



# FIREFLY

## Our Vision

Healthy People.  
Resilient Families.  
Vibrant Communities.

## Our Mission

Making a positive  
difference in the wellbeing  
and life journey of children,  
young people and families.

## Our Values

Heart  
Reaching Beyond  
Empowerment  
Sharing & Playing Together  
Accountability



## Our Commitments (Achieving Our Mission)

We honour diversity and affirm  
the identities and lived  
experience of those we serve.

We strive to be exceptional in  
the services we provide.

We are passionate advocates  
for equity, social justice and  
reconciliation.

We work to reduce barriers and  
promote inclusion.

We work continuously at being  
the best we can be as staff and  
as an organization.

We are committed to physical,  
emotional, developmental, and  
cultural safety.

# 2023–2026 Strategic Plan on a Page



## **Champion for children, families and communities**

- Elevate the voice of the families for change.
- Promote health equity and system integration.
- Facilitate and act on Calls to Action and service alignment with Indigenous communities.
- Create and grow with communities and partners for greater impact.

## **Listen, empower and inspire each other**

- Sustain an aligned culture of inclusion, pride and teamwork where staff voice matters.
- Increase staff retention and recruitment - Employer of Choice.
- Invest in our people for service excellence and planning for change.
- Foster an environment where staff, student and volunteers share and continuously grow.
- Provide a healthy and safe work environment.

## **Transform experiences and outcomes**

- Integrate voice of families as experts and partners for service excellence.
- Remove barriers to timely and equitable access to services.
- Adopt creative approaches and outreach for underserved and those who are marginalized in our communities.
- Lead in regional best practices to deliver specialized services for those with complex needs.
- Incorporate cultural competency and client safety practices in all we do.

## **Innovate for quality and success**

- Grow as a centre of excellence for research, innovation, and education.
- Drive evidence-based practice with enhanced capacity and efficient use of data.
- Build greater capacity and focus on external communications.
- Plan and develop facilities for staff and service requirements.