

Strategic Objectives 2011–2014

Key Result Area: Finances

Diversify funding sources:

- By developing a fund-raising strategy
- By cultivating relationships with services groups and businesses

Key Result Area: People

- Bring the Board to full strength by recruiting one new Board member
- Enhance understanding between Board and Staff by developing mechanisms for the Board to communicate with staff about their activities
- Ensure that the agency is not at risk from staff turnover in key positions by developing succession plans for the Executive Director and Financial/Administrative Manager.

Key Result Area: Community

Develop a strong public profile for Campbell River Family Services:

- By ensuring that our online presence reflects well on us
- By physically increasing our visibility
- By reaching people directly to inform them about the Society and its mission
- Initiate collaboration with other community agencies and share ideas to address evolving needs
- By joining and actively participating in Board Voice
- By extending invitations to other community agency boards around specific topics or items
- By building relationships with other service providers as the structure and authority of service delivery in Campbell River evolves