

Canadian Mental Health Association Niagara

STRATEGIC PLAN
2019-2024



Canadian Mental
Health Association
Niagara
Mental health for all

OUR MISSION

Our purpose is to strengthen mental wellness in the Niagara community.

OUR VISION

A Niagara where mental health is recognized, supported and optimized.



“I’m continually excited by the growth and permeation of how we engage in the community, the reaction you see from the community. All of these things, to compare with the agency five years ago. They’re all growing into their own thing that is distinctly different, and drawing crowds, which is fabulous.”

A PARTICIPANT IN THE STRATEGIC PLANNING SESSION

OUR VALUES

Service

We work in a “culture of service” with the ten fundamental components of recovery: self-directed, individualized/person centered, empowered, holistic, non-linear, strengths based, peer supported, respected, responsible and hopeful.

Respect

We show respect for those who seek our service, co-workers, community partners and ourselves by being open to different opinions, beliefs, and values.

Integrity

We have congruence between what we do and what we say, such that our actions and decisions are sincere, transparent, consistent and reflective of our values and policies.

Teamwork

We are accountable for our common goal of enhanced well-being and contribution to the mission, vision and strategic goals of the Branch.

Competency

We demonstrate service at the highest professional level, through our attitude and ongoing skills attainment.

Strategic Goals

In the next three to five years
CMHA Niagara will achieve...



STRATEGIC GOAL 1

Organizational Wellness to Support Quality Services

Improving internal culture, leadership, and operations to enhance service offerings and experiences for clients.

STRATEGIC GOAL 2

Excellence in Mental Health and Addictions Services Across the Region

Strengthening the network of service providers to improve service coordination, setting a standard of excellence in care, and demonstrating collaborative leadership across the region.

STRATEGIC GOAL 3

An Adaptive and Sustainable Utilization of Resources

Developing sustainability and capacity to match diverse funding sources with programming needs.

STRATEGIC GOAL 4

Strengthen Foundations to Build Capacity

Strengthening organizational values, approaches, and capacity to improve and broaden service delivery.

STRATEGIC GOAL 5

Expand Pathways to Service Through Collaboration

Increasing collaboration and broadening our outreach to continue building on community presence and impact.

Action Streams

Action Streams provide a focus for our efforts and can be built out into work plans that include actionable steps, timelines, key players, tasks, and measurable outcomes.

To achieve our strategic goals, we will:

“Our ability to come together and work through this with the passion and energy that takes and still smile at each other. It speaks to our relationship and the passion and dedication everyone has for the work.”

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ACTION STREAM 1

**Do the Right Things at the Right Time
in the Right Way**

ACTION STREAM 2

**Support and Develop Staff
and Volunteers**

ACTION STREAM 3

**Implement Promising, Emerging,
or Best Practices and Processes**

ACTION STREAM 4

**Build on and Develop Strong
Relationships Across the Community
with Partners**

ACTION STREAM 5

**Strengthen Leadership Capacity in
Management and the Board of Directors**

**This Strategic Plan has been developed collaboratively
with The Canadian Mental Health Association and
Overlap Associates**

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absolutely
possible.**

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