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The Future of Simcoe Hall

The nonprofit sector can be a busy area at times, and the staff at Simcoe Hall Settlement House know the reality of this all too well. Simcoe Hall Settlement House, established in 1935 has always been centered around community support and outreach, established after the notable “Great Depression” the notion of generosity is something that has stuck with the organization for years, and will follow them well into the future. With the ever changing world that shifts all too often families may face struggle and hardships, but Simcoe Hall’s main goal is to assist with these issues in any way that they can. Offering food drives, backpack drives, after-school programs and more, most people would think that the versatility offered is adequate for an organization like Simcoe Hall Settlement House, but when asked about leadership and pressure to think about new ideas, executive director Emily Whitlarge had this to say, “I wouldn’t say that there is pressure, but a level of awareness that I have. I do my best to prioritize what steps to take based on the levels of urgency and impact that it will have on our close knit community.”.

With all of the initiatives and events that Simcoe Hall has previously had and will continue to have in the future, conducting all of these by themselves would be incredibly hard and almost impossible to do. In the process of writing this story, I spoke with Tiffany Kift, Simcoe Hall's community relations and fund development specialist to speak about the importance of having sponsors and donations to help fulfill the organization's goals. “Sponsors play a huge role in the events that we arrange, partnerships help to add an additional level of security that helps us further the opportunity to disperse funds within our programming, this also helps our donors show their level of commitment to the community of Durham Region”.

Having an online presence is crucial to owning an organization today, outreach is extremely important in operating an organization today and it can affect your brand in tremendous ways. When asked about the importance of staying on top of social media and marketing channels for Simcoe Hall, Laurian Bondswell, social media and marketing leader added her input on the matter. “It is important to understand the importance of creating a strong presence, We want to make sure people see that we are active as a brand because our presence matters not only to our loyal clients, but to people that are also looking to receive support from our organization and potentially partner with us”.

After having these interviews and conducting extensive research on the organization, it is clear that furthering outreach and extending their support to anybody that requires assistance in the Durham Region is Simcoe Hall’s main focus at the moment. With the combination of a progressive leader, an active marketing strategist, a community relations specialist, and many more wonderful employees all putting their best foot forward, Simcoe Hall is only getting closer and closer to reaching their goals of the perfect support hub for the community of the Durham Region.