



## CAMPBELL RIVER AND DISTRICT ASSOCIATION FOR COMMUNITY LIVING

### STRATEGIC PLAN 2021 – 2024

#### DESIRED FUTURE STATE VISIONS – WHAT WE HOPE TO ACHIEVE BY 2024

##### FUNDING AND PARTNERSHIPS

- ✚ Sufficient and stable government funding
- ✚ Clearly defined our financial needs and have a plan of execution
- ✚ Increased community funding which enhances existing programs
- ✚ Community champions who advocate for us in both funding models
- ✚ Funding for housing:
  - Sufficient funding to maintain our existing buildings
  - Funding or partnerships to meet our future needs
- ✚ A wide range of partnerships that help us meet our individual needs (for-profit businesses as well as with our funders and other governmental agencies)
  - We are sought after as a valuable partner and we are approached, rather than always reaching out
- ✚ Expanded our fundraising strategies to utilize current successful trends, ex. social media

##### BRANDING AND REPUTATION

- ✚ Community recognition and support
- ✚ A 'face' for the Association that resonates with the community
  - Community connects with our organization on an emotional level
- ✚ A new name that conveys inclusion as well as location
- ✚ A new logo or image that is synonymous with our new name and Association
- ✚ Are recognized as a desirable/joyous/wonderful place to work

##### TECHNOLOGY

- ✚ Offered virtual training/open learning that individuals pay for as a resource of revenue to the agency
- ✚ Programs that are progressive with their utilization of technology – paperwork is minimal due to current technology and staff have access to technology to do their jobs efficiently

##### PEOPLE AND CULTURE

- ✚ Employment with CRADACL that gives amazing job satisfaction and security
- ✚ Create a culture where clients, employees and stakeholders (family members, caregivers, friends, Board members) are satisfied, healthy and look forward to going to CRADACL each day
- ✚ Employees are proud to be a part of the organization and act as natural ambassadors with our clients, each other and in the community
- ✚ Fulfill the organization's resourcing needs (ie. Recruitment, education, reallocation) in a timely manner, ensure quality, potential talent and natural fit with CRADACL'S philosophy
  - A flexible work-life balance approach to recruit, train and retain its employees
  - Committed to investing in the training and development of our employees to be at their best in their current and future careers with the organization

##### CLIENT SERVICES AND SUPPORTS

- ✚ Encouraged staff to remain diverse in their skills – skills are tracked and offered to clients as clients request to increase the betterment of their lives; staff have access to training to respond flexibly to the evolving wants, desires and needs of our diverse clients
- ✚ Partnerships with local para-professionals (Nurses, SLP', etc) to increase training to better meet the needs of clients
- ✚ A contracted partnership with another agency with defined plans to create housing conducive to the range of needs (first time renters to seniors) to absorb the growing needs of clients seeking accommodation
- ✚ Building plans for a modern "hub" that is carbon neutral – accessible where Children's Services, Adult Services, Administration, a childcare centre and a gym are all in one building, where staff and clients can come in the day with their physiotherapist, etc, to do their therapy
- ✚ Capitalized on existing potential revenues, for example Ironwood kitchen and catering, and market this to increase community awareness and orders for catering
- ✚ Conducted a comprehensive survey to identify unmet needs of neurodiverse community members