

OUR VISION

Leadership in exceptional hospice palliative care

OUR MISSION

To provide the Vaughan community with care and support in dealing with the challenges of life-limiting illness while advancing education, research and public awareness

OUR VALUES

Compassion
Respect
Dignity
Inclusivity
Transparency

STRATEGIC DIRECTIONS

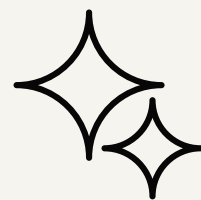
DELIVER THE BEST CARE

- Evidence-based holistic care delivery
- HPCO Accreditation
- Embrace a diverse population
- Support home-based care
- Support for caregivers
- Advanced care planning



CELEBRATE STAFF & VOLUNTEERS

- Inclusive and positive work environment
- Recognition and gratitude
- Leadership development
- Expand and diversify the volunteer base



ADVANCE KNOWLEDGE

- Exceptional learning experience
- Attract learners
- Elevate our profile via differentiation
- Staff and physicians as teachers
- Initiate research to elicit knowledge for application to practice



CULTIVATE PARTNERSHIPS

- Seamless and inclusive care environment
- Strengthen existing partnerships
- Build new partnerships



BUILD AWARENESS

- Elevate brand through unified messaging and storytelling
- Inspire supporters to be champions and advocates
- Encourage conversations around end of life
- Expand community knowledge that we are a care option



ACHIEVE FINANCIAL HEALTH

- Advocate for additional government funding
- Increase revenues with a focus on individual giving
- Create culture of stewardship
- Increase third party and community events

