



# STRATEGIC PLAN

2022 - 2025

# McMAN CALGARY & AREA

2022 - 2025 Strategic Plan

## Vision

Together we transform the lives of children, youth and families through sustainable supports and connections, leading to healthy and fulfilling lives

## Mission

To support and encourage individuals and families to achieve their full potential as members of their community.

## Values

Commitment, trust, empathy, respect, genuineness.

## Service Pillars

- Connection & belonging
- Wellbeing & development
- Safety

## Services

- Family & caregiver support programs
- Youth programs
- Adult programs
- Community programs



## Strategic Directions

1

### Service & Employee Excellence

To continuously strive for excellence in client outcomes through advancing employee performance and achievements.

2

### Technology & Communication

Leverage technology and communication to better assist individuals and families in achieving their full potential.

3

### Funding & Organizational Development

Through sustained funder and donor support, ensure McMan has the resources needed to transform the lives of children, youth and families and remain a strong resilient organization.



To continuously strive for excellence in client outcomes through advancing employee performance and achievements.



## Service Excellence

1. Further develop McMan's practice foundation with a focus on Connections to Families & Natural Supports and Trauma Informed Practice.
2. Expand services in response to the social demand for mental health and addiction support. Ensure that individual connection remains at the core of all aspects of McMan's work.
3. Continue responding to the evolving needs of diverse groups to reduce barriers to accessing McMan's services.
4. Integrate, advance and support the calls to action for truth and reconciliation\* for Indigenous Peoples through McMan's service delivery, in collaboration and partnership with Calgary and area First Nations communities.



## Employee Excellence

1. Establish McMan as an ally for diversity and inclusion through ongoing learning and development of staff.
2. Develop and implement strategies to enhance attraction and retention of talent across the organization.
3. Implement succession planning processes in key leadership positions for seamless transitions, to minimize impacts on organizational performance.
4. Foster an employee culture of innovation and risk taking to enhance client outcomes and organizational progress.

## 2

## Technology & Communication

Leverage technology and communication to better assist individuals and families in achieving their full potential.



1. Evolve technological infrastructure through continuous improvements to streamline service delivery and maximize client outcomes.
2. Continue developing technology skills across the McMan team to build additional capacity and foster enduring service excellence.
3. Capitalize on technology to elevate stakeholder communication, organizational performance and to ensure security.



## 3

## Funding & Organizational Development

Through sustained funder and donor support, ensure McMan has the resources needed to transform the lives of children, youth and families and remain a strong resilient organization.



1. Seek out and incorporate diversified funding practices to ensure organizational sustainability and stability.
2. Collaborate with corporations, supporters and social innovators to discover new paths of sustained funding.
3. Tell the compelling story of transformative change in the lives of children, youth and families served by McMan to increase awareness of the agency's purpose and results.



## Contact

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