



2025 - 2029 STRATEGIC PLAN

VISION

Orléans-Cumberland: A strong, adaptable, inclusive and connected community.

MANDATE

To work with our community to support individuals and families in achieving their full potential.

VALUES

Inclusive

Compassionate

Community-Centric

Responsive

Accountable

STRATEGIC PILLARS

What

EVOLVE WITH OUR COMMUNITY

We will strategically evolve our programs to meet community needs, ensuring sustainability by balancing demand with capacity and prioritizing growth only when resources allow.

OBJECTIVES

Adapt Services Strategically: Continuously evaluate and adapt programs to meet community needs, expanding services where feasible and aligning with our resources, while pausing or adjusting offerings when necessary.

Enhance Accessibility with Strategic Growth: Implement inclusive solutions to reach vulnerable and remote populations, planning any service expansion carefully to ensure it is supported by sufficient resources and funding.

Sustainable Growth Planning: Create a strategic growth plan that addresses key community needs, including mental health supports, with a focus on sustainability and realistic resource management.

Maintain Service Quality: Continue offering high-quality programs and services, while regularly evaluating and enhancing their quality to ensure they meet the highest standards and effectively address community needs.

How

CONNECT WITH OUR COMMUNITY

We will build connected communities by fostering strong partnerships, increasing our visibility, and advocating for the needs and values of our community.

OBJECTIVES

Champion Diversity, Equity and Inclusion: Ensure all services are designed and delivered in a way that is inclusive and culturally sensitive, with a focus on marginalized communities.

Support Ethnocultural Services: Continue offering Anglophone and Francophone services and assess the need for additional multilingual services and cultural sensitivity in programming.

Strengthen Outreach and Partnerships: Actively seek, nurture and advocate within internal and external partnerships to enhance service delivery, community connections and values at key tables.

Increase Visibility: Be involved in the community to boost our visibility and ensure the community understands our services, supporting fundraising, donations, and third-party events.

Who

FOSTER A DYNAMIC CULTURE

We will create an inclusive and empowering environment where our staff, volunteers, and community members can thrive, fostering a culture of excellence and collaboration.

OBJECTIVES

Develop Skills and Leadership: Invest in the growth of staff and volunteers by providing targeted training, coaching, and cross-training opportunities to build leadership skills and support professional and personal development as outlined in the EVP* and the VVP*.

Strengthen Recruitment and Retention: Implement strategies to recruit and retain a diverse and motivated team of staff and volunteers, ensuring their roles align with their strengths and development goals as outlined in the EVP and VVP.

Promote Work-Life Balance: Focus on promoting the work-life balance of staff and volunteers through flexible work arrangements, offering competitive wages, and encouraging wellness practices as outlined in the EVP and VVP.

Enhance Internal Communication: Improve internal communication to ensure that staff and volunteers are informed, engaged, and able to collaborate effectively across programs and services.

Ensure Diverse Representation: Promote equity, diversity and inclusion across all levels of the organization, ensuring our team and our Board reflects the community we serve.

*Employee Value Proposition (EVP); Volunteer Value Proposition (VVP)

How Well

DRIVE OPERATIONAL EXCELLENCE

We will drive operational excellence by innovating, optimizing our processes, technology, and strategies to maximize impact and efficiency.

OBJECTIVES

Streamline Operations: Build, standardize, and optimize processes, systems, and technology to enhance program and administrative efficiency, with a commitment to continuous improvement and sustainability.

Strengthen Clarity: Establish a clear mission, vision, and strategic plan, ensuring sustained focus on achieving key performance indicators and organizational goals.

Leverage Technology: Implement advanced technologies and process automation to enhance service delivery and allow staff to focus on higher-impact activities.

Ensure Continuity: Develop succession planning and cross-training programs to maintain staff coverage and support professional development.

Secure Financial Resilience: Advocate for ongoing core funding, explore grant and fundraising opportunities, and manage financial resources effectively to ensure long-term stability and growth.

ENABLERS

DONORS &
FUNDERS

STAFF &
VOLUNTEERS

INTERNAL
PROCESSES

FINANCIAL &
HR STEWARDSHIP

IT &
COMMUNICATIONS

PARTNERSHIPS

OUR LEADERSHIP