

Vision

CCRC exists to make a positive and lasting difference in people's lives.

Mission

CCRC helps people strengthen their lives and promotes community well-being. We do this through services that offer counselling, support and resources to assist with personal well-being, credit and financial management, access to housing and connection with community.

Values

Respect: Meeting people with caring, compassion, acceptance.

Commitment to Clients: Offering high quality, supportive, accessible, and integrated services.

Commitment to Community: Addressing issues including those related to poverty and social justice which affect our clients, through involvement in partnerships, education and advocacy.

Leadership: Providing expertise and support to identify and respond effectively to emerging needs relevant to our purpose.

Volunteerism: Recognizing the importance of volunteerism.

CCRC Strategic Priorities & Goals 2013-2016

CCRC is committed to moving forward in the following areas towards our vision and mission:

Strengthen Sustainability

- *Increase Board commitment to resource development and fundraising*
- *Develop and manage resources to respond to pressing service needs*
- *Develop a sustainable fundraising plan*
- *Measure and communicate the impact of services*

Deepen Client-Centred & Social Justice Approach

- *Advocate for clients' needs*
- *Focus on diversity and inclusivity*
- *Address social injustices related to client needs, such as poverty and violence*
- *Influence public policies related to clients' needs*

Invest in Staff & Volunteer Resources

- *Maintain a positive, caring culture*
- *Commit to leadership and skills training*
- *Enhance opportunities for nimble, flexible action*
- *Enhance use of technology to support service delivery*
- *Enhance volunteer engagement*