

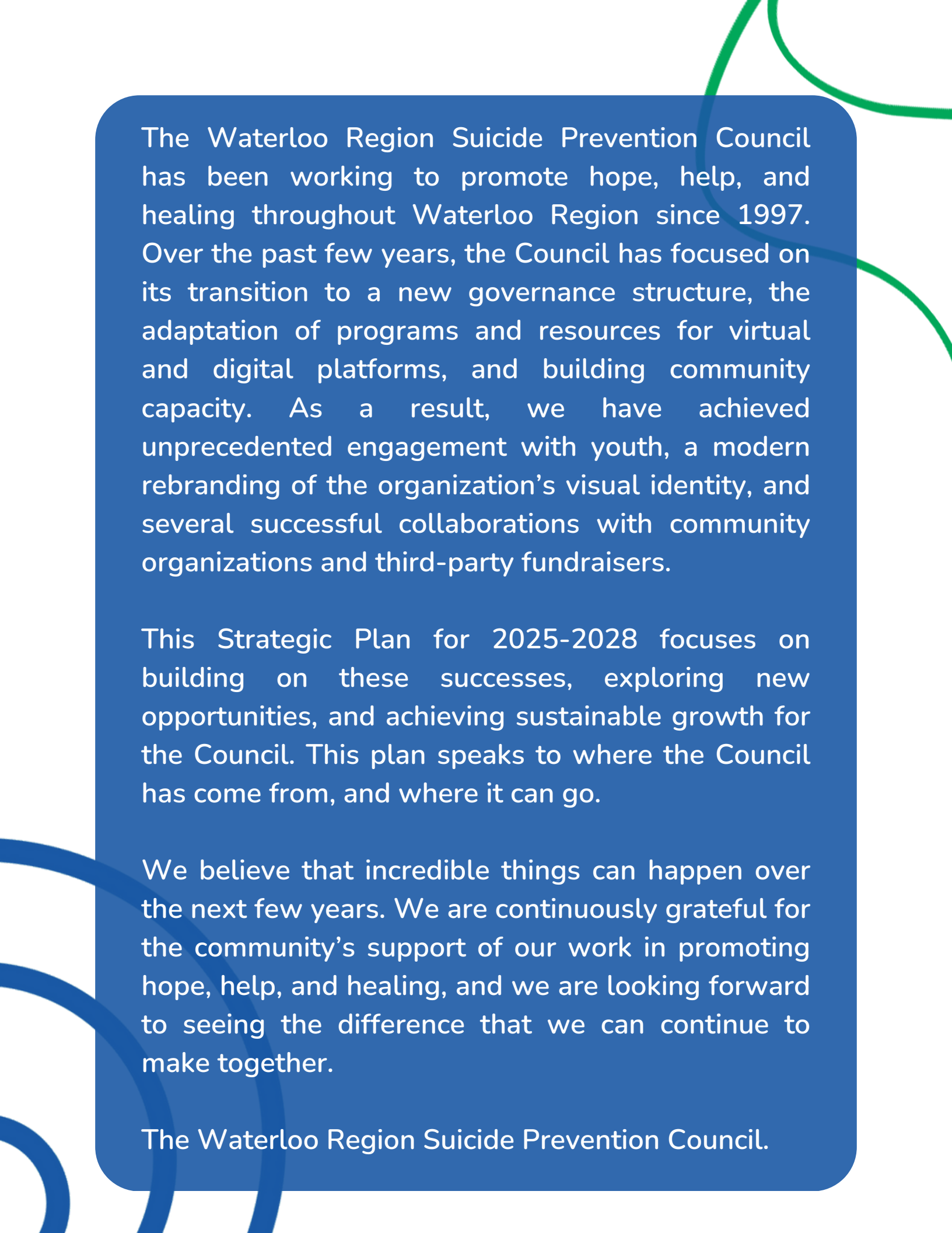
2025- 2028

Strategic Plan

*Strength in Community:
Together, we journey forward.*



WATERLOO REGION
**Suicide
Prevention
Council**



The Waterloo Region Suicide Prevention Council has been working to promote hope, help, and healing throughout Waterloo Region since 1997. Over the past few years, the Council has focused on its transition to a new governance structure, the adaptation of programs and resources for virtual and digital platforms, and building community capacity. As a result, we have achieved unprecedented engagement with youth, a modern rebranding of the organization's visual identity, and several successful collaborations with community organizations and third-party fundraisers.

This Strategic Plan for 2025-2028 focuses on building on these successes, exploring new opportunities, and achieving sustainable growth for the Council. This plan speaks to where the Council has come from, and where it can go.

