



Strengthening+ Adapting + Transforming= A world class crisis and navigation hub that connects and empowers people and communities

Vision & Mission

Everyone is heard.

We provide compassionate, accessible crisis and navigation support that enhances the health, well-being and resiliency of individuals in distress.

Strategic Pillars



A psychologically safe workplace, where **people** are supported, engaged and resilient in serving community



Our **programs** are responsive and adaptive to community need, providing unique value on the continuum of care



We provide **system leadership** and advocacy in needs-based planning, practice and policy change

Target Outcomes

1. Culture of community, health and wellness
2. Organization-wide EDI strategy embedded across all programming
3. Strong employee value proposition
4. Flexible operation model responsive to the needs of clients, volunteers and employees
5. Thriving volunteer program

6. Person-centered, trauma-informed approach to care across all programs
7. Customized programs and services that improve client experience and outcomes
8. Innovative and disruptive mindsets across programs, seek more collaborative service delivery models where possible

9. Enhanced knowledge and data sharing to inform policy, planning, research and systems change
10. Driver of public awareness and discourse through bold education-focused marketing that leverages our insights into community trends and needs
11. Expanded accessibility of external capacity building & training offerings

Enablers

Strong Financial Position

Human-Centered Storytelling

Collaborative Partnerships

Data & Technology Empowered

Values

Belonging

Service to Others

Excellence

Volunteerism

Integrity

Collaboration

Innovation

Leadership