CMHA Simcoe County Branch

Strategic Plan

2026 - 2031

Canadian Mental Health Association
Simcoe County



Our Purpose Statement

Canadian Mental Health Association
Simcoe County

Building trust, inspiring hope, and expanding possibilities

Our Values

Put People First - Compassion is at the heart of how we care. We place people at the centre of our work, upholding the highest standards in service of dignity and wellbeing.

Own It - Our actions matter. We set clear expectations, follow through on our commitments, and learn from our successes and challenges.

Listen Courageously - Growth requires vulnerability. We create space for honest conversations and welcome perspectives that challenge our thinking, even when it's hard to hear.

Move Forward Together - Care starts within our team. In moments of challenge and growth alike, we empower one another and work together to find the best path forward.

Break Down Barriers - Access and belonging open the door to possibility. We create inclusive spaces where people feel seen, heard, safe, and supported as they pursue their goals.

Strategic Directions

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Empower Our Team

Our team makes our impact possible. By fostering a culture of trust, belonging, and collaboration, we will create an environment where staff feel supported to grow, contribute, and succeed. Feeling empowered and connected to our purpose enables our team to bring their best to the people and communities who rely on us.



Deliver Meaningful Impact

Every interaction is an opportunity to make a difference. By strengthening the quality, reliability, and accessibility of our services, we will ensure people receive the right support when they need it most. Guided by evidence, lived experience, and the voices of our community, we will deepen our impact and help people move forward on their path to wellbeing.

Strategic Directions



Drive Change Through Partnership

Stronger communities are built through collaboration. By working closely with health care providers, social services, governments, and community organizations, we will create a more responsive and coordinated system of care that expands what's possible for the people and communities we serve.



Strengthen Our Foundations for a Sustainable Future

To meet the needs of our communities today and tomorrow, we must continually strengthen how we work. By modernizing our technology and improving our systems and processes, we will build a more nimble and resilient organization. With this strong foundation, our team can focus their time and energy where it matters most – supporting people and improving lives.

Strategic Directions and Priorities

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Empower Our Team

- Bring our People Plan to life to support a culture of inclusion, belonging, and wellbeing
- Embed our values in our systems and processes
- Define performance targets and indicators to position staff for success
- Develop and implement recruitment and retention strategies
- Expand opportunities for professional growth and development
- Strengthen trust and meaningfully engage staff through two-way dialogue

Deliver Meaningful Impact

- Clarify and communicate our core offerings, ensuring our services remain focused and aligned with evolving community needs
- Provide consistent, high-quality care across sites and services so people receive the same standard of care, regardless of where they connect with us
- Evolve models of care through innovative, evidence-informed approaches
- Strengthen our community presence to enhance mental health education and reduce system navigation challenges

Drive Change Through Partnership

- Advance collaboration across health care, social services, and community organizations to improve coordination and outcomes
- Strengthen government partnerships to advance shared mental health and addictions priorities
- Foster meaningful Indigenous partnerships through authentic engagement and Indigenous-led approaches
- Advance our DEIB commitments through meaningful partnerships with organizations serving diverse, ethnocultural, and equity-deserving communities
- Expand our leadership and presence at community tables to advocate for emerging needs

Strengthen Our Foundations for a Sustainable Future

- Modernize our systems and processes to improve collaboration, increase efficiency, and reduce administrative burden
- Advance our technology, data, and AI-enabled tools to create a seamless, secure, and trusted experience for staff and clients
- Establish financial sustainability through multi-year financial planning and strategic resource management
- Expand our data analytics capabilities to inform planning and decision-making