

Leaders

INTERNATIONAL

Executive Search



Chief Executive Officer





The Organization

End Homelessness Winnipeg was established in 2015 through a community mandate to be the cornerstone organization to end homelessness in Winnipeg. This progressive, Indigenous-led organization is committed to serving all homeless community members by focusing on prevention and harm reduction through relevant community services and housing. End Homelessness Winnipeg works with multi-sectoral partners to move away from emergency responses towards long-term, sustainable solutions from a culturally appropriate perspective. The organization also advocates for Indigenous communities playing an increased role in policy development due to disproportionately high numbers of Indigenous people who have been intergenerationally impacted by homelessness.

Led by a diverse and cross-sectoral Board of Directors, End Homelessness Winnipeg was established in 2015 to lead the implementation of the [10-Year Plan to End Homelessness in Winnipeg](#). The plan was developed by a Community Task Force created through efforts of the Winnipeg Poverty Reduction Council. End Homelessness Winnipeg is incorporated as a charitable organization. It serves as backbone support for key stakeholders – including the homelessness-serving sector, all levels of government, including Indigenous governance bodies, and the public and private sectors – through a Collective Impact approach to ending homelessness.

In 2019, End Homelessness Winnipeg became an Indigenous organization, was named a Community Entity for [Reaching Home](#), and launched a [5-Year Plan](#) in 2019 at Thunderbird House, which identified 7-measurable targets for reducing homelessness. With core values including Truth and Reconciliation as a path to ending [Indigenous Homelessness](#) and the voices of people with lived experience of homelessness, End Homelessness Winnipeg embraces Indigenous-led approaches to [creating lasting solutions with our community that prevent and end homelessness](#).

Seven Measurable Targets for Reducing Homelessness (2025):

1. Create 1,340 additional housing units based on identified local housing needs
2. House 1,519 people experiencing absolute homelessness or provisionally housed
3. Reduce Indigenous overrepresentation in emergency shelters by 50%
4. Shorten lengths of stays in emergency shelters so that 92% are less than 10 days
5. Eliminate entries to homelessness among released inmates and youth who are in CFS care or disengaging from school
6. Expand use of HIFIS to 45 homeless-serving organizations and programs as part of a coordinated access system
7. Prevent 90% of those serviced by coordinated access from re-entering homelessness



The Organization (con't)

Vision, Mission, Values & Four Pillars:

Vision:

A community where everyone has a home & supports, they need to belong

Mission:

To create lasting solutions with our community that prevent and end homelessness

Values:

- The UN Declaration that [Housing is a Human Right](#)
- The UN Declaration on the [Rights of Indigenous Peoples](#)
- [Truth and Reconciliation](#) as a path to ending [Indigenous Homelessness](#)
- Social inclusion and working to end all forms of discrimination and racism
- The voice of people with lived experience of homelessness
- People, organizations, and sectors working together around a common vision and shared goals
- Integrity, accountability, and transparency in all that we do
- End Homelessness Winnipeg is also guided by:
 - The principles of change and calls for justice in the National Inquiry into Missing and Murdered Indigenous Women and Girls' final report, [Reclaiming Power and Place](#)
 - The recommendations in the Manitoba Advocate for Children and Youth's report, [A Place Where it Feels Like Home: The Story of Tina Fontaine](#)
 - Nii'Kaanaagnaa – Our Hopes and Dreams: a strategic initiative to address First Nations homelessness

Four Pillars:

1. Prevention
2. Person-centered supports
3. Housing supply
4. Measurement



The Organization (con't)

Summary of Strategic Priorities:

Key Challenges:

Much progress has been made since 2015 in terms of system coordination and data collection, yet two areas have emerged as the most significant challenges to ending homelessness in Winnipeg:

- Housing Supply appropriate to the needs of those experiencing or at risk of homelessness
- Alignment of prioritized actions and investments among all 3 levels of government to advance the creation of housing and other steps needed to end homelessness

Other emerging priorities include:

- Creating safe, adequate, suitable, and culturally appropriate housing and support services for Indigenous people experiencing homelessness.
- Promoting and scaling up Indigenous-led housing models supported by all levels of government to address existing inequity and advance reconciliation.
- Promoting system transformation work with all key stakeholders to shift from managing homelessness to ending homelessness by being more prevention and housing focused.
- Addressing inequities at the system levels, including policy changes to stop the inflow from Corrections, Child and Family Services, Health, Community Living Disability Services, and Indigenous Services Canada.
- Reducing silos and cutting red tape within and between government systems to ensure rapid access to identification, income assistance, and culturally appropriate transitional support services is urgently required.
- Addressing post-pandemic realities created by COVID-19's impact on people who struggle economically through establishing eviction prevention programs and rental assistance programs over the next 3 to 5 years.

