



FRASER VALLEY CHILD DEVELOPMENT CENTRE

STRATEGIC PLAN 2021-2024



Fraser Valley
Child Development
Centre



MESSAGE FROM OUR EXECUTIVE DIRECTOR AND BOARD CHAIR



Dear Valued Friends and Supporters,

We are excited to present the Fraser Valley Child Development Centre's strategic plan for 2021 – 2024.

The publication of this plan occurs in a time of unprecedented change. Karen's arrival as the new Executive Director in April 2020, succeeding Karen McLean, who retired after 22 years. The COVID-19 global pandemic. Still-evolving political and economic shifts. Despite all of the changes, we believe the timing is ideal for refreshing our commitments and way forward. While our overall direction has not changed, we are inspired by new priorities that align and focus our efforts for the next three years. We look forward to working with staff, clients, stakeholders, and the Board of Directors to build on the strong foundation and take the organization to the next level. We would like to thank our clients and the Board, management team, and staff for their support during this time of significant transition.

As we move forward together, we will continue to adapt creatively and strive for service excellence. We will continue to support children, youth, and their families and communities in our increasingly complex and challenging environment. We are fortunate that our talented, compassionate staff are deeply committed to our organization and mission to strengthen the well-being, growth, and participation of children, youth, and their families through innovative, evidence-informed child development services. During strategic planning, the Board and management team unanimously agreed to change our mission wording from 'evidence-based' to 'evidence-informed,' reflecting that we look to tried and true practices as well as creating and considering emerging evidence in service design and delivery.

We would like to express our appreciation for the many relationships and partnerships that make our work possible. Parents and caregivers, volunteers, other health care professionals, school districts, First Nations, community organizations, government, and other stakeholders help broaden our impact.

We are confident that our organization will navigate the challenges and evolve into an even brighter future, aspiring to our vision of a world where all people are welcomed to meaningfully participate in family and community life.

A handwritten signature in blue ink, appearing to read 'Brian Gaudet'.

Brian Gaudet, Chair, Board of Directors
Fraser Valley Child Development Centre

A handwritten signature in blue ink, appearing to read 'Karen Dickenson Smith'.

Karen Dickenson Smith, Executive Director
Fraser Valley Child Development Centre

OUR APPROACH TO STRATEGIC PLANNING

Every few years, the Fraser Valley Child Development Centre undertakes a strategic planning process to set the organization's priorities. These strategic priorities are driven by our mission and vision and speak directly to the challenges and opportunities before us. They also represent a continuation of our efforts in previous years, building on earlier successes.

In September 2020, the Board and management team worked diligently to solicit feedback from staff members, clients, volunteers, and key external stakeholders, on experiences, strengths, and opportunities for improvement. This process, which included focus groups and surveys, enabled us to discuss and listen carefully to participants' thoughts and ideas, resulting in a greater understanding of where we need to go as a family-centred, community-based organization. We also revisited our vision, mission and values to ensure they remained reflective of our present-day aspirations and contributions.

During our October 2020 strategic planning session, the Board and management passionately and unanimously agreed on new priorities that form the foundation of FVCDC's 2021-2024 Strategic Plan.

We would like to thank everyone who contributed their feedback, thoughts, and ideas to this process. We look forward to working with you over the next three years to ensure we achieve our goals to enhance growth, well-being, and quality of life for children and families that we serve.



OUR MISSION, VISION, VALUES

Our Mission

We are dedicated to strengthening the well-being, growth and participation of children, youth and their families through innovative evidence-informed child development services.

Our Vision

A world where all people are welcomed to participate meaningfully in family and community life.

Our Values

- Children and Families come first.
- Excellence and Innovation are the foundations of our achievement.
- Compassion and Respect are key to all relationships.
- Teamwork, Community and Collaboration are vital.
- Accountability is essential.



STRATEGIC PRIORTIES 2021-2024



People & Culture



Funding



Clients & Services



Systems and Processes



Public Profile



CLIENTS & SERVICES

- Strengthen and explore expansion of our programming to address the changing needs of our communities.
- Explore new ways of understanding the impact of our services across the full range of our clientele.
- Continue to refine our current service delivery model to enhance our work with children and families while striving to be at the forefront of our field.



FUNDING

- Create a long-term and diversified fund development strategy.
- Optimize existing financial resources.
- Develop sound financial models to enhance and expand services, maximizing access for clients.



PEOPLE & CULTURE



- Strive to excel in all our people practices.
- Deepen our focus on continuous learning, innovation and reflective practice.
- Create a diverse and inclusive workplace that is reflective of our community.



SYSTEMS AND PROCESSES

- Develop a long-term strategy for innovative, accessible technology benefiting clients and staff.
- Expand the use of outcome measures in all of our services and use data to drive improvements.



PUBLIC PROFILE

- Create and implement an external communications strategy to evolve and raise our brand profile and grow our presence as a leader and influencer in our sector.
- Increase our visibility by showcasing our impact through high profile opportunities and strengthening our relationships with funders, government representatives and community partners.



LOOKING FORWARD



On behalf of Fraser Valley Child Development Centre Board of Directors, the Senior Management Team, staff and volunteers, we thank you for your ongoing commitment to the organization as we continue to provide innovative, accessible, inclusive and family centered services to children and their families. With your generosity and support we are "Helping Kids Shine."

We are excited about the possibilities that are presented by this plan and look forward to continuing to work with you over the next three years. We welcome your feedback and suggestions as we move forward on this journey together.



We, the Fraser Valley Child Development Centre, acknowledge that we provide our services on the traditional ancestral and unceded lands of the Stó:lō peoples.
