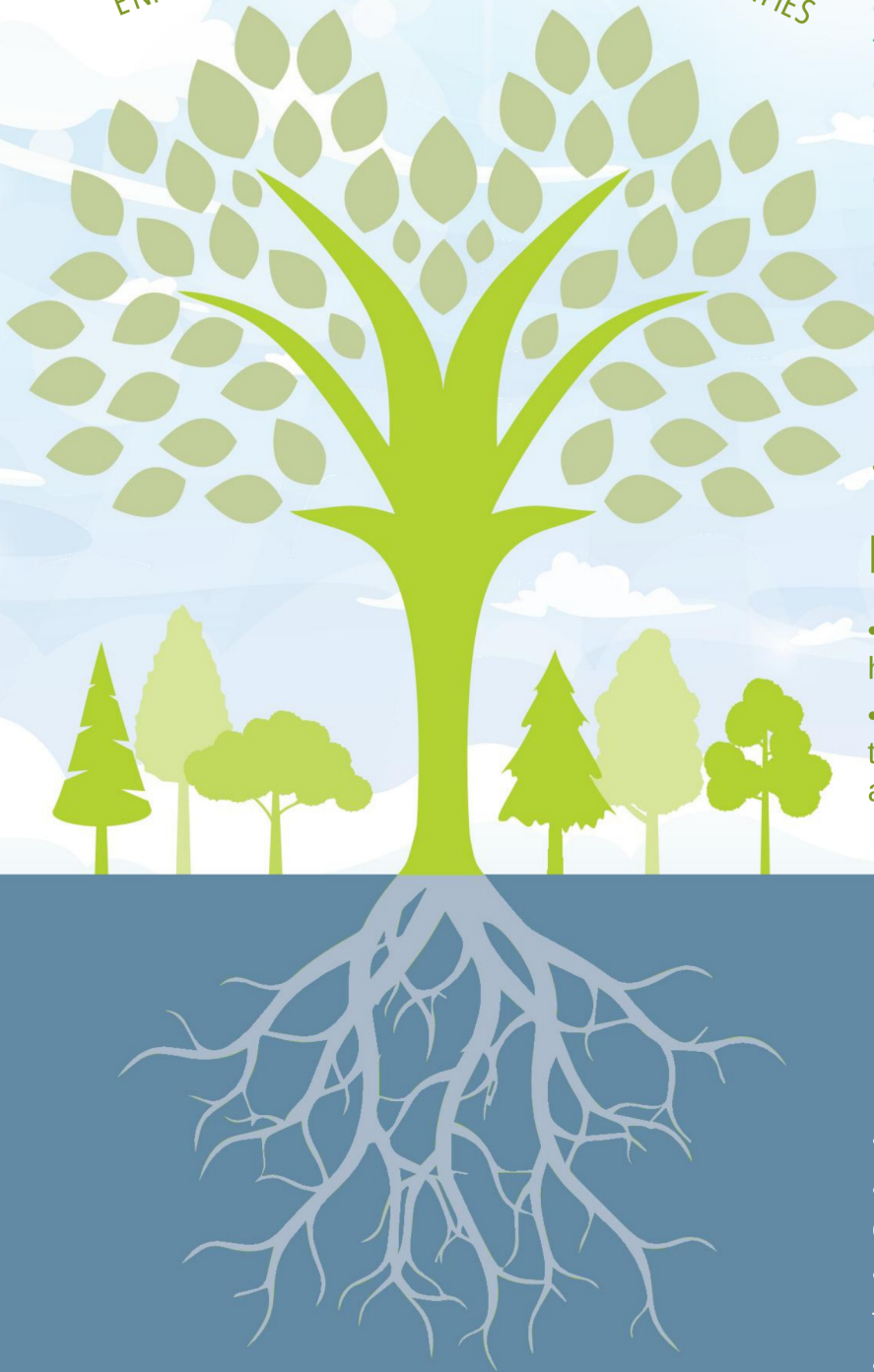


STRATEGIC PLAN 2022-2025



Canadian Mental
Health Association
North and West Vancouver
Mental health for all

ENHANCING QUALITY OF LIFE FOR OUR COMMUNITIES



ENVIRONMENT AND CLIMATE ADVOCACY AND RELATIONSHIPS

- Foster robust relationships with our CMHA federation partners, our host nations, and our local communities
- Increase our influence and presence
- Advocate for client-centred and culturally informed care
- Practice active allyship with Indigenous peoples

