



## 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

We promote individual and community well-being through:

**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 to identify and respond effectively and ethically to emerging needs relevant to our mission

**Volunteerism:** Recognizing the importance of volunteerism.

## CCRC Strategic Priorities & Goals 2017-2020

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

### Strengthen Sustainability

- Continue Board commitment to resource development and fundraising
- Seek innovative, creative, resource development approaches that do not put vulnerable clients at risk
- Develop & manage resources to respond to pressing service needs while maintaining sustainable workloads
- Measure and communicate the impact of services
- Develop partnerships and collaborations that enhance services and are sustainable

### Continue Client-Centred & Social Justice Approach

- Advocate for clients' needs
- Reduce wait-times and increase access to services
- Deepen understanding and commitment to 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 resources to maintain a skilled, competitive workforce
- Enhance opportunities for nimble, flexible action
- Enhance use of technology to support service delivery
- Enhance volunteer engagement

