



Canadian Mental
Health Association
Regina Branch
Mental health for all

CMHA REGINA



STRATEGIC PLAN 2024-2025

CMHA REGINA

OUR VISION

A Canada where mental health is a universal human right.

OUR MISSION

The Canadian Mental Health Association Regina Branch is a charitable not-for-profit organization dedicated to assisting individuals living with severe and persistent mental illness in their recovery journey. Additionally, CMHA Regina strives to promote and enhance the mental health and well-being of all members of the community by building individual resilience and community capacity through public education and advocacy.

OUR CORE VALUES

- ✧ Foster and empower the voices of those with mental illness through respect, inclusion, and dignity.
- ✧ Demonstrate compassion, understanding and empathy for people living with mental illness, and their families, through to recovery – with an emphasis on those who have long-term, serious mental illnesses.
- ✧ Provide support and innovative programming to assist in maintaining and improving one's mental health through education and knowledge.
- ✧ Through accountability and transparency, we are committed to building resiliency, promoting integration, and eliminating the stigma.
- ✧ Helping to build the capacity within our community through competent, credible, and supportive professionals.

CMHA REGINA

OUR CORE FUNCTIONS

Strengthening Our Voice

- ✧ Building awareness and knowledge about mental health.
- ✧ Contributing to policy development and change.
- ✧ Bringing community voices together and responding to changing needs.

Providing Quality Services

- ✧ High quality, evidence-based services that improve people's lives.
- ✧ Recognized as a community mental health leader.
- ✧ Delivering innovative, responsive programs and services in our member's club and in the community.

Being a Healthy Organization

- ✧ Strong governance and organizational framework to better meet the needs of our community.
- ✧ Progressive recruitment and retention practices for Board, staff, and volunteers.
- ✧ Strategic Plan that builds financial sustainability.

STRATEGIC DIRECTION

STRATEGIC INITIATIVES

CMHA Regina Branch's new strategic plan creates a set of expectations for the organization over the next three years. To deliver our programs and services more effectively and to raise awareness and appreciation of the value of CMHA, we must first recognize our organizational challenges.

In the next three years, CMHA Regina Branch will work towards:

- ✧ Building a Sustainable Organization
- ✧ Ensuring Quality Member (Recovery) Services
- ✧ Building Capacity Through Community Engagement
- ✧ "Mental Health For All"

PRIORITY ONE – BUILDING A SUSTAINABLE ORGANIZATION

In a not-for-profit environment, CMHA Regina Branch meets the challenges of maintaining organizational health while responding to the ever increasing and changing needs within the community.

Goals:

1. Improve and stabilize the financial health of the organization. Review current and future budget requirements and develop a fundraising strategy including targets.
2. Improve organizational governance.
3. Develop Asset and Inventory Plan – short term and long term.
4. Alignment of staffing resources with program commitments, priorities, and service volumes.
5. Increase the organization's visibility and in the community with enhanced credibility and improved reputation.

STRATEGIC DIRECTION

PRIORITY TWO – ENSURING QUALITY MEMBER (RECOVERY) SERVICES

CMHA Regina Branch provides intentional prevocational and vocational programming with a focus on supporting members to live their best life possible. Ongoing assistance is provided to facilitate individuals in making connections with other appropriate resources to address other immediate pressing needs.

Goals:

1. Prevocational and vocational programs are relevant and impactful. Services are flexible and responsive to changing environmental and demographic characteristics of the target population.
2. Nurture, strengthen, and expand community resource partnerships to improve the process of system navigation.
3. Develop the program's accountability framework (i.e., consumer and referral feedback, qualitative/activity and quantitative/results data).

PRIORITY THREE – BUILDING CAPACITY THROUGH COMMUNITY ENGAGEMENT

CMHA Regina Branch is committed to building a mentally healthy community by providing mental health knowledge and skills training applicable to all sectors of community life (education, employment, and recreation).

Goals:

1. Formalize CMHA Regina Branch's Community Engagement Program.
2. Increase capacity within the community to identify, understand, and deal with mental health issues and concerns.
3. Develop the Community Engagement Program's accountability framework (i.e., consumer and referral feedback, qualitative/activity, and quantitative/results data).

STRATEGIC DIRECTION

PRIORITY FOUR – “MENTAL HEALTH FOR ALL” INITIATIVE

CMHA Regina Branch works in partnership with other organizations to identify and provide access to mental health information and services for individuals who are dealing with personal mental health issues. Leadership is provided in determining gaps in mental services and in coordinating a community response plan.

Goals:

1. Formalize CMHA Regina Branch’s “Mental Health For All” initiative as part of the Community Engagement Program.
2. Improve the access to self-help information through the CMHA Regina Branch website.
3. Provide leadership in completing a Youth Mental Health Services needs assessment in collaboration with other youth serving providers.



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