

Since 1975, as a charitable, social service organization, the Parent Resource Centre (PRC) remains a highly regarded family resource centre in Ottawa due to its holistic approach focused on child development and support of parents and caregivers. PRC continues to be recognized for the critical role that it plays in the community, making a meaningful difference in the lives of families, which allows them to progress and succeed regardless of their circumstances.

This Strategic Plan reflects our ambitions to continue the exceptional programming we offer as well as develop new initiatives which will serve to meet emerging community needs for children and their families.

“We empower parents, caregivers, children and youth to build resilient families.”

VISION

Communities where all children discover and develop skills to live the best life possible.

MISSION

The Parent Resource Centre helps build confident, resilient families in Ottawa. We provide engaging high-quality programs, a wide variety of social services and supportive resources for children, youth, parents and caregivers in a welcoming environment.

VALUES

Child Centered /
Family Focused
Inclusive
Collaborative
Compassionate
Innovative

Strategic Plan 2024-2028 PROMOTING WELL-BEING

CHILD • FAMILY • COMMUNITY

STRATEGIC FOCUS:
PROGRAMMING

STRATEGIC FOCUS:
PEOPLE

STRATEGIC FOCUS:
VISIBILITY

STRATEGIC FOCUS:
FUNDING

GOAL:
Excel with innovative programming

GOAL:
Promote, attract, nurture, leverage and retain exceptional people

GOAL:
Build strong recognition of critical mission

GOAL:
Ensure financial sustainability

INITIATIVES:

- i. Ensure programming is reflective and responsive to needs
- ii. Explore and engage in collaborative partnerships
- iii. Exemplify professional competence

INITIATIVES:

- i. Nurture a healthy workplace
- ii. Embody compassion
- iii. Leverage leadership
- iv. Ensure human resources are optimized
- v. Support internal resources with profile in community

INITIATIVES:

- i. Extend organizational reach
- ii. Position organization as expert within sector, community and amongst peers
- iii. Forge new strategic alliances / collaborations
- iv. Promote quality and impact of services

INITIATIVES:

- i. Effectively steward existing funding relationships
- ii. Build capacity to secure increased funding
- iii. Diversify funding sources and streams
- iv. Leverage leadership in securing funding