

# 2010 – 2013 Strategic Plan

## Vision

A healthy community through caring and connection.

## Mission

The London and District Distress Centre is a community-based organization that provides individuals in need with short-term empathetic listening and confidential telephone support, operated 24 hours a day by highly trained and caring volunteers.

## Values

### Caring

We care about our community. We provide empathetic listening in a supportive environment.

### Confidentiality

We provide services that are private and confidential, unless life and/or personal safety is at imminent risk.

### Community

We work in an inclusive, collaborative manner. We ensure that our services are accessible and we build on the strengths and capacities of individuals and our community.

### Character

We conduct ourselves with integrity, honesty and respect.

### Leadership

*We are professional and strive to be a leader in all that we do. We are continuously looking for new, evidence-based and creative ways to improve the programs and services we provide.*

### Understanding

*We treat everyone with dignity, respect and acceptance.*

### Volunteerism

*We embrace and promote volunteerism.*



*"The people I talk to understand me."  
- Caller*

## Overview of the Priority Areas and Goals

Priority Areas	Goal Areas	Goals for the Strategic Plan
<b>Marketing and Promotion of Services</b>	Neighbourhood-Based Approach	Identify neighbourhood groups for talks and connections
	LMHCS/CMHA Partnership	Develop and implement a communication plan for the Crisis partnership
	Mental Health Stigma	Continue to train call volunteers on mental health issues  Develop a public awareness and education campaign for the public in collaboration with other stakeholders  Continue to provide non-judgmental listening to callers
	Marketing Material	Revise marketing and display material  Explore e-marketing
<b>Fundraising and Revenue Generation</b>	Diversify Funding Sources through Partnerships and Social Enterprise	Develop a fund development plan  Develop a social enterprise plan
<b>Service Enhancement</b>	On-Line Services	Conduct a feasibility study re: the use of on-line services
	Call Out Programs	Finalize and implement call out programs
	Phone System	Investigate alternative phone system features and implement an upgraded system in conjunction with the move to the new location  Implement call display and call trace
<b>Partnerships</b>	LMHCS/CMHA Partnership	Implement and evaluate the partnership with a launch date of April 1, 2011
	Council for London Seniors and Sexual Assault Centre London	Investigate potential opportunities for further partnerships with the Council for London Seniors and with the Sexual Assault Centre London
	Other Helplines in London-Middlesex	Explore potential collaborative opportunities with other helplines in London-Middlesex

Priority Areas	Goal Areas	Goals for the Strategic Plan
<b>Staff and Volunteer Attraction and Retention</b>	Executive Director Succession Plan	Develop an Executive Director succession plan
	Board Recruitment Plan	Develop a Board recruitment plan for succession and skill and experience
	Increase the Number of Call Volunteers	Develop a longer term recruitment, retention, recognition and training plan for call volunteers and review the volunteer recognition program
	Profile of Call Volunteers	Increase the number of volunteers over the age of 25 and over the age of 60
	Methods for Ongoing Training for Call Volunteers	Provide on-line learning forums through Distress Centres Ontario to call volunteers
<b>Facility Management</b>	Alternative Location for June 2011	Conduct a feasibility study to explore and choose an option for an alternative location for LDDC and develop and implement a “moves” plan, including a communication plan
<b>Quality</b>	Distress Centres Ontario (DCO) Accreditation	Complete the DCO accreditation process
	United Way Outcomes Project	Document the process through the use of a Logic Model
	Consolidate and Strengthen the Support, Training and Management of Call Volunteers and Staff	Review the existing training resources for call volunteers and upgrade, as necessary  Explore partnerships with other service providers for training programs
	Program Evaluation	Develop and implement an evaluation framework and annual evaluation plan for LDDC programs and services
	Accessibility for Ontarians with Disabilities Act (AODA) Implementation	Develop and implement a plan to comply with the Accessibility Standards for Customer Service as defined by the Accessibility for Ontarians with Disabilities Act

The completion of the goals in this Strategic Plan is dependent upon obtaining additional resources.



## History

The London and District Distress Centre has been operating since 1968 as one of London and Area's first points of contact for many individuals who are facing difficult decisions, and feeling worried, overwhelmed, sad, scared or in crisis. Call volunteers are available to provide telephone support and problem solving skills 24 hours a day, 365 days a year. All services provided by the London and District Distress Centre are free, non-judgmental, confidential and supportive in nature. Many callers suffer from diagnosed and ongoing mental and physical health challenges, which they find difficult to overcome.



*"All you need to do is pick up the phone and be there for the person on the other end of the line. You gain a lot from that experience. I know I did." – Call Volunteer*

*"The Distress Centre has been a very valuable and supportive service to me in my past crises. It has given me a feeling that I'm not alone. I give my thanks to all who have contributed their time, patience and empathy towards my obstacles in life." - Caller*

## Services

### The Distress Line 519.667.6711

- Suicide/Immediate Crisis Intervention
- Distress Management
- Ongoing Support
- Information and Referral

### The Seniors Helpline 519.667.6600

- Provides telephone support for seniors and people who care for them

### London CArES Response Line 519.661.CARE

- Telephone response line component of a broader, integrated strategy to address the needs of individuals living with the effects of poverty, homelessness, addiction and mental illness in the downtown core

To make a donation visit [www.londondistresscentre.com](http://www.londondistresscentre.com)