

THE VITANOVA FOUNDATION: Strategic Plan 2024-2027

Focus	Strategic Goals
Financial Management	CULTIVATE AND EXPAND REVENUE streams by means of a multi-faceted approach, to increase financial stability that permits investments to improve the operations of the agency and the outcomes of its clients.
Information Management	DEVELOP DATA MANAGEMENT SYSTEM that ensures compliance with the Ministry of Health's evolving reporting requirements and retain the expertise to implement and manage the software required to deliver evidence-based data and outcomes.
Community Engagement	<p>ENGAGE STAKEHOLDER AGENCIES in initiatives that will build mutual awareness, enhanced feedback, and greater cooperation.</p> <p>BUILD ON REPUTATION & BRAND AWARENESS via an enhanced public relations strategy and targeted reports that impact the addictions and mental health community</p>
Programs	BUILD OPERATIONAL AND CAPITAL INFRASTRUCTURE to enable us to grow and broaden evidence-based programming.

Human Resources	DEVELOP CULTURAL COMPETENCY of the board, staff and volunteers via training/education, in order to welcome underserved groups, making Vitanova inclusive of First Nations, immigrants/refugees.
	BUILD HUMAN RESOURCES , adding expertise (in women's & transition programs, etc.) while attracting, developing and retaining directors, staff, and volunteers who are skillful, talented, and passionate about the organization and its unique model of recovery, while ensuring that succession planning is a constant.