

## STRATEGIC PLAN 2023-2026

### MISSION

We foster emotional, relational, and spiritual well-being through access to affordable life-changing care.

### VISION

Nothing stands in the way of people getting the care needed to reach their greatest potential.

### CORE VALUES

COLLABORATION  
EQUITY AND INCLUSIVITY  
INNOVATION  
SPIRITUALITY  
WELL-BEING

**COLLABORATION:** As a team we treat our clients, partners, and each other with respect, kindness and compassion while building on our collective strengths.

**EQUITY AND INCLUSIVITY:** We engage everyone's potential by integrating their diverse views, beliefs and values, while respecting their inherent dignity.

**INNOVATION:** We continuously assess our approach and adapt to include current best practices to meet the needs of clients and the community.

**SPIRITUALITY:** We recognize the value of spirituality as a healing resource in therapy. We respect all faith traditions and life perspectives.

**WELL-BEING:** We foster compassionate, non-judgmental, supportive and safe spaces that enhance the social, spiritual, emotional and physical wellbeing of our clients.

## STRATEGIC PRIORITIES

ENSURE  
organizational  
vitality

BUILD  
community  
collaborations

SERVE people  
with mental  
health needs

## ENSURE organizational vitality

### KEY INITIATIVES

Promote a diverse, quality, innovative team of clinical and administrative staff that value and respect each other and practice open communication.

Ensure Infrastructure and Facilities support the delivery of our mission.

Ensure long-term financial sustainability through sufficient liquidity and reserves.

Grow and diversify donated and fee generated sources.

Ensure organization is viewed as one regional organization.

Ensure Board Vitality by Continuing to Cultivate a diverse and highly effective board.

## BUILD community collaborations

### KEY INITIATIVES

Optimize stakeholder engagement.

Increase visibility of all services across all regions.

Optimize community partnerships.

Evaluate potential mergers / acquisitions.

## SERVE people with mental health needs

### KEY INITIATIVES

Expand services while maintaining quality.

Be responsive and flexible to meet changing needs

Be a thought leader and innovator to provide progressive and holistic services.