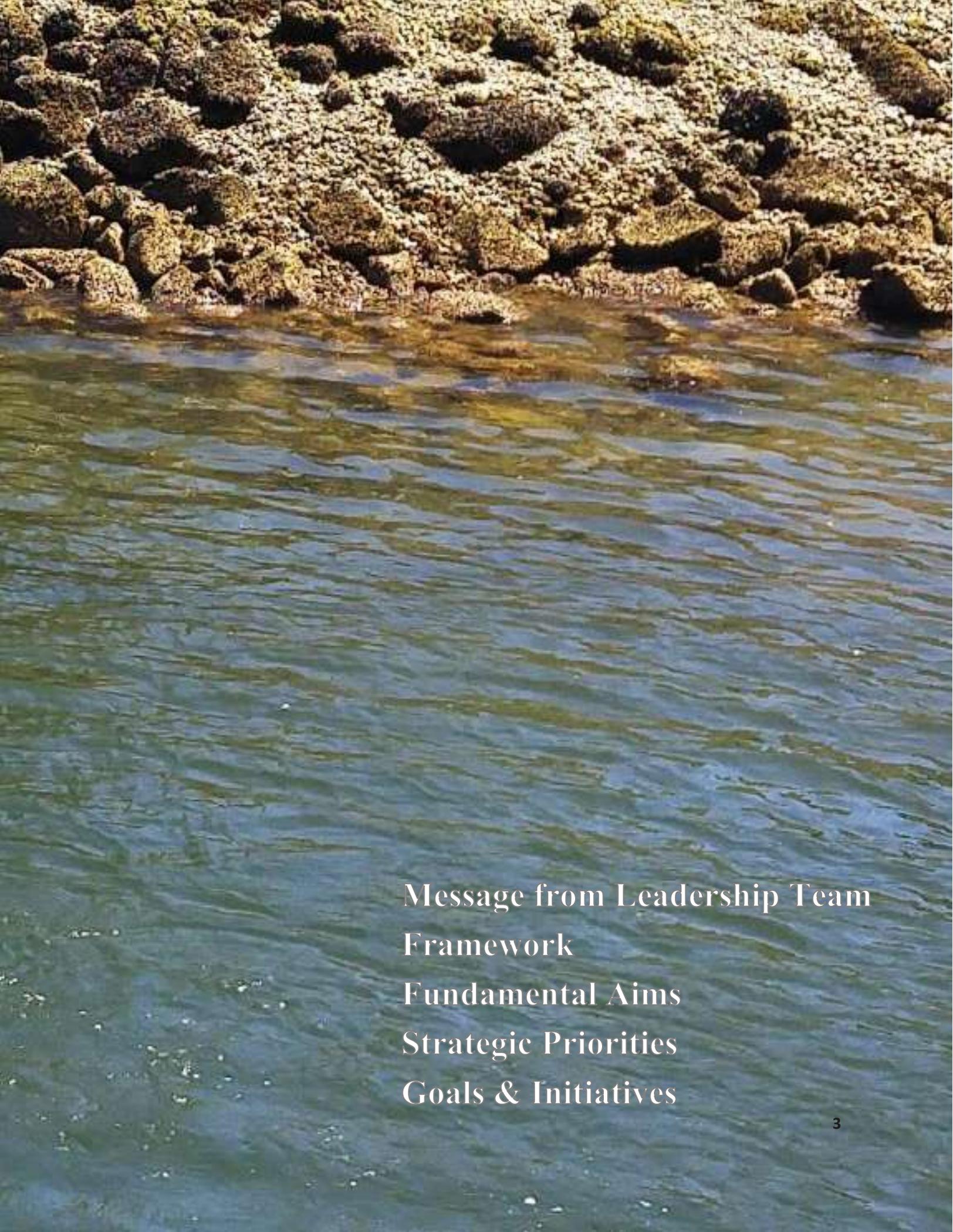




**THE DISABILITY FOUNDATION  
STRATEGIC PLAN 2017-2022**





**Message from Leadership Team**  
**Framework**  
**Fundamental Aims**  
**Strategic Priorities**  
**Goals & Initiatives**





# Message from the Disability Foundation Leadership Team

Creating our new vision and strategic plan began with the intention to build on the strengths of our history.

