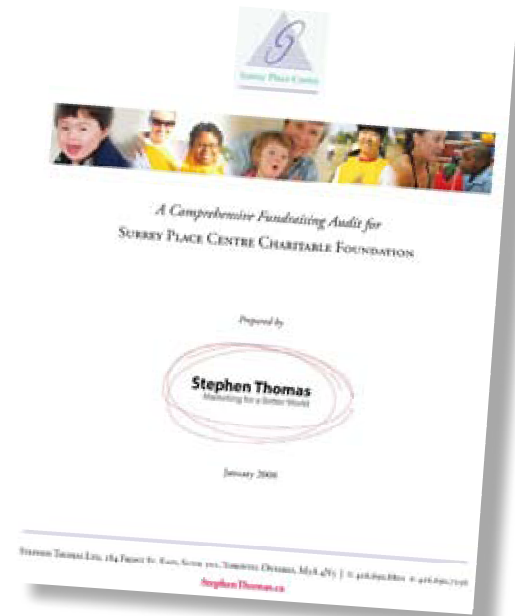




Surrey Place Charitable Foundation

Strategic Issue

Surrey Place Centre in Toronto offers a comprehensive range of programs and services to children and adults living with developmental disabilities including assessment, diagnosis, one-on-one treatment, family counselling and group support. With the aging population, the demand for services for people with developmental disabilities and their families has outpaced the organization's ability to provide the needed services; the Foundation was looking for ways to increase its fundraising capability. They needed viable options for significant revenue growth.



Strategic Response

The audit process covered six elements designed to obtain a wide range of information about the Foundation and Surrey Place Centre itself:

1. Interviews with stakeholders.
2. Focus groups with staff.
3. Analysis of Foundation's donor base.
4. Environmental scan of other developmental disabilities organizations.
5. Analysis of Surrey Place branding and messaging.
6. Review meeting with Surrey Place leadership.

Strategic Result

After assessing and analyzing the findings, and putting Surrey Place in its environmental context, ST presented three empirically supported options for moving forward. Senior leadership has responded favourably to our recommendations and is moving forward.