



OHFA Strategic Plan 2024 – 2027

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Facebook: <https://www.facebook.com/ONheritagefairs/>

WHO WE ARE

The Ontario Heritage Fairs Association (OHFA) is a non-profit charitable organization incorporated in 2007. Members include Ontario Regional Heritage Fair committees, Ontario heritage partners and individuals with similar interests and priorities. The Association has an elected volunteer Board of Directors that facilitates the Ontario Heritage Fair program, represents Ontario Heritage Fairs at the national level and seeks partnerships, donors and sponsors that will enhance the programs of the Association.

GUIDING PRINCIPLES

MISSION

To promote public awareness and understanding of family, community, Ontario and Canadian history and heritage by facilitating and supporting the Youth Heritage Fairs program and other related initiatives.

VISION

To engage all youth: anglophone, francophone, Indigenous, and other cultures in learning activities that will help them to develop critical thinking while motivating them to explore their family history, make connections within their community, discover the history of their community, province and their country, and have the confidence to become active citizens who shape the future of Canada.

CORE VALUES

Equity
Diversity
Inclusion
Flexibility
Collaboration
Respect
Creativity
Growth
Innovation
Accessibility
Positive Citizenship

OHFA PRIORITIES

In identifying the 2024-2027 priorities, the OHFA has taken into consideration that COVID-19 has, and will continue to have, a significant impact upon education and related activities. The priorities anticipate the shift in learning and the changes in the physical environment.



Human Resources

OHFA’s Volunteer Board of Directors is elected by the Association’s membership at the annual AGM for renewable one year terms. Every effort is made to include Board representation from all four of the Ontario Fairs’ geographical areas plus representation from OHFA’s Strategic Partners to ensure the broadest range of OHFA’s stakeholder voices. Within committees and as a whole the Board members are committed to working cooperatively and effectively to set goals, address needs and issues, and make decisions that enhance the Board’s effectiveness and that fulfill its mandate.

OUTCOME

- ❖ **Efficient and effective administrative processes will be developed and implemented**

MEASURABLES:

- Regular Executive Board meetings and a minimum of four full Board of Director meetings per year
- Annual AGM for full membership

- Attendance at Executive Board and Board of Director meetings and at the AGM
- Yearly review and updating as required of administration documents including the Board Manual and Strategic Plan
- Ongoing communication with Board members and stakeholders through minutes of meetings, teleconferences, newsletters, and emails
- Ongoing input from stakeholders through meetings, emails and teleconferences
- Annual Report for stakeholders outlining highlights, challenges and priorities moving forward
- Annual review of Board to determine changes and recruit new members to fill skill gaps, and facilitate Board election at AGM

OUTCOME

- ❖ **Educational and inclusive regional heritage fairs for youth will be held in all four catchment areas of the OHFA**

MEASURABLES:

- 8-12 Regional Fairs taking place each year
- Board presence at as many Regional Fairs as possible
- Collection and delivery of Ontario Partner Awards to each Regional Fair
- On-line reporting completion by all Regional Fair Coordinators
- Data compiled from Regional Fair reports on number of youth and community partner participants
- Composite report of Regional Fair Successes and Challenges collected from on-line reports
- Annual Report

OUTCOME

- ❖ **Students and sharing of well-researched and excellent projects will be recognized at the provincial level**

MEASURABLES:

- Annual Provincial Fair or Regional Celebrations and/or Virtual Fair on <https://www.ohfa.ca> recognizing excellent projects and students from all four catchment areas of Ontario
- Surveys completed by select Regional Fairs each year
- Thank you notes completed by participants for sponsors, donors, partners and volunteers
- Annual Provincial Fair Report recording participation levels, events and highlights



COMMUNICATIONS

The OHFA Board promotes and generates awareness of the OHFA programs and activities through its existing communications and social media tools, while continuing to research and implement new technologies for youth engagement. The Board provides educational resources, student opportunities, event registration, information about the annual provincial fairs and celebrations, as well as success stories to the Ontario Regional Heritage Fairs sites and participating teachers, volunteers, students and partner organizations.

