



### Mission, Vision and Values

Everyone has what they need to live meaningful lives. To achieve their greatest potential – to inspire and support people to achieve the quality of life that they desire.  
When you need support, wherever you are, there's someone.  
Mutual Respect, Accountability, Integrity, Excellence and Innovation.

**+20%**

### Our Intended Impact

Within 3 years, we will help Waterloo Wellington's individuals and families with complex mental health, addictions and developmental needs succeed in achieving and maintaining a 20% improvement in their overall health and wellbeing.

## We will...

#### Be leaders in Community Mental Health and Developmental Care



- Providing team-based care = better outcomes for clients
- Creating clear client pathways to recovery and resiliency
- Always seeking new and better ways to deliver care

#### Measure and Evaluate Our Service Delivery



- Using data and client experience to inform improvements
- Reducing adverse events through continuous learning, performance monitoring and quality improvement
- Fostering a culture of learning and improvement among staff

#### Work with our Partners to Improve the Whole System



- Ensuring everyone has equitable access to care
- Integrating the client and family voice into everything that we do
- Using technology that enables collaborative care for clients

#### Develop a High-Performing Organization



- Fostering a workplace where staff have the tools, training and knowledge to succeed
- Creating capacity for innovation within the organization and care system
- Maintaining an organization where our people feel safe, valued and respected

#### Use donations (New sources of revenue) to Support CMHA WW's Intended Impact



- Increasing new sources of revenue to innovate and improve our programs and services
- Telling our story and ensuring donors know the power of their investment on the lives of the people we serve
- Allocating funds responsibly for greatest impact on CMHA WW priorities