



Resource Centre for Independent Living

# Strategic Plan

2021 - 2024



## Mission

Empower adults with disabilities by eliminating barriers, promoting, and encouraging their citizenship, and assisting them in attaining and maintaining their own independent living goals.

## Vision

Provide disabled individuals and their families with research, information, support, and empowerment designed to facilitate greater independence and build an inclusive and accessible society where all persons with disabilities are valued equally and participate fully.

## Core Values – 4 Guiding Principles

**Consumer-Controlled:** More than 51% of people directly involved in the organization’s management and decision-making are people with disabilities.

**Cross-Disability:** Offer programs and services to all persons, regardless of the type and number of their disabilities.

**Community-Based and Not-for-profit:** People with disabilities can identify issues in their own communities which affect their lives.

**Promote Full Participation and Integration:** Supporting people with disabilities and encouraging individuals to participate in all aspects of economic, cultural, and social life in Canada.

## Strategic Areas of Focus

Financial & Revenue	Consumer & Community	Our Internal Process	Learning & Growth
<p><b>Goal:</b> Seek ongoing funding to achieve our mission, strategic objectives, &amp; maintain good fiscal management</p>	<p><b>Goal:</b> Continue to provide &amp; expand access to leadership, supports, &amp; skills development.</p>	<p><b>Goal:</b> Add a marketing &amp; communication plan to include on-line strategies.</p>	<p><b>Goal:</b> Ensure resources are allocated for continued education &amp; personal growth. Personnel will contribute to overall credibility &amp; professional experience.</p>
<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>Continue to practice responsible, accountable, &amp; transparent fiscal management.</li> <li>Maintain &amp; broaden our revenue base by exploring new initiatives.</li> </ul>	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>Increase awareness of programs &amp; services.</li> <li>Explore &amp; evaluate existing &amp; new programs.</li> </ul>	<p><b>Objectives:</b></p> <p>Create &amp; develop a marketing &amp; communication plan that develops our on-line presence &amp; expands our outreach opportunities.</p>	<p><b>Objectives:</b></p> <p>Increase overall knowledge base of personnel through professional development &amp; growth opportunities.</p>
<p><b>Example:</b> Enhance &amp; increase funding through fundraising, grants, and donations.</p>	<p><b>Example:</b></p> <ul style="list-style-type: none"> <li>Evaluate individual’s needs through programs &amp; services.</li> <li>Identify gaps in services for people with disabilities.</li> </ul>	<p><b>Example:</b> Campaigns, webinars, programs, services - brand it, target audiences, advertise, &amp; then plan, execute, &amp; get feedback, &amp; make necessary changes.</p>	<p><b>Example:</b></p> <ul style="list-style-type: none"> <li>Self-improvement programs.</li> <li>Workshop/training programs.</li> <li>Networking with other agencies.</li> </ul>