



## Inclusion Principles & Strategies

### Vision

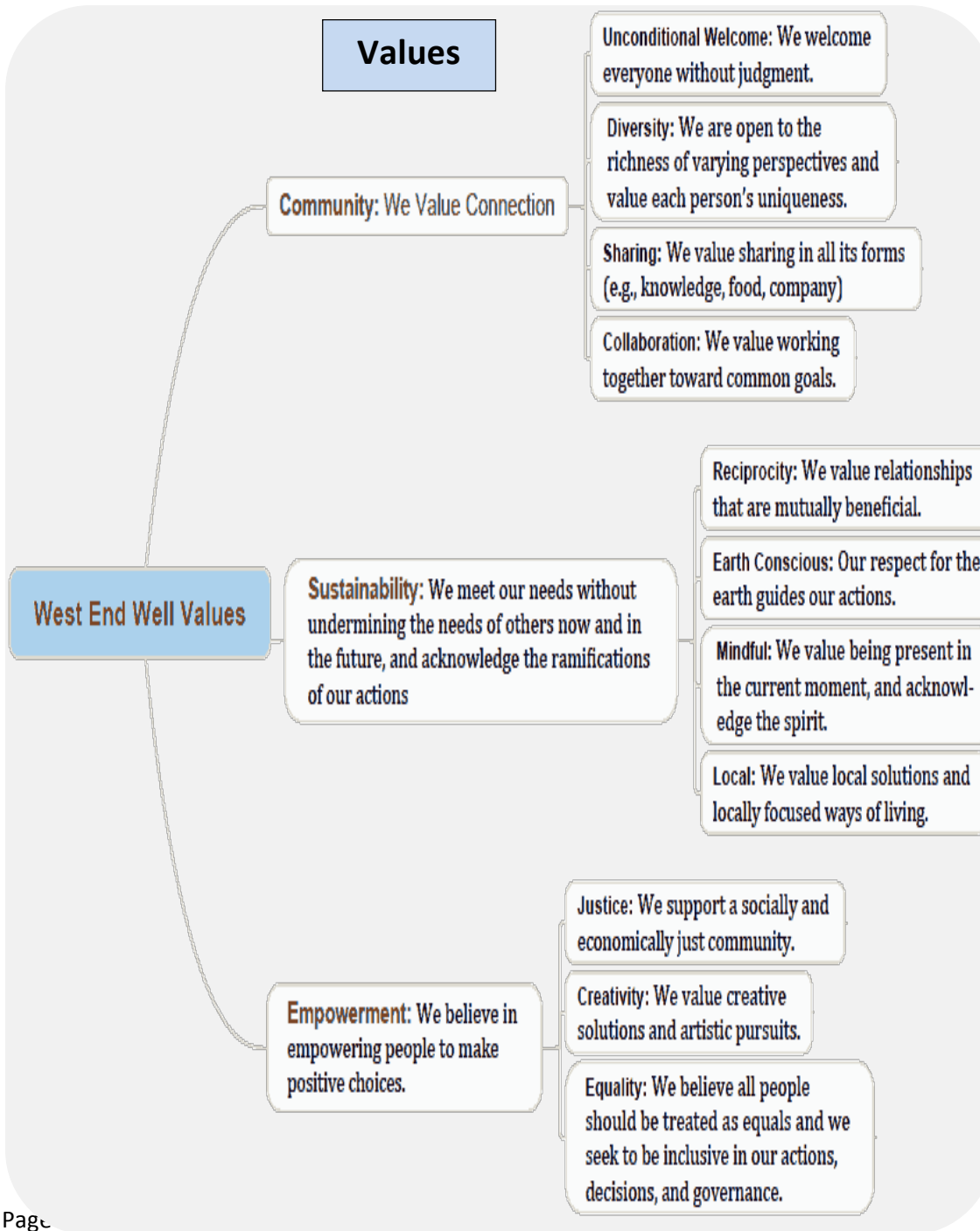
We envision a healthy and sustainable community that is nourished by our connection to each other, abundant local food, a fair economy, and a creative and vibrant culture.

### Mission

The West End Well is a co-operatively run grocery, café, and meeting place. It is a hub for food, learning, and the arts that promotes an engaged, connected, and sustainable community.

### Values

See next page ...



