

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 including addictions.

FUNDED FOR EXCELLENCE

Expand and diversify revenue base and increase discretionary funding

1. Continue to build on fee-for-service education programs in partnership with the community
2. Pursue 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 programs through targeted recruitment and training
3. Support Unity House clubhouse members in their personal development.

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

GROW

1. Utilize all available resources to facilitate nationally recognized mental health programs.
2. Deliver mental health programs both virtually and in-person to promote mental health and encourage access to local resources. Deliver programs throughout whole South Okanagan Similkameen with diverse populations.

Be recognized in the local area for excellence in mental health support and education.

BE KNOWN

1. Improve brand awareness through use of CMHA brand book guidelines for all visual promotions
2. Create community engagement plan.
3. Pursue professional development of staff and board through appropriate training.
4. Encourage strengthening relationships with other CMHA branches