While the story of our founder Sam Sullivan is known widely, we wanted our forward-looking vision to embrace a key element of his journey – when he chose to embrace his disability and take ownership of shaping his life.

Our new vision and strategic plan is inspired by that pivotal moment.

Where we provide opportunities to empower the individual journey for a person with a disability, we know that it begins with an individual's choice to participate, to push boundaries, and to re-imagine what is possible.

Embedded in our vision and strategic plan is the spirit of teamwork.

Our future is informed by the people we serve, the volunteers who help deliver meaningful experiences and assistance, and our staff and community peers who support each other in a collective goal to improve the lives of people with disabilities.

Our vision is aspirational, and we know with teamwork the possibilities are endless.

Ruby Ng  
Executive Director

David Fong  
Director of Operations



# Framework of the Strategic Plan

## *THE PROCESS*

The 2017-2022 strategic plan was built through a consultative process with many stakeholders including management, staff, coordinators, industry peers, and board directors.

## *THE PLAN*

The Strategic Plan is proudly presented in four sections:

### ***Our New Vision & Mission***

Our new vision and mission statements focus on growth in the number of people we serve and expansion to serve more communities.

### ***Three Fundamental Aims***

Whether the individual journey is at the start or is pushing personal limits, the Disability Foundation provides a framework of three fundamental aims for the people we serve at any experience level.

### ***Four Strategic Priorities***

These four strategic priorities guide and focus all the work we do.

### ***Disability Foundation & Societies' Goals***

A high-level look at the 2017-2022 initiatives.

# Vision

**The Disability Foundation empowers and inspires people with physical disabilities to re-imagine what is possible.**



# Mission

Through our societies, we provide opportunities for people with disabilities to enable their individual journeys.





# Three Fundamental Aims

## **POTENTIAL: *To understand what is possible***

The Disability Foundation respects every individual story. We believe in clients' potential and this begins with an inclusive, supportive approach to question, discover, and learn. Every society provide introductory programs and services including: DIGA's personal at-home gardening; DSA's instructional videos; VAMS's recreational guitar or piano lessons at our adapted music studio; ConnecTra's community service workshops; and BCMOS's live video streams viewable from the comfort of home.

## **EMPOWER: *To do what is possible***

And when it is time to take that next step, the Disability Foundation's team of dedicated staff and volunteers will help build confidence to venture into that renewed sense of what is possible: kayaking and paddleboarding around False Creek; breaking down everyday obstacles with Tetra's custom-made devices; sailing around Jericho Beach; gardening with DIGA parties at community gardens; jamming with VAMS musicians; and Trailriding through Pacific Spirit Park alongside amazing volunteers.

## **RE-IMAGINE: *To redefine what is possible***

Grow beyond expectations. A progressive self-discovery is taking place with re-imagined capabilities: perform live on stage with VAMS musicians; inspire others in the community by telling personal journeys with ConnecTra's Speakers Bureau; volunteer to mentor new DSA sailors; go beyond ordinary with BCMOS theme adventures; give back to the community with DIGA harvests; and become Tetra ambassadors by daily demonstrating how barriers can be overcome.



A person in a wheelchair is shown from a side profile, using a red laser pointer to project a beam of light onto a wooden ramp. The ramp is positioned on a carpeted floor. In the background, a blue stuffed animal is visible on a couch. The overall scene is dimly lit, with the red laser beam providing a focal point of light.

## Four Strategic Priorities

The Disability Foundation and its affiliated societies will help more people with disabilities by:

Enhancing volunteer engagement and community partnerships to deliver our programs

Growing and diversifying our fundraising portfolio and increasing participation and awareness about our cause

