



Pursuit 2025: The BSF Way



2022-2025 Strategic Plan

*The Preservation of Dignity
and the Pursuit of Happiness*

Pursuit 2025: The BSF Way

Our Philosophy
The Preservation
of Happiness

Values

We put **PEOPLE** at the centre of everything we do.

We boldly pursue **QUALITY & INNOVATION** with pride and enthusiasm.

We believe in **ENGAGEMENT** with all stakeholders and respect every voice.

We act with **COMPASSION**, empathy and understanding.



Priorities

1

First choice of residents, clients, and families

2

Employer of choice

3

Excellent research and innovation

Strategic Goals

1. Implement a hospitality services program that enables a best-in-class and personalized experience.

4. Promote a diverse, inclusive and trusting workplace through employee engagement, recognition, celebration and well-being.

7. Re-imagine and advance the workplace population

2. Create new opportunities that support diversity, equity, and inclusion, and drive greater resident/client independence, fun, choice, and involvement.

5. Enhance employee capabilities through effective talent management, education, and leadership development.

8. Broaden reach through national research support and social impact

3. Implement a program that maintains and optimizes our infrastructure to ensure fresh surroundings, purposeful use of spaces, and a meaningful, 'community-like' atmosphere.

6. Harmonize BSF as one employer, creating greater employee choice, value, and opportunities.

9. Transform research and enhance quality of life

Annual Operating Planning Cycles

The BSF Way is our foundational principles that are personalized, enabling, supportive, and foster a sense of belonging to our community.

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Our 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

Our Vision

Create a future where people can live life to the fullest, with dignity, hope and happiness — in caring and supportive communities

	4	5	6
ence in rch and ation	A leader in quality and safety	Drive smart growth and strong stewardship	Optimize social impact
agine how we lead pply quality, research, nnovation to support ork we do, and the lations we serve.	10. Implement initiatives that lead to improving key clinical and quality of life indicators.	13. Socially and environmentally responsible investments that support the future of aging, community care and engagement, and multi- service growth.	16. Enhance our work in addressing unmet health and social support needs for people living in the Calgary Region.
den our partnership y establishing local, nal and international rch collaborations that orts healthy aging and l good.	11. Create a framework that enables residents, clients, families, and employees at all levels to participate in quality and safety improvement initiatives.	14. Implement IT/digital enhancements to promote engagement, release time to care, and support working more effectively.	17. Enhance our work in addressing unmet health needs for people living in the Caribbean.
late evidence-based rch into practice to nce quality of care and y of life.	12. Enhance processes that integrate continuous quality improvement into daily practices (i.e., Accreditation as an ongoing journey).	15. Enhance our brand awareness and culture of philanthropy by stewarding donor and volunteer potential and showcasing the impact of the work we do.	18. Create and implement a methodology for measuring, monitoring, and enhancing BSF's social impact across all activities.

Operating Plans & Enablers

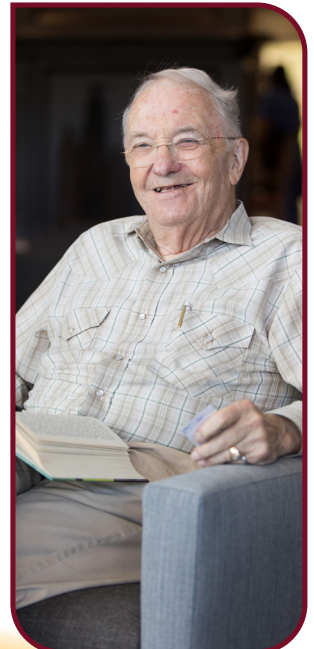
erson-centred approach to care, services, and environments
ort positive interactions and relationships, and encourage a
optimize well-being and enrich people's lives.



The Brenda Strafford Foundation has a promising future that will continue to build upon our past achievements through our strategic plan. Throughout the foundation's proud history, a reputation and culture of excellence and leadership has been established. This legacy will be honored, leveraged and enhanced in the 2022-2025 Strategic Plan.

'Pursuit 2025: The BSF Way' will position the foundation for continued growth and success, while staying true to our founding purpose. This is reflected in our steadfast commitment to the Philosophy: *The preservation of dignity and the pursuit of happiness*; continuing the legacy that Dr. Strafford dedicated his life to over the foundation's first 40 years.

Realization of our Philosophy – driven by our Mission, Vision and Values – will ensure that the foundation continues to have tremendous impact on those we serve and in the broader communities within which we operate.



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