

Our Vision:

A leader in strengthening our community

Our Mandate:

Working with our community to support individuals in achieving their full potential



Our Values

Respect | Personal Connection

Diversity & Inclusion | Empowerment

2018-2022 Strategic Focus Areas

Evolve with community realities

Our programs and services evolve as community needs change to ensure that all individuals are able to access supportive environments across our community.

Objectives:

- Continue to offer high quality prevention and intervention programs and services targeted to adults, families, children and youth
- Offer new services targeted to the needs of seniors, LGBTQ2+, newcomers, adult men, people dealing with mental health, and with addictions
- Look to new ways of servicing rural communities
- Continue to provide targeted francophone services
- Strive to be reflective of the community we serve
- Work collaboratively to improve the overall health and wellbeing of our community

Become better known

We are well-known in the community and residents engage with us in a spirit of giving, receiving, and being part of something meaningful.

Objectives:

- Become one of the impactful local non-profit of choice for donors and funders
- Increase access by developing an outreach approach with multiple platforms to reach both urban and rural residents
- Realign our communication strategies to further reach our diverse and multicultural community
- Offer flexible support hours to provide greater access

Create links

Social capital—the network of relationships among people who live and work in our area—is the glue that grows our sense of community. We are taking this to the next level by leveraging and linking diverse relationships together.

Objectives:

- Connect with children and youth through our partnerships
- Further leverage the multiple skill sets and talents of volunteers
- Serve our diverse and multicultural community through our staff, partners and volunteers
- Develop projects that link the energy of our youth with the wisdom of our aging population

Be a model organization

A sense of place is fundamental to the concept of community. We strive to model excellence in organizational health and management. To serve our community we must also take care of ourselves.

Objectives:

- Continue to attract, retain, engage and develop the best people
- Continue to foster a first-class volunteer experience
- Clarify our operational roles and responsibilities in relation to other areas of relevance to our mandate
- Strengthen our capacity and quality through training, capacity building, and the regular review and evaluation of our operations and programs
- Explore and secure innovative funding to grow and scale to meet emerging needs

We will be successful because of:

