



Strategic Plan 2015-2018



Vision

People of all abilities belonging to interdependent communities where they are valued and empowered to share their essential God-given skills and abilities.

Mission

Walking alongside families and serving people of all abilities, experiencing the joys and challenges of life together.

Values

Integrity

Stewardship

Fairness

Respect

Excellence

Advocacy

God-honoring

Transparency

Prayer

Positive, healthy relationships

Trustworthiness

Family

Sanctity of life



*You are an
Essential Piece*



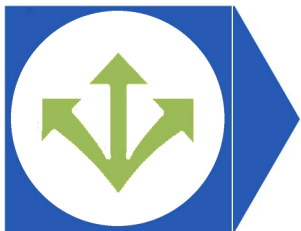
Priorities



Servant Leadership



Community Awareness

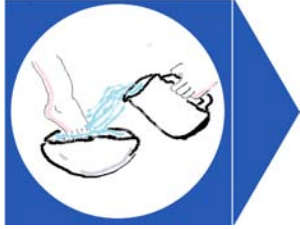


Expansion and Growth



Employment





Servant Leadership

Outcomes and Goals

A. Healthy Trusting Relationships

- ⇒ Keep the conversation active: trusting & supportive words for each other
- ⇒ Discover what trust barriers / levels are in each region
- ⇒ Plot a strategy to increase the trust level
- ⇒ Develop communication strategies
- ⇒ Increase transparency

B. Grow, develop, and mentor leaders – proactive leadership development / planning

- ⇒ Provide opportunities for leadership development.
- ⇒ Assess scope and authority for leadership positions – balance.
- ⇒ Grow capacity in team providing training/networking opportunities.
- ⇒ Sharing/networking within the organization between leaders .

C. Godly Leaders—Spiritual Focus

- ⇒ Nurture Christian Leadership within Bethesda.

D. Social Change Agents – Advocacy

- ⇒ Tell the stories internally and externally to create awareness and understanding.



Community Awareness

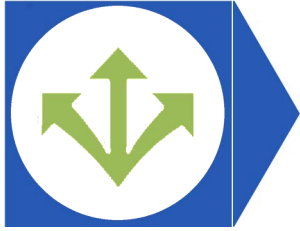
Outcomes and Goals

- A. Effective Public Relations Resources (PR) - Raising awareness / profile of our ministry – internal and external**
 - ⇒ Develop effective PR resources.
 - ⇒ Raise profile of Bethesda in the province.

- B. Re-engaging / engaging stakeholders especially younger demographic:**
 - ⇒ Effective use of Social Media
 - ⇒ Increase involvement from partners in the community

- C. Being a resource to the community/ families/ individuals**
 - ⇒ Support others to be aware of resources within and external to Bethesda.

- D. Increased volunteerism – capture hearts**
 - ⇒ Review and assess volunteer programs; plan to increase involvement



Expansion and Growth

Outcomes and Goals

A. Increase capacity

- ⇒ Increase Home Shares , Community Inclusion, and Support Groups.
- ⇒ Increase pool of potential staff.
- ⇒ Develop a new investment policy to increase efficacy of investments

B. Innovative and creative responses to services

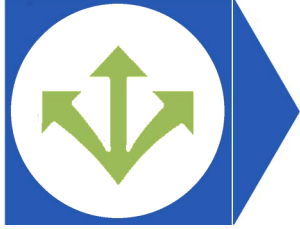
- ⇒ Create opportunities for Staff input

C. Effective Technology

- ⇒ Improve effectiveness of technology.

D. Increase fundraising resources

- ⇒ Increase fundraising mediums



Expansion and Growth

Outcomes and Goals (continued)

E. Expanded and diversified support

⇒ Expand and diversify our mandate.

F. Improved infrastructure

⇒ New Head Office

⇒ Develop Respite Resource

⇒ Increase Affordable Housing

⇒ Replace aging homes with more accessible options



Employment

Outcomes and Goals

A. Expand Employment Services

- ⇒ More individuals involved in gainful employment
- ⇒ Start dedicated and effective employment service in Abbotsford
- ⇒ Develop systems and policies
- ⇒ Develop community partnerships

All things are possible with God (Mark 10:27)

