

# Strategic Planning and Branding for Future Community Awards Event

## WHY IT MATTERS TO REACH

REACH Niagara has a long term goal of creating a “Signature Event” to increase its visibility and build a stronger connection with the residents and businesses of the Niagara Region. As an organization without base funding, it is crucial to establish a presence that extends beyond day-to-day operations. A well-executed event can provide a platform to showcase the organization's impact, attract new supporters, and highlight the vital work being done to assist the equity deserving population of Niagara. By hosting an engaging event, REACH Niagara can not only strengthen its ties to existing partners and volunteers but also connect with potential donors and corporate sponsors who may not yet be aware of our organization and mission. This would create opportunities for collaboration, resource mobilization, and a better means of sustaining our organization.

A signature event would create a social and traditional media touchpoint to enable our organization to reach a broader audience and provide a larger platform to tell our story and demonstrate the direct impact of our programs. By involving key local politicians, influencers, community leaders, and media outlets, the event could help REACH Niagara gain the attention of larger donor networks. Furthermore, cultivating long-term relationships with individuals and organizations who share a vested interest in supporting the cause. In turn, this heightened visibility and awareness will be essential for securing the base funding and ongoing resources necessary to fulfill the organization's mission.



## HOW LEADERSHIP NIAGARA CAN HELP

REACH Niagara is facing a critical need to streamline its strategy and event conceptualization in order to effectively plan and execute a Signature Event. A Community Awards style Event can be costly with large scale logistical needs. Leadership Niagara's strategic guidance will be crucial laying the initial planning to ensure REACH Niagara can carry out an event within our operational capacities. The following points outline the specific challenges and needs we aim to address:



**Resource Management**



**Sustainability**



**Strategic Planning**



**Awareness and Advocacy**



**Community and Donor Engagement**

# OUR VISION, YOUR REALITY

To create a successful event, REACH Niagara needs to leverage real-life, practical strategy and business acumen from Leadership Niagara. This requires a strategic approach that blends creative vision with a deep understanding of operational execution. REACH Niagara's vision for the night is one of an elevated community meal located in a communal space where members of the equity deserving population can feel comfortable and valued. This signature event could include recognition awards for outstanding individuals working with the equity-deserving population, a shared meal, service opportunities for sponsors and political allies. The images used in this document are the foundation of our initial signature event vision board.

REACH Niagara values the power of collaboration, recognizing that success stems from the collective efforts of an entire team. This process will be spearheaded by our Communications Coordinator, with support from REACH Niagara's Executive Director, board members, and administrative staff, who will bring diverse skills and perspectives to the planning process. Moreover, this collaborative approach will foster mutual education and understanding, for both Leadership Niagara and REACH Niagara.

**We need your help in taking our vision and ideas and turning it into real actionable, obtainable strategy.**



## OUR NEXT STEPS ARE YOUR NEXT STEPS

We look forward to hearing about Leadership Niagara's selection from their worthy pool of applicants. Thank you for your time and consideration in working with REACH Niagara. Our mission values of Making Healthcare Accessible does not happen alone. We hope to strive towards a better Niagara through this collaboration with Leadership Niagara.

Please do not hesitate to contact us for additional information, comments, or questions:



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