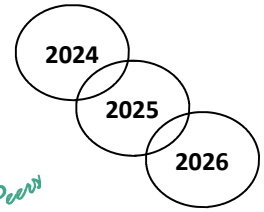




Richmond Mental Health Consumer and Friends' Society (RCFC)

Peers supporting Peers



210-7671 Alderbridge Way
Richmond BC V6X 1Z9

Phone: 604-675-3977
Fax: 604-214-0947

Web: www.vch.ca/rcfc
Email: cory.tymich@vch.ca

Strategic Plan Summary

Vision

A community that is filled with strong, supportive, and empowered mental health consumers that all have access to a wide variety of services and programs that meet both their individual and the community's goals and needs.

Mission

The Richmond Mental Health Consumer and Friends' Society (RCFC) supports a strong and connected mental health peer community by providing Peer Support, Therapeutic Recreation, and opportunities for growth and development to Richmond based mental health consumers.

STRATEGIC PRIORITIES

1

Diversify funding sources.

- Increase opportunities for funders to invest in RCFC peer focused programs and capacity building projects.
- Setup up a fundraising campaign focussed on our motto of "peers supporting peers" and using organizational strengths
- Enhance our ability to receive donations, give tax receipts, and track donors.
- Create a one day a week fund development position.
- Send one staff for grant writing training, then develop a grant writing and reporting team.

2

Provide Development and Training for staff, board, society & community.

- Create a plan of succession for all staff and board of directors' positions.
- Provide all staff members and board members at least one training opportunity per year.
- Create and set goals for each program, our board of directors, and our peer advisory committee.

3

Enhance communication from & about the RCFC to other agencies and the public.

- Use social media to connect to potential program participants, donors, and supporters.
- Advocate for the involvement of lived experience in service and program development within the community.
- Utilize opportunities to share and highlight staff & members' personal stories of success and development where possible
- Enhance communication materials that are used to send out information about our society like newsletters and website.

4

Understand the target demographic as well as the larger community, and services available from other agencies

- Maintain reporting and evaluation metrics and adapt programs and services to promote inclusiveness and diversity based on the data.
- Analyze diversity & satisfaction of program participants to test the implemented adaptations to continuously bring feedback and improvement.

5

Fortify new and existing relationships/collaborations

- Maintain and strengthen relationships with key stakeholders, especially VHC and other government entities to ensure visions are aligned.
- Continuously consider partnerships with other non-profits to remove access barriers to current and potential clients.