

## PMI Lakeshore, Ontario Chapter

# Members Help Not-for-Profit Produce Strategic Plan

**MEMBERS OF** the PMI Lakeshore, Ontario Chapter (Canada) had expressed a strong desire to provide their skills to help a not-for-profit charitable organization achieve its goals. The chapter's board listened and supported the launch of a partnership with the Robert Land Community Association (RLCA). The partnership's goal was to provide the association with skills and knowledge from a volunteer PMI project team to produce a strategic plan to ensure its long-term, sustained success.

RLCA is home to an ever-growing number of programs and services that are helping to improve the quality of life and enhance social well-being for an entire neighborhood in North Hamilton, Ontario, Canada. Committed to tackling poverty, RLCA ([www.robertland.org](http://www.robertland.org)) purchased a school building in 2006 and has since turned it into a thriving community center that addresses education, housing, recreation and basic necessities of life, with a focus on developing a healthy and safe community for children and youth.

The volunteer PMI project team was quickly formed and the project was launched. This dedicated team donated more than 1,000 hours during the rewarding personal enrichment experience, which was launched in May 2009. Highlights of the six-month project included:

- Implementing a "voice of community" event to obtain community input for the strategic planning process. An army of 80 volunteers knocked on more than 600 doors to ob-

tain community feedback and host a neighborhood open house and family day.

- Contacting 100 organizational stakeholders, funders, programming partners, leasers and local government representatives to provide input to the strategic planning process.
- Conducting a strategic planning workshop with facilitation provided by Mohawk College's team at the Mohawk Management Decision Centre.
- Celebrating the success of this inaugural outreach project at the PMI Lakeshore 10th Anniversary Dinner Celebration on 7 December 2009, attended by Drina Omazic, chief of staff, for the city of Hamilton's office of the mayor. PMI Director Peter Monkhouse, PMP, and more than 200 members, sponsors and chapter supporters also attended.



Open House event at the Robert Land Community Association facility.



Members of the PMI Lakeshore, Ontario Chapter are shown with RLCA representatives at the project's outreach team kick-off. Shown in front are (from left): Ali Shahidi, PMP; Alison Copoc; Don MacVicar, president of RLCA; Steve Tkalcovich, PMP; and Doreen Wilson of RLCA. In the rear are (from left): Ghassan Hillawi, PMP; John Thorburn, PMP; Kelly Pauly, PMP; and Ted Hodgkinson of RLCA. Not shown are Sue Fowler of RLCA and Pamela King, PMP.

Every member of the team, along with a variety of volunteers on specific tasks, worked hard to achieve this outcome.

Special mention goes to three people who made unique contributions: Kelly Pauly, PMP (PMI Lakeshore director and project sponsor), for her communication and foresight; Alison Copoc (PMI Lakeshore assistant vice president for events and project manager) for her project management and high-energy leadership; and

Don MacVicar, president, RLCA, for his unique ability to keep everyone motivated. All three managed to bring together a diverse team, build a sense of common purpose, and lead the team to achieve the objective within scope, on time and within budget.

For more information about this project, please visit [www.pmi-lakeshore.org](http://www.pmi-lakeshore.org) and click on Announcements.