



Strategic Plan

2024-2029

*Exploring Your Options and
Supporting Your Decisions*

Serving Southeast Saskatchewan Since 1994

Our Strategic Plan

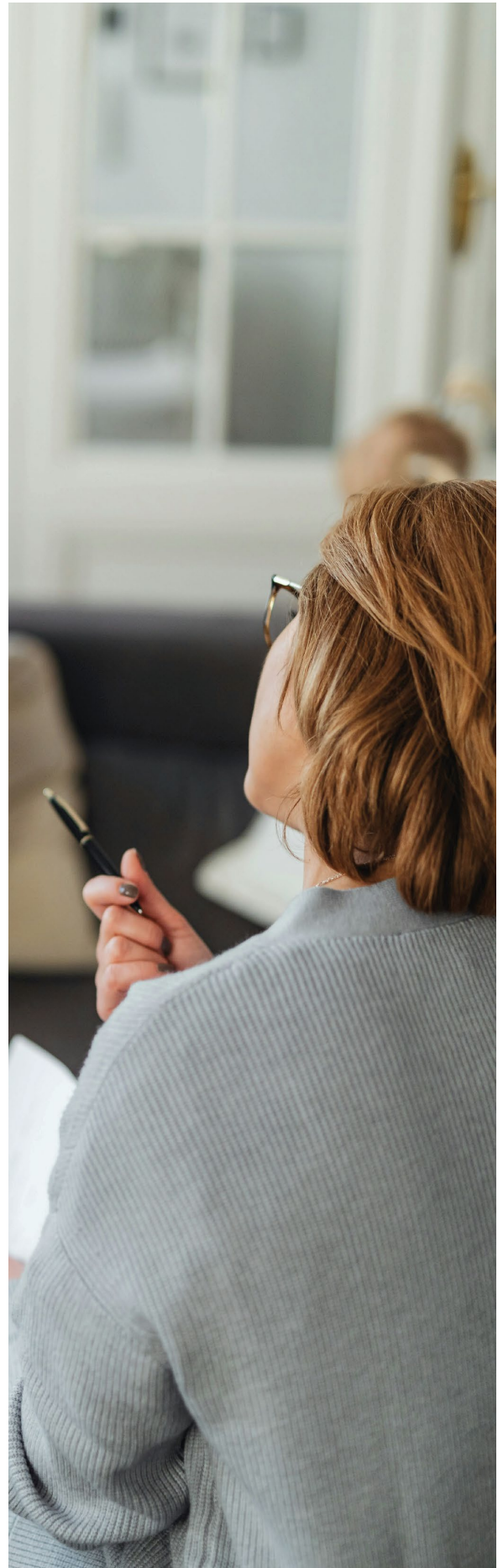
Envision Counselling and Support Centre Inc. is a non-profit, community-based organization governed by a volunteer Board of Directors from Southeast Saskatchewan. Envision helps individuals, families and couples embrace healthy choices to feel empowered, by providing therapeutic counselling, support, in-home services, groups, workshops, and education.

Our strategic plan assists Envision in focusing its combined efforts and resources to fulfill its mission and achieve its vision in partnership with its many stakeholders and community partners.

Our strategic plan encourages and promotes a creative, pro-active, results-oriented approach, helps to balance short-term pressures with long-term thinking and permits flexibility to adapt to change.

Our strategic plan enhances the capacity to generate new ideas and options, encourages a team approach with the Board, management and stakeholders while providing a systematic approach to strategic decision-making, accountability, and evaluation of our progress.

To monitor this undertaking, regular review of the Strategic Plan and annual review of the performance of operational plans established to achieve the desired outcomes are key priorities for the Board of Directors.



Our Mission

The Mission Statement defines the purpose and primary objective of Envision Counselling and Support Centre. It informs the key measure of the organization's long-term objectives and how Envision will achieve those objectives.

To provide inclusive supports that nurture healing, resilience, and positive change.

Our Vision

The Vision Statement reflects the preferred future state for Envision Counselling and Support Centre. It inspires people to work collectively towards achieving that desired future and creating outcomes that community members and others can support.

Supported, empowered, and connected individuals throughout all communities in Southeast Saskatchewan.

