



Canadian Mental
Health Association
British Columbia
Mental health for all



years of
community

CMHA BC Division STRATEGIC PLAN 2021-2025

Supporting better mental health and substance
use outcomes for all British Columbians



A MESSAGE FROM LEADERSHIP

CMHA's BC Division was founded in 1952 and has earned a spot as a respected thought leader and advocate for mental health and substance use care across the province. As the organization has grown, and its unique strengths have shone, the need for a strategic plan to steer our journey forward is clear.

This plan is the result of work led by the CMHA BC Board and reflects the voices and input of CMHA BC's team members, colleagues, partners, and stakeholders from across the province. Thank you to everyone whose thoughtful conversations and insights helped shape this plan—your input has been instrumental in helping to define where we are, where we're going, and why.

In building the Strategic Plan, we sought to model strength-based advocacy, apply an intersectional lens, and ensure we leveraged the strengths of branches and non-profit partners. With those guiding principles in mind, three strategic priorities for CMHA BC emerged: reach, uplift, and advance.

It is our hope that everyone involved in CMHA BC will see the work they do reflected in those priorities. Together, these priorities set a course for the next five years and solidify the organization as a leader in advancing mental health and substance use outcomes in British Columbia.

The goals outlined in this plan are only possible through a collaboration of skilled and passionate people—thank you to everyone who contributes to the impact CMHA BC has in communities across the province. We look forward to taking this journey with you.

David DeLong, *Chair, CMHA BC Board of Directors*

Canon Fung, *Chair, Strategic Planning Committee; CMHA Board of Directors*

Jonny Morris, *CEO, CMHA BC*

WHAT WE STAND FOR

CMHA BC is part of one of Canada's most enduring and recognized charitable organizations, working towards a vision of Canada where everyone can realize their human right to their best possible mental health.



CMHA is BC's leading mental health non-profit organization. We promote everyone's right to their best possible mental health, and support the resilience of people living with mental illness and/or substance use disorder.

There are five values that we consistently stand for in the work we do. We are:

- Inclusive
- Proactive
- Compassionate
- Steadfast
- Collaborative

CMHA BC advocates for changes to legislation and policy affecting people with a mental illness and/or substance use disorder.

INSPIRED BY OTHERS

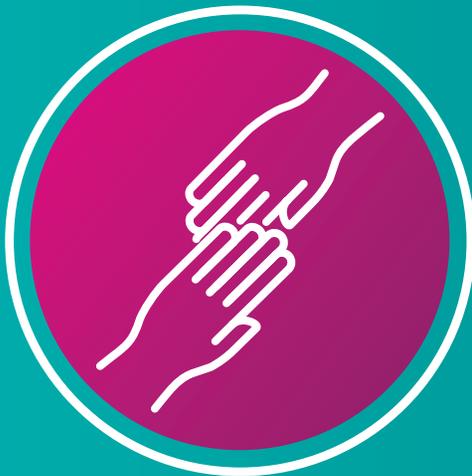
We have so much to learn from each other, and it's only by listening to others that we can move forward effectively. In creating this strategic plan, we were inspired by what we heard and learned from others.

PLAN DEVELOPMENT



OUR THREE STRATEGIC PRIORITIES

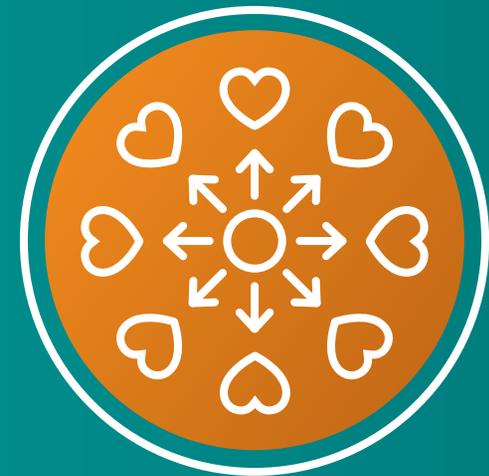
With our values, the input from our thought partners, and our guiding principles in mind, we identified three strategic priorities: **reach**, **uplift** and **advance**.



REACH all British Columbians throughout their lifespan to promote mental wellness and provide mental illness and substance use care by leveraging strengths.



UPLIFT the voices of BC's non-profit organizations and people with lived and living experience to create positive change in our public and community-based systems of care.



ADVANCE our human right to our best possible mental health by calling for a comprehensive system of care that protects and promotes our rights to adequate housing, education, employment, community inclusion and health.