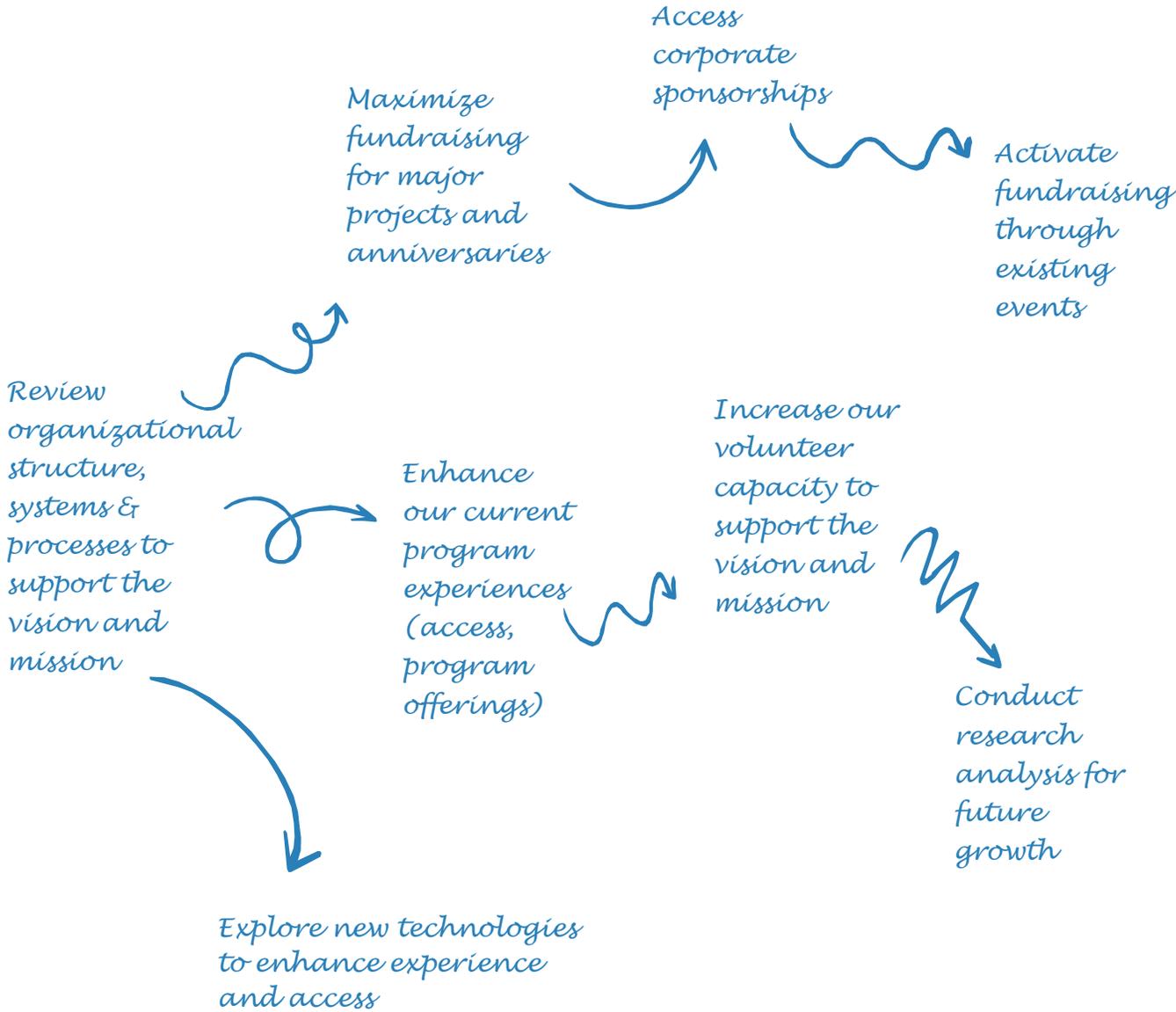
Innovating to break down more barriers through research and development

Ensuring efficiency and effectiveness through a lean operational and financial management system

