



# Strategic Plan 2022-2025

## Our Vision

To create a welcoming and inclusive community where individuals with varying developmental abilities embrace a love of life, a love of learning and lifelong friendships.

## Our Mission

Crossing All Bridges Learning Centre exists to create and sustain, through compassionate dedicated staff,

- Programs to develop life skills in participants;
- Social and welcoming environments in which meaningful relationships and friendships are developed; and,
- Inclusive community experiences.

## Enhanced Programs

A refreshed, upgraded slate of programs that includes more community involvement.

### We Will:

- Assess and evaluate current programs to support the modification and continuous enhancement of CABLC programs.
- Analyze and organize the current structure of CABLC to place a stronger focus on program enhancement.
- Determine program needs, and financials to support an enhanced slate of programming.
- Develop and implement a methodology for program impact measure to keep parents and caregivers better informed.
- Establish ongoing transportation services to increase inclusive community experiences.
- Design a volunteer recruitment plan to provide ongoing program support.
- Increase community partnerships to support program enhancement, inclusive activities, and expanded community engagement for our participants.
- Provide annual professional development opportunities for CABLC staff to contribute to the enhancement of CABLC programming.

## Strong Organizational Profile

Families and caregivers with children with varying developmental challenges are aware of the value of CABLC.

### We Will:

- Create and implement a comprehensive marketing and communication plan to reach three key audiences: local school boards, perspective parents, and perspective supporters.
- Ensure the CABLC and SB website is maintained and updated regularly.
- Increase CABLC and SB presence on all social media platforms.
- Establish family support group(s) for parents/caregivers who have children living with developmental disabilities.
- Increase partnerships to build on our community capacity for belonging, diversity, and inclusion
- Strengthen relationships and collaborate with local service clubs and organizations.
- Evaluate the effectiveness of the marketing plan.

## Social Enterprise

Increase revenue to sustain Shredding Barriers, research, develop, and launch a second social venture to provide employment to persons with developmental disabilities.

### We Will:

- Increase Shredding Barriers revenue by 15 % annually to operationalize Job Coach position.
- Explore the potential for adding an additional social enterprise using sound market research and accessing local business supports and resources.
- Source funding to fund the creation of a business plan for new social enterprise.
- Develop a business plan for identified new social enterprise initiative.
- Launch a new social enterprise initiative.

## Financial Clarity

Create financial information and reports that provide a consistent, accurate and transparent view of CABLC financials.

### We Will:

- Streamline financial reporting and create financial statements that are succinct, transparent, and easily understood.
- Review, reorganize and work with current structure to streamline workloads to oversee in-house bookkeeping
- Research, select and purchase accounting software to support the current and future bookkeeping and financial reporting needs of the organization.
- Migrate all bookkeeping/accounting services from 3rd party contractor to be managed in-house.

## Feasibility of Residential Services

Determine whether to proceed with the residential services initiative.

### We Will:

- Establish a work group to investigate the viability of residential services and determine the scope of work.
- Create and issue an RFP to determine the feasibility of residential/respite services at current location to determine infrastructure cost and ongoing operating expenses.
- Investigate financial resources to support the cost of the feasibility study.
- Initiate Capital Campaign phase 2 for the capital infrastructure based on 'go/no go' decision.