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## The Brenda Strafford Foundation Board

### Legacy Documents Guiding The Brenda Strafford Foundation

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The Brenda Strafford Foundation has a very proud history (starting in 1975) based on an overarching intent to serve marginalized populations and those in need. Dr. Strafford enshrined this intent by developing guiding statements and documents that form the legacy and guiding tenets of the organization as follows:

#### **Our Philosophy**

The preservation of dignity and the pursuit of happiness.

#### **The Guiding Principle**

To cater to Humanity; to bring a measure of hope to people whose outlook seems hopeless.

**The Foundation's Objectives** (as originally filed with Canada Revenue Agency and supported in subsequent documents)

- To carry on the operation of the Manors in accordance with appropriate laws and regulations.
- To establish and carry on the operation of medical clinics to provide care and facilities for the poor and needy.
- To promote other charitable causes, including without limited the generality thereof, the advancement or education, the relief of poverty and advancement of other purposes of a charitable nature beneficial to the community as a whole.
- To receive and maintain a fund or funds and apply from time to time all or part thereof and/or the income therefrom for charitable purposes.
- To do all such things as are incidental or conducive to the attainment of the above objectives.

The Governing Body aims to realize its charitable objectives by:

- Dedicating all funds, including those realized from investments, to the service of humanity.
- Maintaining a sound financial base in order to expand the charitable works of the Foundation.
- Seeking investments in support of these objectives, especially investments which will, in turn contribute to health care in Canada.
- Actively exploring new opportunities to benefit humanity, especially in situations where extreme poverty exists.

## **The BSF Mission**

As a charitable organization we are an innovative force, providing high quality person-centred care and services to optimize well-being and enrich people's lives.

## **The BSF Vision**

We will provide leadership to create a future where people can live life to the fullest, with dignity, hope and happiness – in caring and supportive communities.

## **The BSF Values**

### People First

People are at the centre of everything we do. We are committed to those we serve and we recognize that our people are essential to our success.

### Quality

We relentlessly pursue quality with pride and enthusiasm. We believe in the highest standard of care and safety to ensure service excellence.

### Engagement

We respect the strengths, interest and needs of the communities in which we operate and closely collaborate with our staff, residents, families and partners.

### Leadership

We strive for excellence and act boldly to propel The Foundation and seniors care forward with confidence.

### Compassion

We act with kindness, empathy and understanding towards each other and those we care for.

## **The BSF Strategic Goals**

1. Achieve excellence in quality of care and living
2. Increase resident, family and community engagement
3. Develop and support our people and teams
4. Diversify and expand our services to better meet changing community needs
5. Enhance innovation through research, best practices and investments in technology and infrastructure
6. Optimize financial resource stewardship