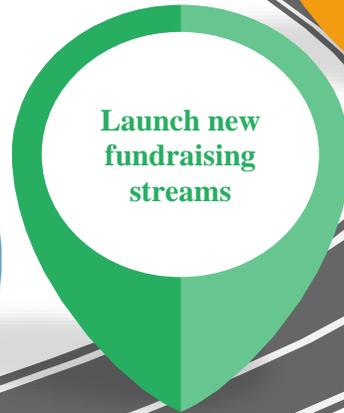
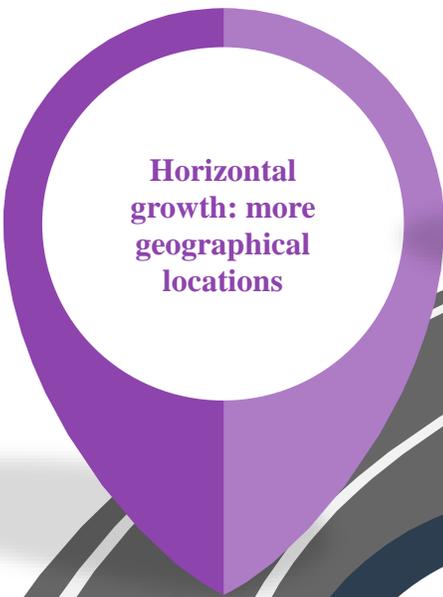
# SHORT-TERM GOALS

(1-2 Years)

Maximize on immediate opportunities and address greatest needs.



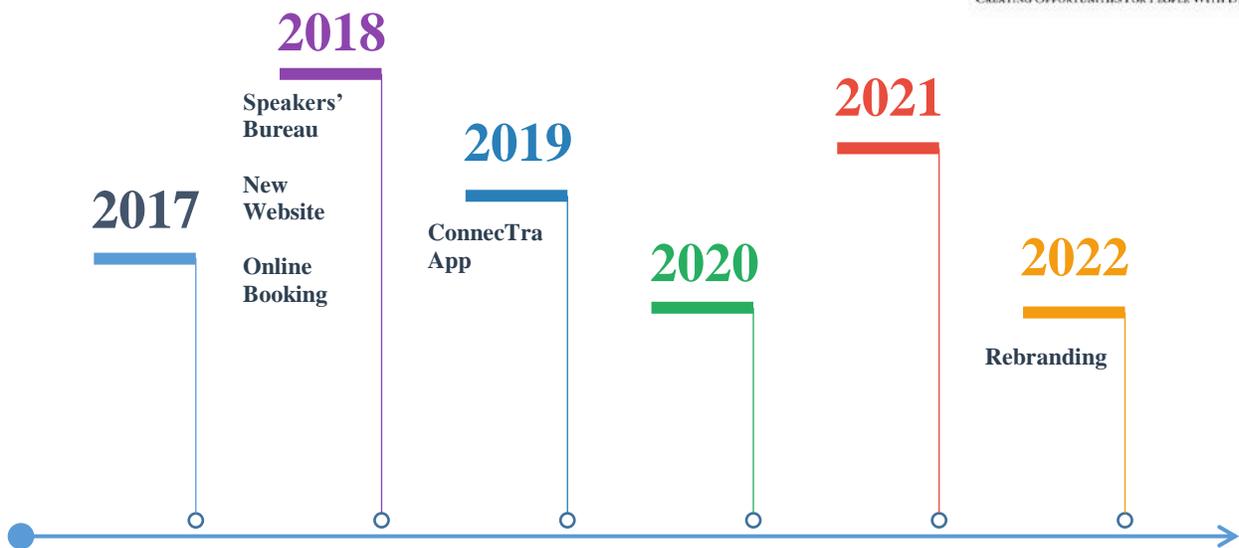
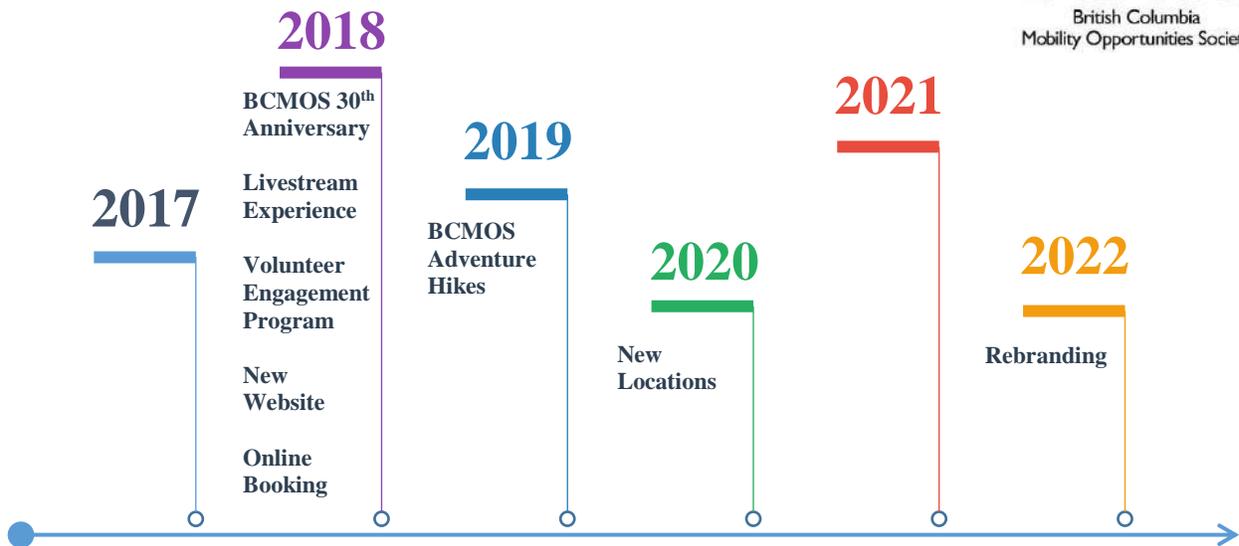
## LONG-TERM GOALS (3-5 Years)

