



Coalition Advocacy Group Terms of Reference September 2020

Mission To maximize the capacity, effectiveness and cultural uniqueness of the child, youth and family services system through collective efforts.

Vision All children, youth and families thriving in a strong, nurturing community

Values

- **Integrity** We demonstrate honesty, transparency and fairness in everything we do as a Coalition.
- **Respect** We treat each other with mutual consideration and sensitivity, recognizing the importance of diversity and inclusion.
- **Innovation** We seek new approaches, capitalize on opportunities and amplify the impact of initiatives.
- **Collaboration** We work together through our Values to accomplish our Vision and Mission.

Strategic Directions

1. Foster representation and equity by understanding and supporting the communities we serve
2. Advocate for service system change by forming a powerful voice
3. Advance collective action to improve experiences for children, youth and families
4. Build on the knowledge of individuals and organizations to strengthen community wisdom

Purpose:

Ensures the development of an advocacy strategy for raising awareness of Simcoe County's needs with funders and decision makers at local, provincial and federal levels

Functions:

Within the context of the Coalition's Strategic Plan, the Advocacy Group will:

- Identify and assemble research that creates a picture of the characteristics and specific needs of children youth and their families in Simcoe County, including service statistics from Coalition members
- Identify unique risk factors relevant to this area including mixed urban/rural composition, high commuter population, Francophone and First Nations/Métis/Inuit community needs, disparity in resources between southern and northern parts of the County
- Develop an advocacy strategy for raising awareness of Simcoe County's needs with funders and decision makers.
- Identify appropriate resources for communication and discussion with Council members and as a basis for advocacy work eg. transformation reports

Membership: (ideal size 6 members)

Members of the Advocacy Group will include representatives from organizations that are members of the Coalition. Other individuals may be asked to attend meetings as needed, based on the issue.

Chair:

The position of Chair is a two year term and approved by the Executive Committee. The Chair will represent the Advocacy Committee at Executive and Coalition Council meetings.

Accountabilities:

The Advocacy Group is accountable through the Executive Committee to the Coalition Council.

Conduct of Meetings:

The agenda of the Advocacy Group is set by its chair in conjunction with the Coalition Coordinator and Executive Assistant.

Meeting Frequency:

Meetings will occur monthly directly before the Executive Committee meetings (except for July and August) or as directed by the Chair

Review:

These Terms of Reference will be reviewed every two years, or as changes require.