

2024-
2027

Thrive Counselling

Strategic Plan

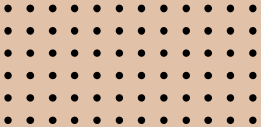


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Vision and Mission

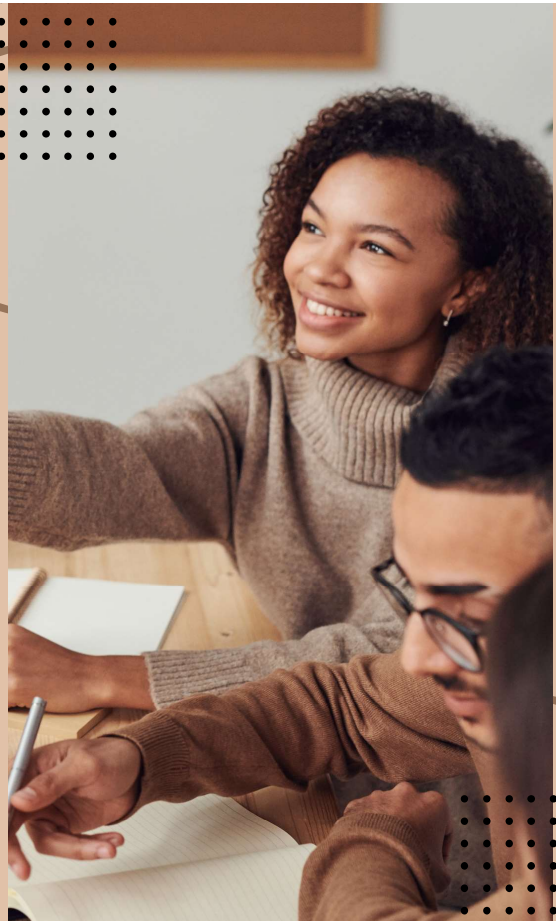
Our Vision:

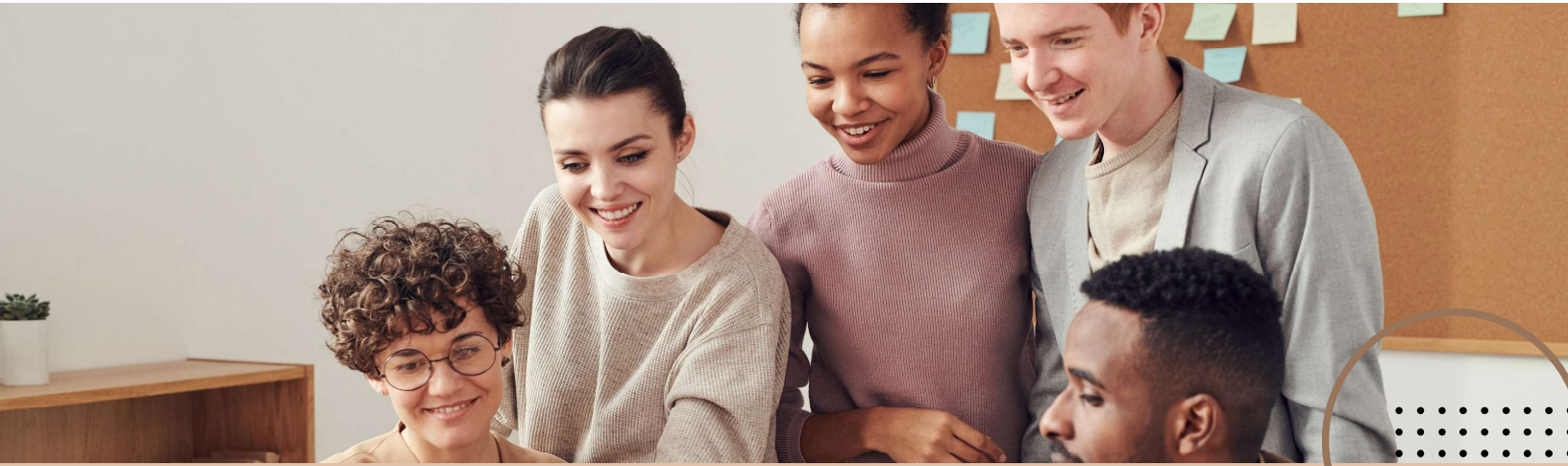
***Strong People
Strong Families
Strong Communities***

Our Mission:

We partner with you to manage life's challenges.