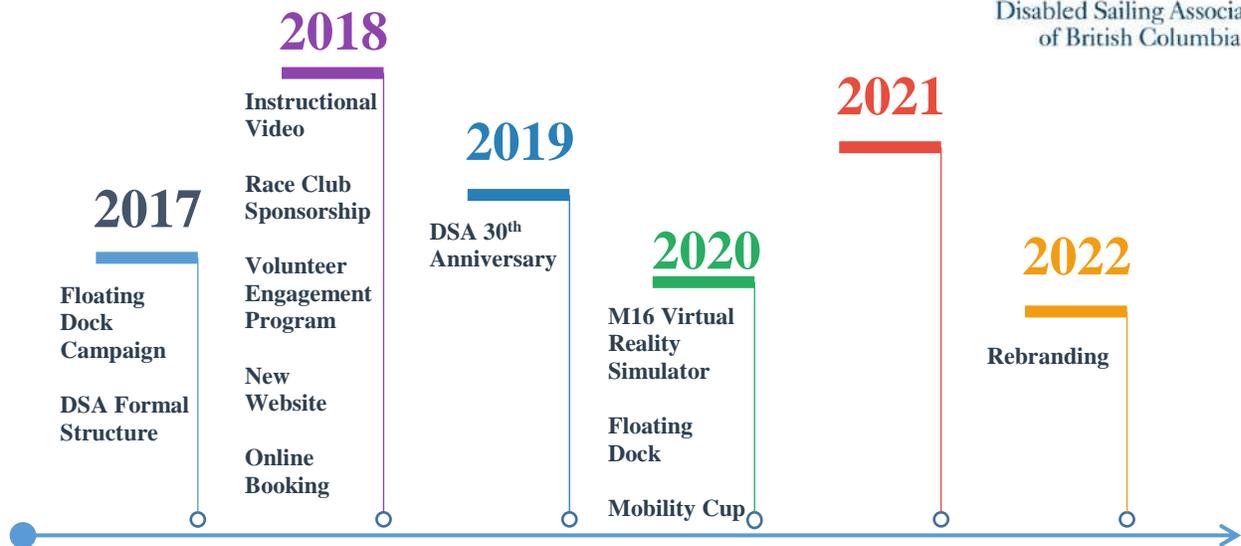
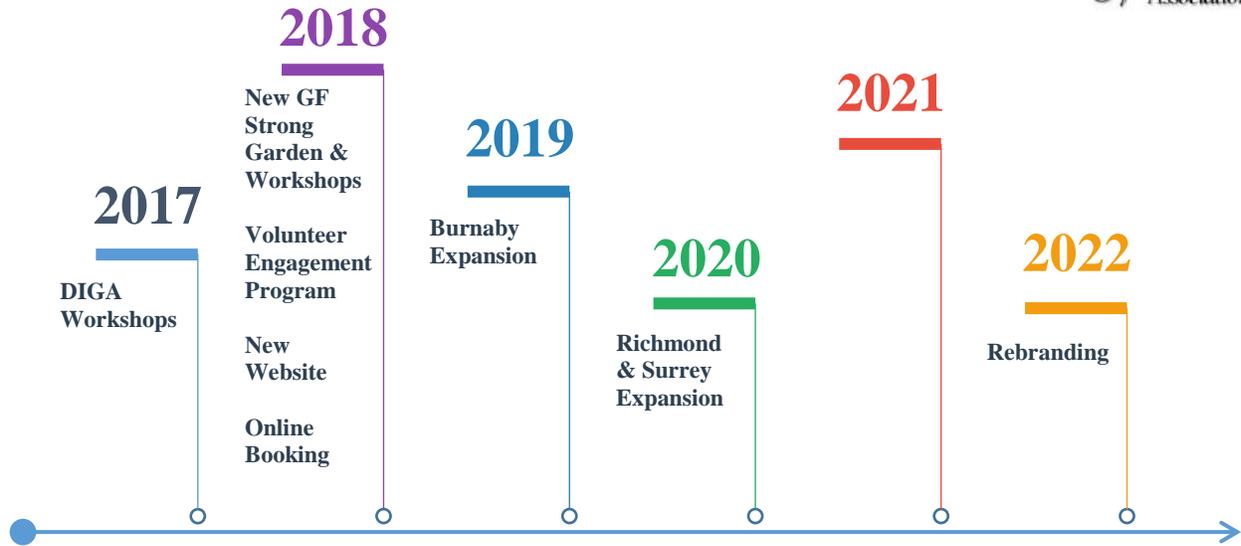