For more information on End Homeless Winnipeg see: <https://endhomelessnesswinnipeg.ca/>

The Organization (con't)

Due to retirement, End Homelessness Winnipeg seeks a Chief Executive Officer (CEO) to lead, mentor, and motivate a talented, dedicated team towards the timely realization of their essential vision, mission, and values. Reporting to the Board of Directors, the CEO will provide this inspirational leadership while overseeing the day-to-day operations. Building on the organization's existing success and recent growth, the CEO will continue to partner with and infuse a sense of collegiality with senior leaders throughout the private, public, corporate, and non-profit sectors to align strategies and plans to end homelessness in Winnipeg.

This visionary yet hands-on and action-oriented leader will use their unique blend of relevant experiential success, including embracing inclusion and diversity with direct knowledge and experience of Indigenous cultures. The CEO will leverage their relationship-building skills, passion for social justice, and trust-based networks to advocate and execute on mutually aligned strategic objectives.

By effecting action plans across the organization and continuing to build the required partnerships to meet present and future challenges, the CEO will have the opportunity to have a tremendous impact on the lives of Winnipeggers by delivering essential services and housing throughout the city. Forging new ways of doing things, this courageous and progressive leader will evoke ripple effects with long-term impact of ending homelessness as the ultimate objective.

Accountabilities

- The CEO of End Homelessness Winnipeg is accountable for the operational performance, success, and results of the organization, including realizing its primary mandate: to end homelessness in Winnipeg.
- To achieve and exceed the overarching goals embodied in the organization's mission, vision, values, and strategic goals/targets, the CEO will forge effective working partnerships with the collective leadership of the Board of Directors, staff, and its valued stakeholders through a strategic, process-driven approach, and:

Board of Directors

- Is accountable to the Board of Directors for achieving results in alignment with the organization's mandate to end homelessness in Winnipeg
- Serves as the principal resource and support to the Board of Directors and its committees, including supporting the development of strategic goals and objectives, policies, programs, and new initiatives through evidence-based research and broad community consultation
- Ensures that board and committee members are well informed, supported, engaged, and enjoy a valuable and mutually rewarding experience

Strategic Management

- Ensures the coordination and alignment of all the organization's activities under the strategic direction established by the Board of Directors
- Leads the strategic planning process for ending homelessness in Winnipeg
- Develops operational plans to advance the vision and achieve the goals and objectives in the strategic plan
- Brokers relationships with and supports stakeholder organizations to implement aligned plans via shared information, engaging new participants, and securing financial resources
- Develops and oversees systems and processes for coordinating with funders to achieve collaborative, mutually reinforcing responses to emergent needs and local priorities
- In partnership with the Management Team develops and implements processes to monitor the progress of plans and strategies and to adjust implementation accordingly

The Organization (con't)

Stakeholder Relationships and Engagement

- Builds a culture of stakeholder engagement throughout the organization and the community at large, ensuring opportunities for all the organization's stakeholders to engage with the organization's mission in authentic and meaningful ways.
- In partnership with the Management Team, establishes and convenes key stakeholder groups and tables to provide advice and inform/assist in advancing strategic initiatives.
- Develops and sustains an environment where ideas are freely shared, multiple perspectives are sought, and appropriate risks are encouraged and well-managed.
- Ensures the establishment of multi-faceted communication strategies to engage internal and external stakeholders in the work of the organization and demonstrates how their contribution impacts the lives of homeless people.
- Develops and sustains effective relationships with all levels of government, including Indigenous governance bodies, the private sector, labour, community leaders, Indigenous leaders, and community agencies, ensuring positive two-way sharing of information and ideas.
- Represents the organization to relevant stakeholders and the community at large: locally, regionally, nationally, and internationally.
- Develops and maintains the organization's membership base and members' active engagement with the organization.
- Has excellent communication skills and is comfortable interacting with the media.

Operational, Financial, and Administrative Management

The CEO maintains accountability for the operational and fiscal integrity of the organization, navigating through change and challenging funding times, within the policies and plans set by the Board of Directors, and:

- Hires, supervises, and inspires a staff team towards achieving identified outcomes.
- Ensures the administrative efficiency and continuity of the organization.
- Ensures sound financial management and fiscal stewardship of the organization.
- Negotiates and secures ongoing core funding needed to fulfil the organization's mandate.
- Monitors the performance of the organization to ensure adherence to Board direction.
- Delivers results that lead the organization to achieve the mandate of ending homelessness in Winnipeg.

