

Pursuit 2021

2018-2021 Strategic Plan

Philosophy

The preservation of dignity and the pursuit of happiness.

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.

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.

Our 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.

We...

- Believe in a person-centred approach to care and services
- Treat everyone with respect and dignity and value each person as an individual
- Are proud of the important contributions, ideas, knowledge and skills that come from the diversity of our people
- Invest in our people, their growth and efforts towards success
- Support the development of our employees and those in our communities

Quality

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

We...

- Ensure services are respectful and responsive to user needs, preferences and expectations
- Provide care and services based on evidence and best practice to ensure care is safe, effective and delivers an excellent experience
- Strive to constantly improve and innovate in our approaches to care and service
- Do our very best in all we do and hold ourselves accountable for the results

Engagement

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

We...

- Partner with others to facilitate research and innovation
- Value the relationships we have with our internal and external partners
- Strive to create a sense of belonging for those we provide care to
- Foster an environment where all employees can participate in organizational improvement
- Believe in collaboration and shared decision making to enhance services and leverage expertise

Leadership

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

We...

- Embrace, encourage and nurture innovation at all times
- Strive to lead the industry to improve the lives of those we serve
- Act with integrity and courage and always endeavour to do the right thing
- Promote, support and integrate research that creates new knowledge and improves practice and share this knowledge with the broader community

Compassion

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

We...

- Genuinely care for people
- Look through the eyes of those we care for and seek to understand their needs
- Listen to those who entrust us with their care



2018-2021 Strategic Goals

To support The Brenda Strafford Foundation's Philosophy, Mission and Vision a select number of Strategic Goals have been developed to guide where The Foundation will focus its energy and resources over the next three years. Supporting initiatives within these goals will help shift The Foundation towards its stated Vision, while honouring its Philosophy and Mission.

1. Achieve excellence in quality of care and living

We will enhance services and programs that optimize the well-being of our residents, with emphasis on continuous quality improvement, safety and innovative approaches to care.

2. Increase resident, family and community engagement

We will deepen the level of engagement and collaboration with all of our partners, including residents and families, with a focus on our approach to person-centred care and services and enhancing partnerships in the community.

3. Develop and support our people and teams

We remain committed to supporting and engaging our people through continuous learning, education and professional development to enhance quality of care, support a culture of person-centered care and ensure services reflect our values.

4. Diversify and expand to better meet changing community needs

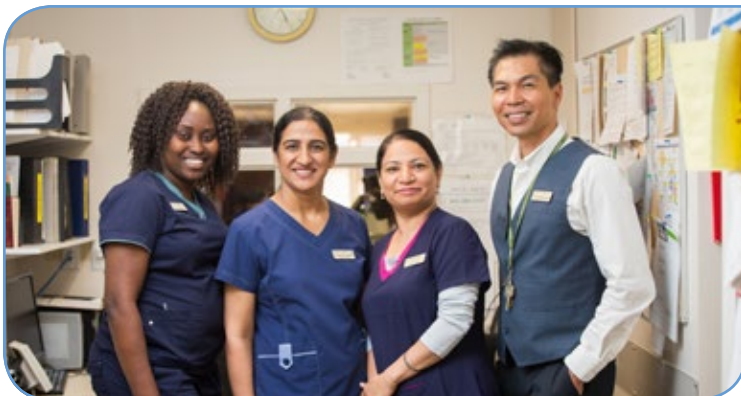
We will continue to identify and expand services that will better serve the needs of the community, including supporting people to stay in their homes as long as possible, as we seek new ways to share our expertise and build capacity in the communities where we operate.

5. Enhance innovation through research, best practices and investments in technology and infrastructure

We will continue to engage with industry partners to support the advancement of research and evidence-based practices, and to explore and adopt new technologies that enhance care, safety, the physical environment and quality of life.

6. Optimize financial resource stewardship

We value our charitable status and will continue to support charitable endeavours, while developing methods to optimize operations, maximize resources and pursue new revenue sources including growing the culture of philanthropy in The Foundation.



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 2018-2021 Strategic Plan.

'Pursuit 2021' 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.



The preservation of dignity and the pursuit of happiness.

theBSF.ca

The Brenda Strafford Foundation Ltd.
4628 Montgomery Blvd NW
Calgary, AB T3B 0K7