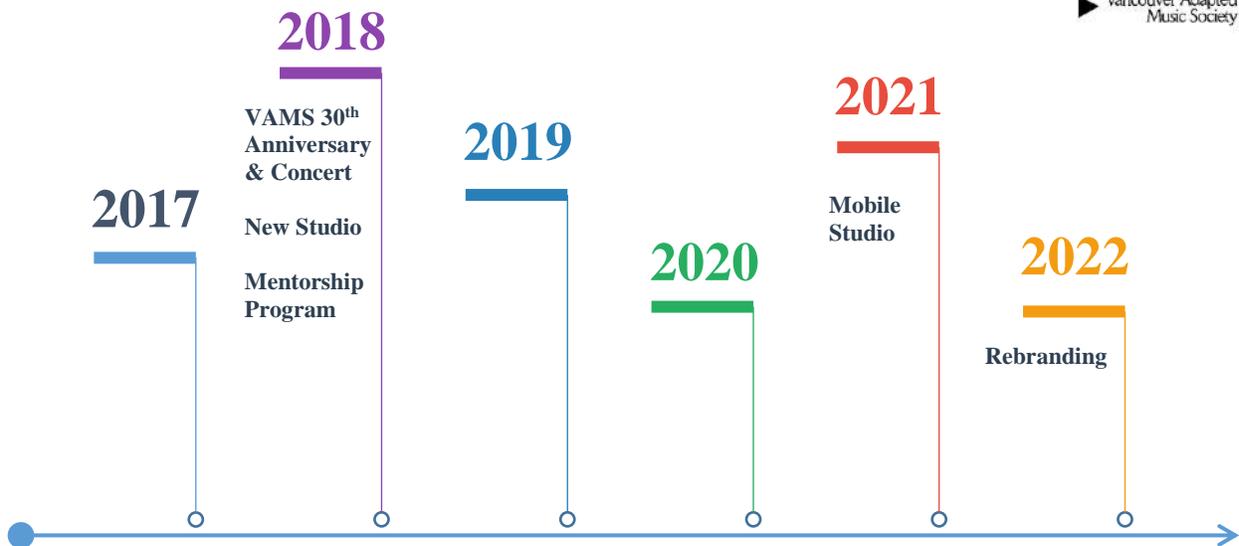
We've reinforced the base and are ready for growth.



# GOALS BY SOCIETY







RE-IMAGINE

WHAT IS

POSSIBLE

Second Printing January 10, 2018



**DISABILITY**  

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