



STRATEGIC PLAN

2026-2035



OUR PURPOSE

Making independence possible – together.



OUR MISSION

Unlocking potential with forward-thinking solutions and compassionate care.



OUR VISION

Turning possibility into reality—empowering lives and redefining care through innovation, collaboration, and connection.



OUR VALUES

Empower. Include. Care. Build trust.

EMPOWER

We think big, break barriers, and put clients first. We make access effortless, communication clear, and innovation constant.

INCLUDE

We adapt, listen, and collaborate—every voice counts, every opportunity is open. Communication is flexible, clear, and welcoming. Belonging is our standard.

CARE

Kindness leads. Empathy listens. Respect rules. Compassion drives every action. We put people first. Every word and action is honest and uplifting.

BUILD TRUST

We own our actions. We are transparent, track results, and uphold the highest standards. We deliver on our promises—reliably, consistently, and without judgment. We say what we mean and do what we say.

OUR STRATEGIC PILLARS

01

People Powered – “Empowering Excellence, Together.”

Focus: Thriving Staff & Volunteers, Recognition, Workplace Excellence



- Theme #1:** Prioritize employee well-being and professional development
- Theme #2:** Foster a Culture of Diversity and Inclusion
- Theme #3:** Commit to being an Employer of Choice
- Theme #4:** Build succession and leadership pipelines

02

Navigating Care Together – “Pointing the Way to Support”

Focus: Connecting Communities, Shaping Access



- Theme #1:** Forge strategic partnerships
- Theme #2:** Simplify client navigation
- Theme #3:** Elevate public trust and profile
- Theme #4:** Champion Client Advocacy

03

Measured Impact – “Setting the Standard, Driving Results”

Focus: Leading with Quality, Driving Outcomes



- Theme #1:** Achieve and maintain accreditation
- Theme #2:** Commit to financial sustainability
- Theme #3:** Foster a culture of continuous improvement
- Theme #4:** Prioritize client experience

04

Innovate to Elevate – “Growing Forward, Creating Possibility”

Focus: Growth Mindset, Innovation, Future Readiness



- Theme #1:** Introduce new service models
- Theme #2:** Lead best practices and mentorship
- Theme #3:** Expand innovative programs and partnerships
- Theme #4:** Enhance financial diversification for sustainable success