OUTCOME

- ❖ **Information on the OHFA website ohfa.ca, the organization's primary communications tool, will reach and inform its target audience.**

MEASURABLES:

- Website usage statistics recorded and reported on a yearly basis.
- Posting of Newsletters, Event Reports and Annual Report
- Board and regional coordinator documents archived in secure areas of the website
- Number of documents, newsletters, events, programs and success stories that are shared with its stakeholders and target audience.

OUTCOME

- ❖ **The OHFA social media platforms will provide important information to its stakeholders.**

MEASURABLES:

- Numbers of users on social media tracked and reported quarterly
- Posting on all three platforms regularly and tracking which platforms get the most viewers and responses to facilitate increasing our visibility on all platforms
- Sharing some of the materials (like Our Shared Stories film materials) on social media

OUTCOME

- ❖ **Through effective and timely release of communications material in both official languages, the OHFA will increase the visibility of its programs and activities.**

MEASURABLES:

- Increase in public memberships
- increase in participation at Regional Fairs



STRATEGIC PARTNERSHIPS

The OHFA Board seeks out other local, provincial and national organizations and agencies with similar interests in furthering public awareness and understanding of Canadian and Ontario history and heritage and fosters a cooperative network of these groups.

Outcome:

- ❖ **The OHFA will communicate on a regular basis with current Ontario and National partners to coordinate and provide and receive feedback for the Ontario Awards Program and Canada History's initiatives, receive input for the OHFA Board on present and potential programs and opportunities, and to share important Board communications.**

MEASURABLES:

- Participation of Ontario Students in provincial and national enrichment opportunities
- Number of awards secured or created by OHFA to be presented to students to honour exemplary work
- Feedback from student surveys, student thank you notes and teacher and adjudicator comments
- Feedback from Ontario partners and Canada's History

Outcome:

- ❖ **Through regular representation on National Heritage Fair conference calls and meetings, the OHFA will continue to provide a voice for Ontario and report back to OHFA Board and stakeholders**

MEASURABLES:

- Input provided from Board Members and Fair Coordinators for important national agenda items
- Feedback provided by national teleconference representative
- Level of regional fair participation in national initiatives

Outcome:

- ❖ **The OHFA will actively recognize and foster strategic partner relationships**

MEASURABLES:

- Recognition of strategic partner contributions in written and online communications material, in speeches during ceremonies, on signage boards at events, in annual report, etc.
- Presence of strategic partner representatives at OHFA events and activities
- Renewal of partnerships



FUND DEVELOPMENT

The OHFA Board practices fiscal responsibility and accountability to create efficiencies and partnerships, balance revenue, and effectively manage financial responsibilities.

OUTCOME:

- ❖ **OHFA will maintain and validate financial records using acceptable Canadian accounting practices**

MEASURABLES:

- Completion of annual report for registered charities to Canadian Revenue Agency (CRA)
- Completion of HST Rebate forms for CRA twice per year
- Maintenance of on-line donation portals with www.canadahelps.org and PayPal
- Maintenance of on-line PayPal Account for OHFA membership renewals by credit card
- Renewal of annual liability insurance for OHFA and Regional Fair sites through our membership in the Ontario Historical Society
- Issuing of official donation receipts - as required - on behalf of OHFA and Regional Fair sites
- Overseeing transfer of OHFA funds to Regional Fair sites as required
- Financial report presented at each Board meeting
- Budget and Final Financial Accounting for all grants and projects
- Annual financial report completed by OHFA Treasurer and outside Accountant
- Report to membership at annual AGM

OUTCOME:

- ❖ **Goals and budgets that are set and adjusted will be established to deliver the OHFA program and to seek funding opportunities**

MEASURABLES:

- Establishing and meeting budget expectations for grant and funding opportunity submissions, on-line charitable donation organizations and personal donations

OUTCOME:

- ❖ **The OHFA will increase its funding sources**

MEASURABLES:

- Increase in the number of donors and sponsors each year
- Increase in the audience reach and visibility through new funding sources
- Increase in OHFA membership