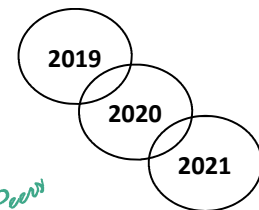




Richmond Mental Health Consumer and Friends' Society (RCFC)

Peers supporting Peers



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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 to meet our increasing capacity needs.

- 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."
- 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.
- Develop a 12-month calendar of grant opportunities.

2

Provide development and training for staff, board, society, and community.

- Create a plan of succession for all staff and board of directors' positions.
- Enhance our staff self evaluations to include goals within and goals beyond the RCFC.
- 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.
- Provide more engagement opportunities and access points for Richmond based mental health consumers to be involved with RCFC.

3

Further enhance and develop our Society's identity and public profile in the community of Richmond and in the non-profit sector.

- Connect to potential program participants, donors, and supporters, through a social media campaign that focuses on our "Peers supporting Peers" motto, our RCFC activities lifestyle, and artwork.
- Work to gain recognition as an expert and advisor on mental health lived experience. Champion the involvement of lived experience in service and program development within the community.
- Connect with local media to share RCFC staff & members' personal stories of success and development.
- Send out information about our society to all potential supportive organization and key community leaders.
- Update and move RCFC website to vch.ca.

4

Measure and communicate our impact in engaging Richmond's mental health peer community.

- Create a thorough system of metrics for reporting purposes and evaluation of program and services.
- Promote inclusiveness and diversity in all our programs and throughout our society.
- Prepare an Annual Report for the AGM, funders, and society members.
- Track diversity and satisfaction of program participants through better signup methods and regular surveys available on paper and online.
- Create a system that celebrates our successes and creates learning opportunities from our setbacks.

5

Further fortify existing relationships and create new relationships and networks with members, the community, and other organizations.

- Develop diverse and inclusive partnerships with other non-profits through committee work, workshops, presentations, and joint projects.
- Seek out other like-minded organizations that share common populations of program users and create joint programs, continuum of services, fundraising opportunities, or other forms of mutual support.
- Develop critical relationships with key government entities and make them aware of the accomplishments of Richmond's mental health peer community.
- Strengthen our relationship with VCH by developing better communication about our programs and projects and by scheduling regular meetings with key staff to ensure that our visions are aligned.