

# South Okanagan Similkameen Strategic Plan 2018-2021

Developed March 2018 with Board and Staff Members

**Our Vision:** Mentally healthy people in a healthy society

**Our Mission:** As the nation-wide leaders and champion for mental health, CMHA facilitates access to the resources people require to maintain and improve mental health and community integration, build resilience and support recovery from mental illness.

## FUNDED FOR EXCELLENCE

### Expand and diversify revenue base and increase discretionary funding

1. Build on fee-for-service education programs in partnership with at least three community organizations
2. Investigate alternative funders, foundations and grants
3. Build a strong, broad based coordinated and comprehensive fundraising program.
4. Develop increased relationship with existing funders

### Maintain the strength of programs supporting people with mental illness

## MAINTAIN

1. Increase staff care to optimize workplace wellbeing of existing and future staff.
2. Develop volunteer program through targeted recruitment and training
3. Equip Unity House clubhouse members to participate in meaningful leadership roles.

### Increase community education to meet the needs of the South Okanagan Similkameen

## GROW

1. Train staff to facilitate nationally recognized mental health programs.
2. Develop curriculum in collaboration with community partners that promotes mental health and access to local resources.
3. Deliver programs throughout whole South Okanagan Similkameen with diverse populations.

### Be recognized in the South Okanagan Similkameen

## BE KNOWN

### for excellence in mental health support and education

1. Improve brand awareness through use of CMHA brand book guidelines for all visual promotions
2. Create community engagement plan for staff, board members, and volunteers
3. Increase professional development of staff through external training.