

# THE WRFN JOURNEY

## 2018: IMPACT & BRANDING

With a desire to understand and articulate the value of WRFN in our community, we engage in our first impact evaluation followed by a branding exercise. It's clear WRFN adds significant value in our community. As a peer-developed and peer-driven network, WRFN is uniquely able to understand how to serve families of children with special needs. A new tagline is born, "Where exceptional families thrive." As of January 2018, we are serving 1434 families.

Where  
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## 2017: 1000+ FAMILIES

In January, the network of families we support surpasses 1000. This is done through our Parent Mentor Program, Family Resource Coach, events, workshops, monthly support groups and newsletter distribution. We are providing vital resources and facilitating meaningful connections in all life stages. We are growing at a rate of 25%.



## 2016: STRATEGIC PLANNING

WRFN engages in detailed strategic planning looking toward our vision for the organization. A five-year plan is developed to increasingly position WRFN as the key community resource for families with children and individuals with exceptionalities in Waterloo Region. As part of this aspiration, we see an increasing role for WRFN to be the community advocate for our families as they seek services in our community.



## 2016: EXPANSION

The Family Resource Coach moves to WRFN from another organization, expanding to include all exceptionalities, adding expertise and capacity to better meet the needs of families in a direct effort to lessen service duplication in our community. This role allows us to have a dedicated staff member for families to connect to for system service navigation. We are supporting 752 families as of January 2016.



## 2015: A FRESH LOOK

WRFN hosts its first Evening of Elegance fundraising event at the Waterloo Region Museum, in February. It's the perfect time to launch a new logo, new colours and new marketing materials - a pop-up banner and info cards replace our felt board and tri-fold brochures. WRFN becomes more visible in the community. In January 2015, we are supporting 596 families.



## 2014: PARTNERSHIP MODEL

WRFN forms a unique and innovative partnership model with local service providers. This supports sustainability within WRFN and provides a single network across the community for families. Partner Organizations recognize WRFN as being agile; able to shift course, scale back and grow in different ways to meet changing needs. We are supporting 473 families at the beginning of 2014.



## 2011: CHARITABLE STATUS

In December, WRFN proudly receives charitable status. This status allows us to accept private donor contributions and host fundraising events as well as the ability to apply to a wider range of fundraising options. As of January 2011, we are supporting 275 families



## 2009: INCORPORATED

Created by parents, for parents, we incorporate as Waterloo Region Family Network (WRFN). The name changes from Parent2Parent to WRFN to encompass support for the whole family. WRFN delivers services to families in a way that agencies cannot - through parent mentors and peer-to-peer support. We are supporting just over 200 families at the end of 2009.



## 2008: LAUNCH

Parent2Parent launches with weekly scrap booking sessions and a series of seminars with the support of KidsAbility. The goal is to offer parents an easy way to connect with others who are traveling similar journeys with their own children - people who truly understand the challenges.

