

OUR VISION
A community where hope, connection, and positive change are within reach.”

OUR MISSION
To Demonstrate the Love of Christ by:
Investing in People
Inspiring Hope
Transforming Lives

WE WILL ACCOMPLISH THIS BY:
Being **Christ-Centered**
Rooting all we do in love, compassion, humility, and the grace of Christ.

Being **Relational**
Building relationships on trust, empathy, and mutual respect.

Acting with **Integrity**
Doing what’s right, even when it's difficult, with honesty, transparency, and consistency.

Treating People with **Dignity**
Honouring the God-given worth of every person

AND FOCUSING ON MEETING THE CHANGING NEEDS OF OUR COMMUNITY THROUGH F.A.I.T.H.:				
FINANCIAL SUSTAINABILITY	ACHIEVING MEASURABLE OUTCOMES	INVESTING IN PEOPLE	TELLING OUR STORY	HOLISTIC CARE
We fuel innovation and growth while maintaining financial stability.	We measure what matters.	We create and maintain a culture of excellence.	We recognize that everybody has a story, including Ray of Hope.	We care for the whole person.
STRATEGIES	STRATEGIES	STRATEGIES	STRATEGIES	STRATEGIES
We will have reduced our financial risk by adding one new revenue source by March 31, 2028, and increasing our private donations by \$100K annually. We will launch or acquire a new program or substantially expand an existing program addressing relevant community needs by 2028. Through consistent vision casting and campaigns, we aim to grow our monthly donor base to 350 by 2028.	We will implement new tools to measure what matters to ensure we are offering the best programs for the people we support. We’ll invest in strong stewardship to increase the number of major and mid-level donors	Our staff & volunteers will be equipped and supported for their roles. Psychological Safety will be a regular part of our mainstream training and operations. We will establish a rhythm of Board training and education.	We will give voice to the people we support and share their stories in a dignified and impactful way. We will share what Ray of Hope offers to reach those who need our services. Youth Support will share their story, so we are seen as a viable service that provides quality mental health and addiction treatment and counselling	We will continue to walk alongside the people we support, and ensure our programs are responding to physical, emotional, psychological and spiritual needs. Ray of Hope’s public language, policies and training practices will be reviewed under the lens of the Belonging and Inclusivity Statement

WE:

Are **Trauma Informed** and work to understand the effects of life experiences and shift the conversation from “What is wrong with you?” to “What has happened to you?”

Are **Strength Based** and focus on identifying individual strengths to foster personal growth & improve wellbeing.

Use **Person First Language** by putting the person before their current situation focusing on the person, not their circumstances. “Person experiencing homelessness” rather than “a homeless person”