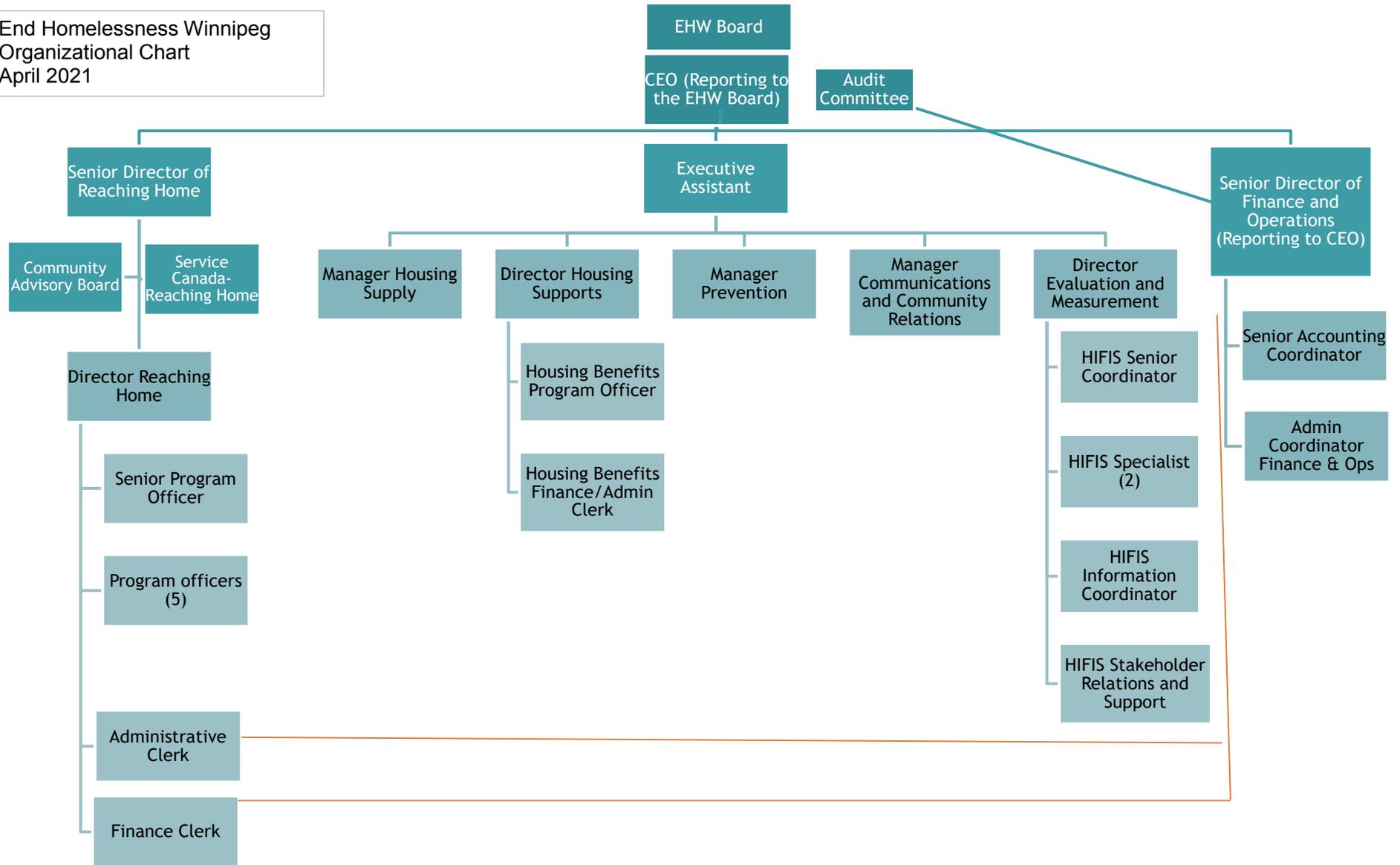
Staff Responsibility:

The CEO oversees a growing number of staff (27) through 8 direct reports:

1. Executive Assistant
2. Senior Director of Finance and Operations (audit committee)
3. Senior Director of Reaching Home
4. Director of Housing Supply
5. Director Evaluation and Measurement
6. Manger of Housing Support
7. Manager Prevention
8. Manager Community Relations

The Organization Chart

End Homelessness Winnipeg
Organizational Chart
April 2021



The Opportunity

The successful candidate for this position will have a demonstrated professional history of commitment to and passion for social justice and the implementation of culturally appropriate strategies, initiatives and projects that address today's social issues and challenges. As a socially conscious champion for Indigenous-directed needs, this leader will temper advocacy with diplomacy and courage with tact and respect. The ability to walk in a balance between passionate Indigenous cultural safety, community engagement and advocacy, with a systematic approach to change through navigating multi-sectoral partnerships and varying levels of government, will be key.

This community-driven leader will be an excellent facilitator and mediator, bringing people together to focus on and advance common issues together. Functioning as the key broker of agreements, the CEO will have a proven track record of strategic negotiation skills and the ability to guide others towards consensus and an alignment of common goals.

