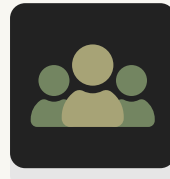


On the Road to Recovery & Connection through Social Rehabilitation!



We're mapping the Path to Mental Wellness no matter the road blocks!



ABOUT US

Friends & Advocates Peel

Since 1986, Friends & Advocates Peel has been dedicated to reducing adult social isolation and promoting mental well-being through community-based social rehabilitation. As a non-profit registered charity, we focus on fostering connections and support systems for those in need. We are committed to empowering individuals by offering meaningful skill development opportunities, fostering personal growth, and strengthening community connections. We achieve this through:

- Training programs
- Social activities
- Wellness Recovery Action Planning (WRAP)
- Peer/individualized support
- Social interactions & assertive life skills



Friends & Advocates Peel

Vision

To provide accessible, compassionate, and culturally responsive mental health support, empowering individuals and communities to achieve resilience and well-being. Through collaboration with partners and people with lived experience, we deliver innovative programs, advocate for meaningful systemic change, and promote awareness that dismantles stigma while fostering hope.



Mission

To lead change where mental health is valued, supported, and universally accessible, where individuals and communities are empowered to thrive, stigma is eliminated, and well-being is embraced as a fundamental human right.



Core Values

- Compassion
- Inclusion
- Integrity
- Collaboration
- Innovation
- Community



Strengthen Community Partnerships

Goal: Enhance & expand collaborative relationships to improve access to mental health care & promote system integration.

- Objectives:
- Partner with 5+ community organizations
 - Create shared service pathways or referral agreements
 - Host annual joint forums or round tables to identify service gaps
 - Collaborate on advocacy efforts that support mental health equity & funding

- KPIs
- Number & quality of formal partnerships (MOUs, initiatives)
 - Increase client referrals & shared programming between partners
 - Partner satisfaction & engagement levels
 - Joint advocacy & awareness campaigns launched

Diversity, Equity & Inclusion (DEI)

Goal: Embed DEI into every level of the organization

- Objectives:
- Leadership & governance
 - Policies & infrastructure
 - Staff & board capacity building
 - Community engagement & program accessibility
 - Measurement & accountability

- KPIs:
- Active DEI Committee
 - Improve diversity at staff & BOD levels
 - Staff report feeling belonging & equity
 - Increase co-created programming
 - Routine publication of DEI data & progress

CEO Succession Planning

Goal: Ensure seamless transition of CEO role

- Objectives:
- Develop a formalize CEO succession plan
 - Mentor potential internal leadership candidates
 - Establish an emergency interim CEO protocol
 - Engage BOD in succession planning

- KPIs:
- Approved CEO succession plan document
 - Leadership development programs
 - Clear interim CEO protocols established
 - Board engagement for transitions

Quality Improvement

Goal: Enhance the effectiveness, responsiveness, & impact of programs & services through continuous QI.

- Objectives:
- Develop & Implement a QI framework by 2025
 - Regularly collect & analyze client & stakeholder feedback to guide service enhancements
 - Train staff in QI methodologies & best practices
 - Establish measurable indicators to monitor program effectiveness & outcomes

- KPIs:
- Implementation of QI Framework across all programs
 - Increased client satisfaction scores
 - Number of staff trained in QI
 - Documented improvements based on feedback & data analysis.

Rebranding & Identity Refresh

Goal: Strengthen our public presence, relevance & connection with our community through a rebranding process.

- Objectives:
- Conduct a brand audit
 - Engage stakeholders
 - Develop a new logo, tag line, website, literature
 - Launch rebranded identity across all platforms

- KPIs:
- Completion of brand consultations
 - Approval & rollout of brand identity
 - Increased brand recognition
 - Positive feedback from stakeholders post launch

EACH TURN BRINGS US CLOSER TO OUR GOALS. THE JOURNEY IS JUST AS MEANINGFUL AS THE DESTINATION

Strategic Priorities & Objectives