**West End Well Principles of Inclusion**

<b>Internal Focus</b> (Implementation of Business Plan through structures, policies / procedures and workplans)	<b>External Focus</b> (Our relationship with the broader community, particularly the most marginalized)
<input type="checkbox"/> Ensure everyone has an opportunity to have a voice	<input type="checkbox"/> Collaborate with broader community on issues of social sustainability*
<input type="checkbox"/> Promote inclusion through partnership framework	<input type="checkbox"/> Promote active engagement with entire community
<input type="checkbox"/> Continually assess if we're being inclusive	

# STRATEGIES

## A. INTERNAL FOCUS

Principle	Strategies
Ensure everyone has an opportunity to have a voice	<ul style="list-style-type: none"> <li><input type="checkbox"/> Ensure that Board recruitment policies and processes promote the opportunity for all Community members to become a Board member</li> <li><input type="checkbox"/> Promote / encourage the opportunity among those least represented in the Community membership group to become a Board member</li> <li><input type="checkbox"/> Programming Committee membership includes representation from key community partners, either as full members or as non-voting representatives</li> <li><input type="checkbox"/> Programing will take into consideration the needs of specific target groups</li> </ul>
Promote inclusion through partnership framework	<ul style="list-style-type: none"> <li><input type="checkbox"/> Partnership framework includes both business and social objectives</li> <li><input type="checkbox"/> Partnerships established with business and social organizations (e.g. explore bulk food buying opportunities with social organizations such as Social Planning Council, Cornerstone)</li> </ul>
Continually assess if we're being inclusive	<ul style="list-style-type: none"> <li><input type="checkbox"/> Board and staff workplans include strategies to promote inclusion</li> <li><input type="checkbox"/> Staff training on the "art of inclusion"</li> <li><input type="checkbox"/> Board reports annually to membership on inclusion achievements – for example:               <ul style="list-style-type: none"> <li>i. How the West End Well is demonstrating inclusion in its business practices while meeting financial objectives</li> <li>ii. Board and general membership reflects the surrounding community</li> <li>iii. Employees reflect the surrounding community</li> </ul> </li> </ul>

## B. EXTERNAL FOCUS

Principle	Strategies
Collaborate with broader community on issues of social sustainability*	<ul style="list-style-type: none"> <li><input type="checkbox"/> Partnerships that promote equitable opportunities (e.g. community gardens; musical, cultural, artistic expression)</li> <li><input type="checkbox"/> Participate in advocacy re: food security</li> </ul>
Promote active and focused engagement with entire community	<ul style="list-style-type: none"> <li><input type="checkbox"/> Communication:               <ul style="list-style-type: none"> <li>i. Establish communication channels with specific organizations (e.g. cross-promotion)</li> <li>ii. Welcome sign in multiple languages, including Algonquin</li> </ul> </li> </ul>

Principle	Strategies
	<ul style="list-style-type: none"> <li>iii. Establish feedback mechanisms</li> <li><input type="checkbox"/> Opening plans – both soft and grand opening – ensure inclusion of entire community</li> <li><input type="checkbox"/> Membership recruitment strategies are inclusive – conduct a scan to determine: <ul style="list-style-type: none"> <li>i. Who are we missing?</li> <li>ii. What is changing in the community?</li> <li>iii. What can be enhanced in our policies and operations to promote inclusion/engagement?</li> </ul> </li> </ul>

\*Dimensions of Social Sustainability: (Nobel Laureat [Amartya Sen](http://en.wikipedia.org/wiki/Amartya_Sen) describes social sustainability below. Source: [http://en.wikipedia.org/wiki/Social\\_sustainability](http://en.wikipedia.org/wiki/Social_sustainability))

<b>Active focus for West End Well</b>	<b>Equity</b> - the community provides equitable opportunities and outcomes for all its members, particularly the poorest and most vulnerable members of the community
	<b>Diversity</b> - the community promotes and encourages diversity
	<b>Interconnected/Social cohesions</b> - the community provides processes, systems and structures that promote connectedness within and outside the community at the formal, informal and institutional level (From the West End Well's perspective : formal = structures, policies / procedures; informal = how staff / volunteers / members interact with customers / other members; institutional = WEW as a corporation has a formal relationship with other organizations – private sector, governmental and / or NGO sector)
<b>Supportive role for West End Well</b>	<b>Quality of life</b> - the community ensures that basic needs are met and fosters a good quality of life for all members at the individual, group and community level (e.g. health, housing, education, employment, safety)
	<b>Democracy and governance</b> - the community provides democratic processes and open and accountable governance structures.
	<b>Maturity</b> - the individual accept the responsibility of consistent growth and improvement through broader social attributes (e.g. communication styles, behavioural patterns, indirect education and philosophical explorations)