



All Around the Table: Working Towards Wellbeing



Our Strategic Plan 2024–2027

Our Strategic Approach

Our Purpose (Mission)

All Together at the Table:

A Welcoming Space for Connection, Community, and Good Food

What We Do

541 Eatery and Exchange is a pay-it-forward cafe working to help our neighbours overcome the impacts of isolation, poverty, and injustice by cultivating a community of mutuality in our neighbourhood. Inspired by our Christian values, we are dedicated to welcoming all our neighbours inclusive of their circumstances, identity, and status.

Our Core Values

Our core values are the way we keep 541 pointed at our mission. They are a simple way of reminding others and ourselves about what principles we want to exemplify, and they guide us in shaping the way we offer programs and services. By sharing these values, not only are we making ourselves accountable to them, we're also inviting you to join us in bringing them to the forefront of our daily operations.



Hospitality (Extending Welcome)

We welcome individuals to sit at the table as they are. We cooperate and collaborate with community partners, encouraging and working with them to use the space generously.



Community (Sharing Life at the Table)

We nurture, celebrate, and care for the physical, spiritual, and relational experiences of our guests.



Belonging (Knowing Your Name)

We value and take interest in our guests as unique individuals with meaningful stories. We want to know the names of our guests and to encourage each person in their personal hopes and challenges.



Advocacy (Speaking Out With and For Each Other)

We support our team and our neighbours in their efforts to bring greater joy, hope, and justice to our world.

Why Now?

As 541 enters its 10th year of operation, we realize that it is time to double down on being a community-focused place of belonging, where all our neighbours feel valued, heard, and respected. We will develop a team committed to this complex, wonderful work: convening our guests and offering them a place of belonging, referring our guests to community partners and support services, and encouraging everyone to participate in a culture of exchange. We can't do this without a plan that addresses our people, our culture, and our resources.

Our Strategic Themes

With great reflection comes great opportunity. 541 Eatery + Exchange has paused, considered, and paved a path forward to sustainable operations and community building within the Hamilton community. We're sharing our three 'strategic themes' — core commitments of what we want 541 to be all about for the years to come. We invite you to join us on the journey forward!



Organizational Wellness

Everything we do is conducted through a service ecosystem that requires attention, maturity, and direction. We want everyone who comes into contact with 541 to experience purpose, fulfilment, care, and ultimately, a communal channel for being more fully themselves.



Beautiful Exchanges

We desire to be a place of mutuality and reciprocity, where everyone gives and receives based on where they are today. We will tirelessly pursue radical hospitality and intentional inclusivity so that belonging, equity, and neighbourliness are normal and not the exception.



Perpetuating Abundance

We all have something to give, and we all have space to receive. Generosity is abundant and 541 seeks to tap into it in ways that are compelling and welcoming, leveraging good food, transformational giving opportunities, and community connections.



Organizational Wellness

A Healthy Community



Key Measures

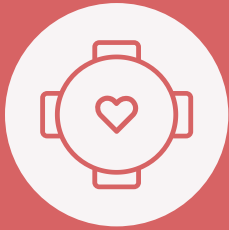
- 100% of planned policy development is complete, based on an implementation schedule.
- 90% of staff and volunteers anonymously report 'good' or 'very good' on a 5-point Likert scale, when asked about their understanding of the policies and procedures that apply to their role.
- Employee wellness and satisfaction survey reveals an average score of 8 out of 10 or higher.
- Volunteers and employees complete all required training before starting their position, and all additional trainings available within 6 months of their start date.

Results Expected

The 541 Community (Guests, customers, volunteers, staff, board, donors, partners, and neighbourhood residents) will experience the benefits of the operational health of 541: clarity of roles & expectations, knowing how they contribute to the bigger picture, awareness of what they bring and need, knowledge that leads to healthy boundaries and decision making, and a culture of joy, accountability, and meaning.

Objectives

1. Improve our people functions
2. Establish good policies and procedures
3. Enhance learning opportunities
4. Develop an independence transition plan from Compass Point Bible Church
5. Inspire team participation in the mission, vision, and values



Beautiful Exchanges

A Loving Table



Key Measures

- Minimum of 3 trusted and active partners (for referrals)
- Minimum of 3 trusted and active partners (for program offerings in the space)
- 70% of guest surveys indicate a high sense of belonging at 541 (4 or 5 out of 5 on a relevant scale)
- 70% of regular guests would describe the community at 541 as diverse and welcoming (4 or 5 out of 5 on a relevant scale)
- Moments of shared joy are witnessed and documented for guests, customers, volunteers, staff and supporters on a monthly basis to allow the community to share in celebrating joy experienced in the space

Results Expected

Our button customers are our guests. As our guests, they feel valued and cared for. Customers, staff, and leadership embrace our ethos - to treat our guests as first among equals. Guests and customers alike experience increased connections and reduced loneliness at 541. Guests, customers, staff, and leadership embrace and make space for diversity, and experience joy in the space.

Objectives

1. Clarify "Exchange"
2. Build a culture of hospitality
3. Cultivate opportunities for reciprocity
4. Create a culture of celebration



Perpetuating Abundance

A Full Basket



Key Measures

- Achieve an annual surplus of 20% each year until 541 has a prudent surplus per professional recommendations
- Number of committed donors and volunteers (20% growth in total number of donors over the previous year)
- A growing number of people consider themselves part of the 541-community based on a self-reported scale (annual survey to all email contacts)

Results Expected

Customers, volunteers, and donors are moving into deeper relationship and connection with 541, leading to generous giving in different forms, and a sense of membership in the community. As diverse participants contribute from their gifts, 541 becomes an interdependent and sustainable organization.

Objectives

1. Develop a responsible annual budget and corresponding appropriate annual surplus
2. Cultivate deeper supporter relationships
3. Improve supporter engagement mechanisms
4. Provide a high-quality cafe experience