THE LIFE OF OUR BRANCH PROGRAMS AND SERVICES

- Provide responsive, impactful, and high-quality programs and services
- Understand mental health needs through the lens of differing worldviews and perspectives

ROOTS ORGANIZATION AND FINANCIAL WELLNESS

- Prioritize retention and engagement
- Invest in infrastructure to support our growth
- Build a resilient and sustainable financial foundation
- Create a healthy and inclusive culture

Serving the communities located on the unceded, ancestral, and traditional territories of the xʷməθkwəyəm (Musqueam), Skwxwú7mesh (Squamish), Səlílwətaʔ (Tsleil-Waututh), shíshálh (Shishalt) and ʔəms gíʔe (Tla'amin) nations.



STRATEGIC PLAN 2022-2025

CMHA's strategic plan for the years 2022-2025 is exemplified by a tree. While some may dispute whether trees communicate, care for one another and work collaboratively, it is irrefutable that trees don't exist in isolation. Much like non profits, trees exist in an ecosystem of change. At CMHA North West Vancouver, we are in constant communication with our communities, our neighbours and our external environment. While upward growth might not always be the goal, we are never stagnate. Sometimes we grow taller and other times we lose our leaves. We are forever changing in the ways that we need to so as to **enhance the quality of life of people in our communities.**



ENVIRONMENT AND CLIMATE

As we look to the environment around us and the ecosystem that holds us, we strive to build strong relationships. Often, we feel called to advocate for needed changes in the mental health system of care, and other times, we stand alongside our clients and friends as they ask for what they need.

Our goal is to foster robust relationships – with our CMHA federation partners, our host nations and our local communities.

2022-2023: CMHA Federation Partners

2023-2024: Host Nations

2024-2025: Local communities

INCREASE OUR INFLUENCE AND PRESENCE

Over the next 3 years, we will launch a new website and enhance our social media campaigns to more directly reflect our work and expand our community reach. We will also establish engagement strategies for our PACT and RCYVR programs.

ADVOCATE FOR CLIENT-CENTERED AND CULTURALLY INFORMED CARE

We will continue to build relationships with cultural communities to learn from them. Through that learning we will provide services and develop resource guides in multiple languages with specific resources tailored to different communities.

PRACTICE ACTIVE ALLYSHIP WITH INDIGENOUS PEOPLE

We will approach the Squamish and Tsleil-Waututh Nation-led programs and services with sensitivity, curiosity, and respect, and identify opportunities to act as wrap around support for their housing, health, and substance-use teams so they know they aren't alone.



PROGRAMS AND SERVICES

PROVIDE RESPONSIVE, IMPACTFUL, AND HIGH-QUALITY PROGRAMS AND SERVICES

We will continue to evaluate our programming by actively seeking feedback and will improve reporting to our Board of Directors for each program area to ensure that the programs and services we provide are meeting the varied needs of the communities we serve.

UNDERSTAND MENTAL HEALTH THROUGH THE LENS OF DIFFERING WORLD VIEWS AND PERSPECTIVES

We will seek out cross cultural training for community mental health professionals starting with Counselling and PACT, and will find ways to engage with communities to celebrate culturally held knowledge.

ORGANIZATION AND FINANCIAL WELLNESS



PRIORITIZE RETENTION AND ENGAGEMENT

We will develop a comprehensive orientation program for new hires and review our compensation and benefits packages to ensure we remain competitive in the job market. The development of our leadership team will be supported through coaching and the opportunity to connect, reflect and grow at planned retreats.

INVEST IN INFRASTRUCTURE TO SUPPORT OUR GROWTH

We will expand our office space to accommodate the growth of our programs and ensure that our program and services information is readily available to those who need it through the redevelopment of our website.

BUILD A RESILIENT AND SUSTAINABLE FINANCIAL FOUNDATION

We will prioritize applications for multi-year funding grants to ensure the sustainability of our programs and work with our Board Finance Committee to develop a capital assets plan and establish a strategy for reserve funding.

CREATE A HEALTHY AND INCLUSIVE CULTURE

We will work with our leadership and Board of Directors to develop an inclusion plan that focuses on best practices for hiring, training and ongoing education of staff and volunteers.