Our mission is achieved by offering exceptional counselling services and programs to individuals, couples and families for issues concerning emotional, physical, social, spiritual and relational well-being. Thrive is committed to inclusion, diversity and equity and embedding these principles in all of our policies and practices. We strive to operate in a manner that ensures cultural safety which we interpret as an environment which is physically, spiritually, socially and emotionally safe for people and where there is no assault, challenge or denial of their identity of who they are and what they need.





Values

- Care and Compassion
- Respect and Dignity
- Professionalism and Quality
- Inclusion and Safety

Strategic Pillar #1

Strong and Skilled Workforce

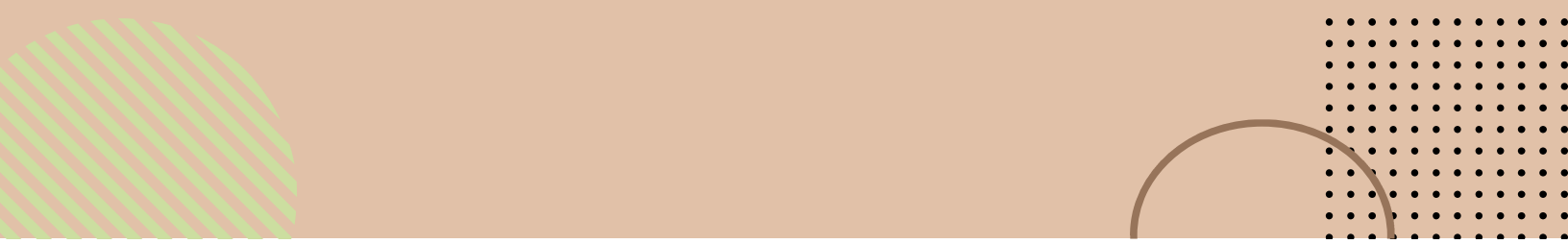
Objective:

Enact a comprehensive recruitment, retention, succession plan and strategy to enhance the equity, strength and capacity of our human resources.





Strategic Pillar #1 Action Elements

1. Foster a supportive and inclusive work environment to promote employee retention and job satisfaction.
 2. Ensure a continued focus on equity, diversity and inclusion across all agency practices, policies and procedures.
 3. Provide regular opportunities for professional development and training.
 4. Optimize strategies for succession management and organizational analysis.
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Strategic Plan #2

Optimized Service Delivery

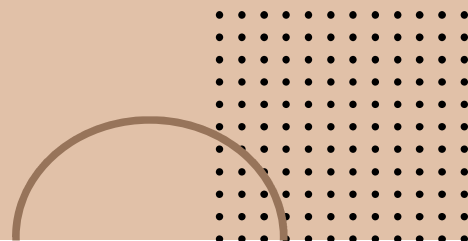
Objective:

Enhance the quality and accessibility of our counselling services for individuals, couples and families.



Strategic Plan #2 Action Elements

1. Utilize technology to streamline appointment scheduling and communication with clients.
2. Expand outreach and programming to priority and diverse communities to increase access to our services.
3. Enhance and expand utilization of the client feedback systems to continuously improve service delivery.





Strategic Pillar #3

Collaborative Community Partnerships


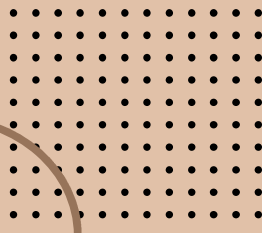
Objective:

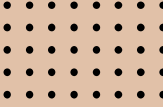
Establish strong partnerships with other organizations to better support services to clients and organizational capacity





Strategic Pillar #3 Action Elements

1. Identify and collaborate with other community organizations, diverse populations, education, healthcare providers and other stakeholders to address service gaps.
 2. Develop joint programs and initiatives to address the needs of a larger range of individuals and families in our community.
 3. Participate in community events and forums to raise awareness about our services and resources.
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Strategic Plan #4

Financial Stability


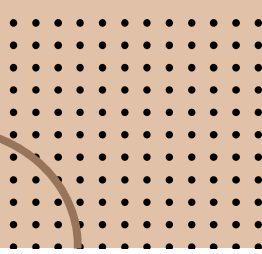
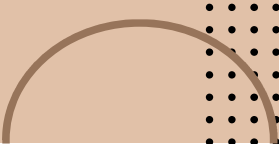
Objective:

Ensure long-term financial sustainability to support our mission and programs.





Strategic Pillar #4 Action Elements

1. Diversify funding sources through grants, donations and revenue generating activities.
 2. Enact and expand the strategic fundraising plan to increase the number of sources and revenues generated .
 3. Implement cost-saving measures and financial controls to maximize resources and minimize expenses.
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Thank You

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