

Strategic Plan 2022-2026



VISION Connected People, Connected Communities

MISSION We are a non-profit organization that supports children, youth, and families in our community through counselling, education, outreach, and advocacy.

VALUES We are passionate about serving our community.
 We prioritize responsiveness and accessibility.
 We are committed to social justice through equity and diversity.
 We value relationships and embrace connections.
 We are resilient, persistent, and adaptable.

Priority	Objectives
Investing in People	<ul style="list-style-type: none"> ● Enhance development of clients and employees ● Ensure staff are inspired and engaged ● Maintain a safe environment that encourages communication throughout the organization
Serving our Clients	<ul style="list-style-type: none"> ● Streamline processes and procedures to enhance efficiency and timely access to service ● Ensure we continue to serve equity-deserving populations in our programs and services
Engaging with Community	<ul style="list-style-type: none"> ● Engage directly with the community to assess needs ● Ensure diverse voices inform program and board development ● Expand connections in New Westminster and North Burnaby ● Raise awareness in the community of all our programs ● Ensure a strong presence within the community
Advancing Equity	<ul style="list-style-type: none"> ● Examine organizational processes and practices to ensure greater equity ● Ensure diverse voices are heard in governance, program design, and engagement ● Ensure staff, leadership and Board reflect the community we serve ● Involve all staff, leadership and Board in efforts to advance equity, diversity and inclusion ● Ensure Cameray's values are embedded into policies and procedures