



THE ROAD AHEAD

STRATEGIC PLAN

2023 - 2026



Community Care
City of Kawartha Lakes

Background & Context

Founded in 1985 by a caring and compassionate group of volunteers, Community Care City of Kawartha Lakes (CCCKL) has grown to serve thousands of people in our community every year. Thanks to the compassion, expertise and devotion of our staff and volunteers, the organization now runs over 40 services designed to deliver care at the right time, in the right place, for people living in the City of Kawartha Lakes.

This strategic plan was developed in the wake of a global pandemic caused by the novel coronavirus. The impact of the pandemic on our services, clients, staff and community was significant. This strategic plan positions CCCKL for continued positive impact as we rebound from the disruption caused by the pandemic. Furthermore, Ontario Health Teams (OHTs) continue to progress and evolve as new structures in the healthcare landscape. Everyday OHTs are building towards delivering a full and coordinated continuum of care. The impact this will have on the state of healthcare remains to be fully realized. This plan was designed to strengthen what we do well as an organization, while remaining nimble enough to evolve with a healthcare system that is changing every day.

Approach

In the Fall of 2022 a new strategic planning process was initiated. The Board of Directors for both CCCKL and the Community Care Foundation (Kawartha Lakes) came together with the management team for a two day facilitated retreat. The result of this exercise offered a high-level draft framework for the plan moving forward. This framework continued to be refined through a 360° process of stakeholder engagement. CCCKL's Client and Caregiver Advisory Council was among the first stakeholders to be consulted. Furthermore, a total of three community-based focus groups, two focus groups with volunteers, and two focus groups with internal staff were conducted. As well, results from our annual Client Experience Survey and a survey to community partners were used to inform the plan. These inputs cultivated a total of four strategic directions which have been articulated in this document.

This Strategic Plan sets high level direction for the organization for the next three years. The tactics that will ultimately achieve the goals set out in this plan will be identified in CCCKL's Annual Operating Plan and supplementary program level workplans. We are excited about 'The Road Ahead' and the privilege of continuing our service to the residents of the City of Kawartha Lakes.

Community Care City of Kawartha Lakes

The Road Ahead (2023-2026)

Vision (What is our aspiration?)	Health and community support services delivered at the right time, in the right place, for people living in the City of Kawartha Lakes.			
Mission (What do we do?)	We provide health and community based services that support independence and enhance quality of life for the people in our community.			
	Deliver Care We deliver safe, accessible and equity informed services.	Engage Partners We actively engage our partners to achieve mutual goals.	Improve Outcomes We use data and evidence to continually improve.	Mobilize People We mobilize people and resources to care for our community.
Strategic Directions (Where are we going?)	Advance quality, personalized care	Drive System Transformation	Advance Operational and Environmental Sustainability	Foster Exceptional People and Culture
Strategic Priorities (How will we get there?)	Enhance Service Delivery • Drive seamless navigation across our services and into the broader care environment • Leverage feedback from clients and caregivers to improve care • Identify, develop and implement service efficiencies • Develop a Master Plan for the Community Care Campus	Lead the Changing Healthcare Landscape • Partner with the Kawartha Lakes Ontario Health Team to evolve the healthcare system • Design programs to meet emerging health needs • Leverage partnerships and resources to enhance brand visibility	Deliver Sustainable Excellence • Create new revenue streams • Optimize technology to enhance efficiencies • Pursue environmentally friendly, green initiatives • Position our efforts to strengthen the profile of the Foundation	Empower Our People • Align compensation, recognition, and benefits strategy to cultural goals • Empower our staff and volunteers through opportunities to connect, learn and develop • Engage with our people regularly to drive transparency and dialogue • Provide meaningful volunteer and work experiences
Outcomes (What will success look like?)	Care is accessible and available when needed.	Our partnerships are responsive, dynamic and productive.	The organization is well-funded, efficiencies are realized, and green initiatives are implemented.	Employees and volunteers seek us out as an organization of choice.
Priority Populations (Who do we serve?)	Our services address needs across the lifespan. We prioritize care and resources for older adults (65+ years old) and those experiencing barriers to care and support.			
Values (What guides our actions?)	Compassion We provide care with empathy and without judgement.	Accountability We deliver on commitments.	Respect We treat people with dignity and listen carefully to their perspective.	Excellence We embrace continuous quality improvement in all we do.