

STRATEGIC PLAN

2019 – 2022



Developmental
Disabilities Association





MESSAGE FROM THE BOARD CHAIR AND EXECUTIVE DIRECTOR



Whenever we look into the future, consider our potential goals and the challenges we'll need to overcome to get there, we get excited about the possibilities and look forward to creating the kinds of connections, services and supports that will allow people with developmental disabilities to live quality lives in our communities.

This planning cycle, we decided to share this excitement and involve more representatives from our stakeholder groups to get broader feedback on what we need to improve, where we may need to expand and what goals we should prioritize for the coming few years. We received excellent input from our survey and focus groups as our strategic planning consultants at MNP facilitated sessions that elicited deep-felt responses. We are very fortunate to have such positive support from our families, staff, self-advocates, members and funders. We all have a responsibility to ensure our communities are safe, welcoming and inclusive of all abilities, races, ethnicities and sexual orientations from all socio-economic levels. We have a long way to go and can only get there together.

Belonging resonated most with us as a major theme this year. We were challenged to move beyond inclusion to belonging, ensuring that people with developmental disabilities have places to go where they are not only welcomed but can feel free to be who they are without judgment because they are known, accepted and share common experiences with others. We all belong to our families but we also belong to our neighborhoods, our work, our friends and our common-interest clubs or teams. Our job over the next few years will be to more fully deepen relationships in these areas and explore others.

Through this strategic planning process, we clarified our Vision, Mission and Values, then prioritized four strategic directions for the upcoming three to five years at DDA:

- Building Communities
- Celebrating People
- Protecting our Future
- Delivering Excellence

We thank everyone who participated and invite one and all to read on to discover our plans!

Alanna Hendren
Executive Director

Ronda Karliner
Board Chair

OUR VISION

A diverse, welcoming community where people see the possibilities and where everyone belongs.

OUR MISSION

Unleashing the potential of individuals with developmental disabilities and their families through life-long programs, supports and advocacy.

VALUES

EXCELLENCE

We are dedicated to quality.

INTEGRITY

We are honest, open and accountable for our actions.

RESPECT

We show admiration, patience and care for each other.

COMMITMENT

We are dependable, stable and committed to our communities.

BELONGING

We create inclusive environments within communities, where everyone belongs.

BUILDING COMMUNITIES

Foster relationships between DDA clients, families and the public.

Families of all ages connect, gather and learn from one another.

We retain and nurture life-long connections to our families and clients.

Our clients are supported through major life transitions.

CELEBRATING PEOPLE

Educate the public to advance community inclusion; Recognize and develop DDA staff.

We build the capacity of communities to be inclusive and welcoming of all abilities.

Our staff are inspired to excel through recognition, training and meaningful career progression.

Our clients are affirmed and welcomed in their chosen communities.

PROTECTING OUR FUTURE

Ensure DDA can continue to support clients long into the future.

Our financial model is sustainable, accountable and built on stable partnerships and investments.

Our board represents the diversity of our communities.

We are visible advocates for the quality of life of our clients, families and staff.

DELIVERING EXCELLENCE

Demonstrate leadership in evidence-based program innovation and enable staff to delivery.

Our clients make meaningful contributions to DDA and in their chosen communities.

Our programs and services are based on sound practice and innovation, in welcoming environments.

DDA is an employer of choice for energetic, passionate professionals.



MOVING FORWARD

This strategic plan expresses how DDA will build on its strengths, where it can grow and explore new innovation, and where it will focus its efforts to protect its future. It is also a shared reference point for the entire community, as DDA makes decisions, measures its impacts and evaluates its success over the next five years.

DDA has put connection and belonging at the centre of its path forward and will be continuing to engage DDA staff, clients, families and caregivers as it makes progress on the commitments described in this plan.

Creating a diverse, welcoming community where people see the possibilities and everyone belongs is not something DDA can achieve alone. All of us, together, are part of make that future a reality.