Our Guiding Principles

Our values provide the guiding principles and beliefs that shape our behaviours, decision-making processes, actions, and the delivery of programs and services that meet the needs of our community, citizens, and stakeholders. We will act, always keeping the following values and beliefs in mind:

- **Inclusive** - We provide a compassionate, non-judgmental environment, accessible to all. We respect and honour diversity.
- **Integrity** - We ensure reliability, transparency, honesty, accountability, and confidentiality are held in the highest regard.
- **Committed** - We are committed to providing consistent and strength-based support services that foster change and growth.
- **Innovative** - We strive to develop solutions to meet the needs of the communities we serve by being collaborative, inventive, adaptable, and flexible.
- **Wellness** - We promote self-care, personal awareness and boundary setting to encourage harmony within their lives.
- **Knowledgeable** - We challenge each other to continually learn and share knowledge to foster change and growth.

STRATEGIC PRIORITY 1: DEVELOPING AND DELIVERING ESSENTIAL PROGRAMMING AND SERVICES

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| Goal: | To deliver relevant programs and services across our various communities to meet the needs of the people we serve. |
| Outcomes: | <ul style="list-style-type: none">● Relevant programming provided based on current● All community members will have access to necessary supports● Strong alliances with community partners● High-quality services delivered by skilled professionals |
| Strategic Actions: | <ul style="list-style-type: none">● Ongoing program evaluation● Assess the needs and identify the gaps in the region● Provide services to all through various modalities● Stay current with social/cultural challenges● Hire qualified counsellors and support staff |

STRATEGIC PRIORITY 2: STRENGTHENING NETWORKING OPPORTUNITIES

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| Goal: | To increase public awareness across the southeast to ensure everyone has equal access to and knowledge of supports available. |
| Outcomes: | <ul style="list-style-type: none">● Enhanced community trust, engagement, and support for organizational initiatives● Demonstrated organizational commitment to social responsibility, advocacy, and community impact.● Increased brand awareness, visibility, and engagement● Expanded reach to new demographics and communities through innovative marketing strategies |
| Strategic Actions: | <ul style="list-style-type: none">● Increase community presence and involvement● Create and maintain partnerships and collaborations● Increase volunteer and student opportunities● Increase partnerships with local First Nation Reserves● Innovative marketing● Support campaigns and initiatives |

STRATEGIC PRIORITY 3: BUILDING STAFF CAPACITY AND EXPANSION

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| Goal: | To ensure adequate facilities and office spaces. |
| Outcomes: | <ul style="list-style-type: none">● Maintained adequate staffing to meet our community needs● Completed shelter plan● Improved office space in all locations |
| Strategic Actions: | <ul style="list-style-type: none">● Continue to explore the opportunity for transition house in Southeast Saskatchewan● Develop a plan to relocate the Estevan office● Develop a plan to recruit and retain exceptional staff● Develop an improvement plan for the Carlyle office● Complete feasibility study for shelter● Conduct a facility assessment for Weyburn office● Secure office space in Oxbow● Provide ongoing staff education |

STRATEGIC PRIORITY 4: INCREASING FINANCIAL SUPPORTS AND MAINTAIN FINANCIAL STABILITY

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| Goal: | To create the necessary financial stability and viability to fund current and future projects and programs. |
| Outcomes: | <ul style="list-style-type: none">● Increased donation income● Increased funding from grants - local, provincial and federal● Maintain current funding sources (provincial, United Way, etc.)● Increased internal investment in procurement of funds |
| Strategic Actions: | <ul style="list-style-type: none">● Develop a corporate donation program● Increase donor engagement● Develop comprehensive fundraising strategies● Improve employee investment in fund procurement● Maintain positive relationships with current funders● Support the development of a capital fundraising campaign |

STRATEGIC PRIORITY 5: PROVIDING EXCELLENCE IN GOVERNANCE

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| Goal: | To provide leadership in the areas of governance, policy development, and interaction with allied agencies and funders. |
| Outcomes: | <ul style="list-style-type: none">● An enhanced governance framework with established review processes, education, and transparency● Strong relations with stakeholders, peers and funders have been strengthened and maintained● Viable and sustainable organization through the annual review and revision of bylaws, policies, and procedures● Operational and active board committees● Financially secure and stable organization |
| Strategic Actions: | <ul style="list-style-type: none">● Further develop or enhance the governance framework and create appropriate governance policies● Maintain board committees, reporting structures, and terms of reference for all areas of volunteer activity● Maintain processes for recruitment, selection and onboarding of board members that will maintain the continuity of the board● Create an annual board work plan with key dates and defined board responsibilities and deliverables● Maintain processes for the effective oversight of the financial affairs of the organization including the development of an annual budget that reflects the strategic priorities● Continue with an annual strategic planning process that includes monitoring and evaluating● organizational performance |

