• Present data in Annual report</li> </ul>	<ul style="list-style-type: none"> <li>• Staff retention</li> <li>• More efficient staff capable of stepping up and stepping in</li> <li>• Staff morale and positive culture</li> <li>• Continuity of services and systems</li> </ul>
	<ul style="list-style-type: none"> <li>• Infrastructure - Ensure that the building and the facilities meet the growing needs of our community</li> </ul>	<ul style="list-style-type: none"> <li>• Creating yearly maintenance report for internal and external structures</li> <li>• With a growth mindset, record needs and wants of the community through partnership connections by Petra and Board, also via annual survey.</li> </ul>	<ul style="list-style-type: none"> <li>• Annual report presented and building works completed</li> <li>• Supporting a diverse range of the community</li> </ul>
	<ul style="list-style-type: none"> <li>• Reduce our footprint on the natural environment</li> </ul>	<ul style="list-style-type: none"> <li>• Board to Discuss ways to reduce our impact on the environment</li> </ul>	<ul style="list-style-type: none"> <li>• Denmark Environment Centre (To look into) – Petra to follow up</li> </ul>
<b>2026/27</b>	<ul style="list-style-type: none"> <li>• People - Ensuring the professional development and capacity of our staff and volunteers</li> </ul>	<ul style="list-style-type: none"> <li>• Yearly maintenance report for internal and external structures</li> </ul>	
	<ul style="list-style-type: none"> <li>• Infrastructure - Ensure that the building and the facilities meet the growing needs of our community</li> </ul>	<ul style="list-style-type: none"> <li>• Implement ways to reduce our impact on the environment</li> </ul>	

## Innovation

### 2025/26 Objectives

- Expanding the learning and education opportunities for the community

### Performance Indicators

- Presented through manager's report

### Impact

- Increase participation numbers

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- Improving our internal IT infrastructure and security measures

- Establish a needs assessment list

- Increase capacity of the CRC staff and facilities
- Understanding what is required to meet the needs of the CRC and community

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- Ensuring a human centered approach in everything we do.

- Yearly net promoters score from annual survey

- Maintain high score of human centered approach through yearly survey
- Any IT changes made will not interfere with the Human centered approach.

## Inclusive Culture

### 2025/26 Objectives

- CRC listens and strives to provide support to all visitors and staff

### Performance Indicators

- Yearly net promoters score from annual survey
- Yearly staff survey prior to Performance Review with a standard set of questions each year

### Impact

- Staff engagement and sustaining customer relations.

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- CRC fosters an environment of psychological safety

- Yearly staff survey prior to Performance Review with a standard set of questions each year.

- Understand impact for staff of psychological safety.
- Staff feel safe, heard and supported.