



REACH
EDMONTON
Council for Safe Communities

2024 Business Plan

Safer Together

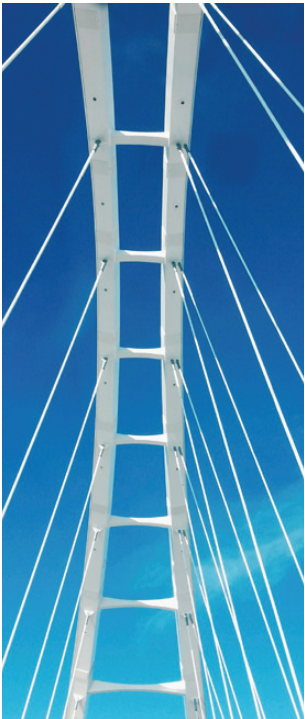


REACH Edmonton is a highly-trusted organization with a proven history of bringing together community, service agencies and government to get things done, with the ultimate aim of preventing violence to create safe communities. REACH leverages its extensive connections across the city, the province and the globe to get the right people to the table to collaboratively address complex problems. REACH was created by the City of Edmonton in 2010, to do this work in a nimble and efficient way.

Issues that affect safety in Edmonton touch multiple sectors and systems. By facilitating partnerships with a wide variety of stakeholders, existing resources are leveraged to tackle safety issues in innovative and cost-effective ways.

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| VISION | A city we are proud of, in a region which is harmonious, where all people, including the first peoples on whose lands we reside, are included and are safe. |
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| MISSION | To strengthen community safety in our city and region through innovative ideas, building relationships and inspiring action. |
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PRINCIPLES

- Truth and Reconciliation**
- Diversity, Equity, Inclusion and Belonging**
- Community Safety and Well-Being**
- Proactive, Preventative Approaches**
- Sharing and Using Global Practices**
- Enabling Community-Based Solutions**
- Nimble and Responsive to Emergent Needs**

2024 ORGANIZATIONAL COMMITMENTS

Building on the direction of past business plans, and with guidance from the strategic pillars set by its board of directors, REACH is committed to the following high-level priorities in 2024.

- Increasing focus on primary prevention approaches (like Out of School Time).
- Ramping up efforts to combat human trafficking by playing a leadership role in creating the new Alberta Office to Combat Trafficking in Persons.
- Demonstrating organizational impact through added focus on data, research and evaluation.
- Creating a work culture that is best in class.
- Working toward becoming a leader in diversity, equity, inclusion and belonging.
- Ensuring strong financial governance and risk management practices.
- Enhancing external communications.
- Growing opportunities for learning, capacity-building and networking to support a strong social sector.
- Strengthening our academic ties.

Strategic Pillars to Make Edmonton Safer



ENABLERS

These functions not only contribute to a strong organization, but also play a role in the success of the many initiatives REACH leads and supports.



- People and culture
- Finance and operations
- Advocacy
- Communications
- Training
- Community engagement
- Holding space/fostering relationships

2024 IMPACT FRAMEWORK

| LEGEND | |
|--|--|
| ➤ | REACH Led or Co-Led |
| + | REACH Supported |
| ◇ | New Initiative |
| Primary Prevention | Tertiary Prevention |
| Secondary Prevention | Multi-Faceted |
| AREA OF FOCUS | PROGRAMS AND INITIATIVES |
| Combatting Human Trafficking and Exploitation | <ul style="list-style-type: none"> ➤ Safer Way Out ◇➤ Alberta Office to Combat Trafficking in Persons ➤ Alberta Human Trafficking Network ➤ Sexual Exploitation Working Group |
| Diverting Crisis | <ul style="list-style-type: none"> ➤ 24/7 Crisis Diversion |
| Prioritizing Anti-Racism, Indigenization and Lived Experience | <ul style="list-style-type: none"> ➤ Capacity Training ➤ Alberta Hate Crime Committee ➤ Coalitions Creating Equity ➤ Rotary District Indigenous Committee |
| Supporting Immigration and Refugees | <ul style="list-style-type: none"> ➤ REACH Immigrant and Refugee Initiative ◇➤ Immigrant Youth Leading Change |
| Mitigating Addiction and Mental Health Problems | <ul style="list-style-type: none"> ➤ Addictions Don't Discriminate ➤ Substance Use and Addictions Program ➤ Community Liaison Committee, Partners in Drug Poisoning Prevention Committee |
| Building Safe and Inclusive Neighbourhoods | <ul style="list-style-type: none"> ➤ YEG Ambassadors ➤ Neighbourhood Organizing Initiative ➤ CiviDa Housing Project ➤ Soloss ➤ Healthy Streets Operations Centre ➤ Downtown Recovery Coalition |
| Preventing Violence | <ul style="list-style-type: none"> ➤ Capacity Training ➤ Countering Hate-Motivated Violence ➤ Canadian Centre for Safer Communities ➤ Community Initiatives Against Family Violence ➤ Peace in Our Cities |
| Promoting Family, Child and Youth Success | <ul style="list-style-type: none"> ➤ Capacity Training ➤ Child and Youth Newcomer Service Coordination ➤ Out of School Time Collaborative ➤ WrapED ➤ Don't Click! Youth Initiative ◇➤ Youth Gang Network Coordination ➤ Youth Housing Upon Release ➤ Allies 4 Youth Conference |

COMMUNITY INITIATIVES

At the outset of 2023, REACH Edmonton began a process of redesigning and reinventing the way we measure the organization’s impact. As the work of REACH has grown, a bird’s eye view has become essential. Current community initiatives are organized according to eight focus areas. We believe that prioritizing these will have the biggest impact on community safety and well-being. REACH is developing key performance indicators for each focus area throughout 2024, to ensure the data we provide is both measurable and meaningful.

| AREA OF FOCUS | IMPACT STATEMENT |
|--|---|
| Combatting Human Trafficking and Exploitation | Heightened awareness and increased alignment for combatting human trafficking in Alberta occurs. |
| Diverting Crisis | High-needs populations have pathways to safer circumstances. |
| Prioritizing Anti-Racism, Indigenization and Lived Experience | Equitable approaches enhance community capacity and feelings of safety across Edmonton. |
| Supporting Immigration and Refugees | A system and navigation to support successful community integration and economic and social outcomes for newcomers is in place. |
| Mitigating Addiction and Mental Health Problems | Stigma associated with addiction and mental health is reduced, and there is better awareness, education and person-centred approaches. |
| Building Safe and Inclusive Neighbourhoods | Community leaders are supported and developed to advance safety for their communities. |
| Preventing Violence | Enhanced comprehension, better recognition and implementation of effective interventions targeting risk factors to reduce violence is achieved. |
| Promoting Family, Child and Youth Success | Families, children and youth have successful, healthy and safer futures. |



REACH EDMONTON Council for Safe Communities





For more information about REACH Edmonton, please visit our website by scanning the QR code above, or go to:

www.reachedmonton.ca

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