We believe that incredible things can happen over the next few years. We are continuously grateful for the community's support of our work in promoting hope, help, and healing, and we are looking forward to seeing the difference that we can continue to make together.

The Waterloo Region Suicide Prevention Council.

Mission

Our mission is to reduce suicide and its impact through collaboration, education, training, and building a sense of belonging.

Vision

We envision a compassionate community leadership in suicide prevention, guiding the work of hope, help, and healing.

Values

Lived Experience

We seek meaningful and creative ways to involve people with lived experiences in our work.

Inclusivity

We break down barriers to create an anti-oppressive culture of respect and support that focuses on the individual needs of staff, volunteers, and people participating in our activities.

Community

We actively engage with our communities to create a sense of belonging for all.

Collaboration

We believe that by working together, we achieve great things.


Strategic Priorities



As a leader in community-based suicide prevention work, the Waterloo Region Suicide Prevention Council will continue to develop trauma-informed and inclusive services, sustainable organizational capacity, and collaborative, cross-sectoral partnerships to achieve its vision of compassionate community leadership in suicide prevention.

Strategic Priorities are the foundation of success as they identify critical areas of focus that will help the Council to achieve its goals.

For 2025-2028, the four Strategic Priorities are:

- ➡ Building a Sense of Community
 - ➡ Engaging Populations of Priority
 - ➡ Advancing Organizational Capacity
 - ➡ Growing Provincial and National Reach.
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Building a Sense of Community

The Waterloo Region Suicide Prevention Council is committed to journeying alongside the community, through creating and supporting opportunities that contribute to a sense of belonging and connection within the Waterloo Region community.

From 2025 to 2028, we will strive to:

1. Increase suicide prevention awareness and life promotion opportunities within the community.
2. Leverage technology to support the community through online resource, training, and events.
3. Create and implement opportunities for a sense of belonging and connectedness for those impacted by suicide.
4. Provide opportunities for knowledge exchange and mobilization for the community of professionals and practitioners working within suicide prevention, intervention, postvention and mental health.

Engaging Populations of Priority

The Waterloo Region Suicide Prevention Council recognizes that there are population groups that have been historically under-served by suicide prevention efforts. We are committed to engaging with populations of priority which have or are currently experiencing the disparate impacts of suicide, and/or which have been historically under-served by mental health and suicide prevention supports.

From 2025 to 2028, we will strive to:

1. To increase knowledge and awareness of suicide prevention, intervention, life promotion, and mental health in youth.
2. To increase knowledge and awareness of suicide prevention, intervention, life promotion, and mental health in men.
3. To increase knowledge and awareness of suicide prevention, intervention, life promotion, and mental health for marginalized and historically under-served populations.
4. To develop and maintain new and existing specialized supports for those impacted by suicide loss.

Advancing Organizational Capacity

The Waterloo Region Suicide Prevention Council is dedicated to maintaining its role as a community hub for suicide prevention efforts. As a non-profit organization, we will pursue sustainable growth that maintains the values and integrity of the organization, while increasing the efficacy of our work.

From 2025 to 2028, we will strive to:

1. Develop and maintain avenues for evaluating the needs of the community, as well as the impact of our own programs and services.
2. Embrace diversity and inclusion within Council structures, including the Board of Directors, staff, and volunteers.
3. Diversify, stabilize, and strengthen financial resources.
4. Secure expanded or new office space, which will support organizational needs and opportunities for growth.

Growing National and Provincial Reach

The Waterloo Region Suicide Prevention Council has a history of engaging in national and provincial advocacy efforts. We are committed to working with provincial and national partners to continue to fight for change, including the development and implementation of a federal National Strategy and Action Plan for Suicide Prevention.

From 2025 to 2028, we will strive to:

1. Support and grow the Ontario Suicide Prevention Roundtable.
2. Be a leader in the national advocacy for suicide prevention, through engagement with national partners.
3. Explore and develop opportunities for provincial advocacy in suicide prevention, intervention, and postvention.
4. Increase the organization's profile and brand recognition with community, provincial, and national leaders and supporters.

Get Involved & Stay Connected with WRSPC!

In order to work towards and achieve the strategic goals outlined in this plan, **we need your help**. We rely on the generosity of our community to help fund our programs and services. You can help to support our work promoting hope, help, and healing through a one-time gift, or by becoming one of our monthly donors.

Financial gifts are not the only way to support our work. Participating in one of our education sessions or training opportunities can help to keep our community suicide alert and helps to increase awareness of the work we do.

We encourage you to stay connected with us, as we continue to journey alongside our community and promote hope, help, and healing.

Connect with Us!

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