Core competencies include:

- Minimum Post Secondary Degree with extensive Senior Management experience
- Experience with social justice in a not-for-profit environment, with a minimum of 5-years' experience in an executive leadership role overseeing operations and senior staff (experience in a unionized environment is an asset).
- Cultural sensitivity and direct working knowledge and experience with diverse populations in a relevant environment.
 - Demonstrated understanding/experience and deep respect of Indigenous cultures, histories, knowledge systems, values, and approaches.
 - Experience with Indigenous community engagement, governance structures, and relationship-building practices and protocols.
 - Knowledge of Indigenous ways of knowing/being/doing, and Indigenous world view
- Highly evolved leadership/management skills, with excellent business acumen, political savvy, and the operational, administrative, and financial expertise to manage complexity in a challenging, growing, and multi-faceted environment.
 - Strategic and organizational planning.
 - Human resource development and management.
 - Leading a healthy and effective organizational culture, building a committed, highly skilled, and effective staff team that adheres to End Homelessness Winnipeg's vision, mission, and values.
 - Fiscal accountability and planning.
 - System transformation and Collective Impact work experience and knowledge
 - Able to "think out of the box" and welcoming of and open to innovative ideas and solutions.
- Excellent and well-developed oral and written communication skills.
 - Extensive experience leading presentations and facilitating discussion and consultation, using traditional and innovative techniques to engage a wide audience.
 - Media training and experience is an asset.
- Conflict management skills with a strong character of resilience, fortitude, and broad respect and trust among all sectors and segments of the community, as an individual that is driven by integrity, empathy and what is best for the community.

The City and the Province - Winnipeg, Manitoba

The people of Winnipeg live and work in the territories of the Anishinaabe, Cree, Dakota, Dene, Métis, and Oji-Cree Nations. The city sits in Treaty 1 territory, the ancestral and traditional homeland of Anishinaabe peoples and the Métis Nation.

With a population of over 1.3 million people, Manitoba is the fifth-largest province in Canada and is located at the geographic centre of Turtle Island. Its landscape of lakes and rivers, mountains, forests, and prairies stretch from the northern Arctic tundra to Hudson Bay in the east and its bountiful southern farmland. Much wilderness is protected in more than 80 provincial parks, where hiking, biking, canoeing, camping, and fishing are all popular. Manitoba offers a unique and vibrant four-season destination.

Winnipeg is Manitoba's capital city with over 800,000 and is home to the largest and fastest-growing urban Indigenous population in Canada. It is a welcoming gateway and a centre of commerce, trade, arts, and culture with a rich history and growing economic opportunity. Winnipeg has one of the country's most diversified economies, with significant employment in the trade, manufacturing, educational, agricultural, healthcare, and social services sectors.

Winnipeg's cityscape is magnificent and reflects nearly two centuries of immigration. Downtown Winnipeg's Exchange District is named after the area's original grain exchange, which ran from 1881 to 1918. During this time, Winnipeg was seen as one of Canada's premier destinations and attracted thousands of immigrants from many different areas of the world. This mosaic of culture is still seen today, and one can still see the impact of that throughout its many neighbourhoods and enclaves.

Winnipeg is one of Canada's cultural capitals. At the heart of Winnipeg is The Forks, which can be found at the intersection of the Red and Assiniboine rivers, a traditional meeting place for over 6,000 years. Indigenous peoples traded at The Forks, followed by European fur traders, Scottish settlers, railway pioneers and tens of thousands of immigrants. Today the warehouses have converted to shops and restaurants, with ample green space dedicated to festivals, concerts, and exhibits.

The NHL Winnipeg Jets and the CFL Winnipeg Blue Bombers keep sports fans entertained, and there is a strong performing arts scene: the city is home to the Winnipeg Symphony Orchestra, Canada's Royal Winnipeg Ballet, and the Manitoba Opera. Qaumajuq is the new Inuit Art Centre at the Winnipeg Art Gallery, which received the name Biindigin Biwaasaeyaah, meaning, "come on in, the dawn of light is here."

Winnipeg hosts several cultural events annually that keep the city alive. The Manito Ahbee Festival is an annual gathering that celebrates Indigenous culture and heritage to unify, educate and inspire. During the festival, the Indigenous Music Awards are held to celebrate Indigenous peoples' music, art, and culture. Each summer, Folklorama, the world's largest and longest-running multicultural festival, is held in Winnipeg and celebrates Manitoba's rich cultural mosaic. Each winter, the neighbourhood of Saint Boniface hosts Festival du Voyageur, where voyageur, Métis and First Nations histories are brought back to life and celebrated.



To Apply

To apply, please submit a separate PDF'd Cover Letter and Resume directly to Leaders International outlining your interest, qualifications, and experience:

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Leaders International specializes in the recruitment of Board of Directors, leadership succession and executive level positions. Our global network, **Penrhyn International**, is a world leader in the executive recruitment industry, with more than 47 offices in over 25 countries on 5 continents.