

Strategic Plan 2019-2024

Focusing our Toronto-based services



- Define areas of expertise
- Focus on specialty programs
- Enhance childcare programs
- Provide clear service pathways

Sharing our knowledge through our Institute



- Measure impact of all programs
- Grow as a thought leader and national contributor

OUR **4** STRATEGIC PRIORITIES

Communicating our story and impact



- Celebrate our success
- Clarify our identity
- Market our offerings

Strengthening our infrastructure



- Build organizational capacity
- Leverage technology
- Optimize physical spaces
- Diversify funding model

OUR VISION

To make measurable lifelong impact on the mental health and well-being of children, youth and their families.

OUR MISSION

We transform the lives of children, youth and their families by developing and delivering world class, innovative evidence-based mental health programs.