

STRATEGIC PLAN 2022-2025







Mission:

To provide people whose lives have been disrupted by mental illness, the opportunity to recover meaningful and productive lives through reintegration within the workplace and the community.

Vision:

To be a vibrant, innovative and collaborative space dedicated to creating opportunity and purpose for those with mental health challenges, dedicated to nurturing equality and dignity.

Goals:

1

Provide a lifeline to people in Greater Victoria to help people rebuild their lives and improve their mental wellness at the Clubhouse.

2

Support people with mental health conditions to overcome obstacles to education, employment, housing and health.



Connections Place is dedicated to the Clubhouse International model. The goals in this strategic plan are designed to supplement the 37 standards set out by Clubhouse International. The goals reflect the most pressing needs of our community in Greater Victoria, identified through a strategic planning workgroup made up of members, board members, and staff.

While Connections Place is not a housing or employment provider, we recognize their critical importance in recovery. We are committed to increasing access to both in ways that align with our mission, values and the Clubhouse International model.



**Our Initiatives:
That move
us towards
our goals...**



Strengthening the Clubhouse Foundation (Internal)

- 1. Sustainability:** Connections Place is financially sustainable.
- 2. Standards and quality:** Connections Place maintains consistency across programs and the work-ordered day, while remaining adaptable to the changing needs of our community.
- 3. Accreditation:** Connections Place maintains adherence to the 37 standards set out by Clubhouse International.

BY 2025:

- By 2023, the province of British Columbia has committed to investing sustainable funding for Connections Place Clubhouse.
- Connections Place has annual gifts from foundations and individuals amounting to 25% of the organization's budget.
- Connections Place is open at least one evening and one weekend day every week and is open on all statutory holidays.
- Connections Place is accredited by Clubhouse International.



Growing the Clubhouse Name and Model (External)

- 1. Creating a recognized Brand:** Connections Place works with the Clubhouse Canada Coalition to meet the needs of the communities across the Country.
- 2. Awareness:** All people looking for support with their recovery know what the Clubhouse model is. Connections Place is a recognized brand in British Columbia.
- 3. Data:** We will continue to share our metrics throughout the Clubhouse community and our network to add to current research and findings that support the effectiveness of the Clubhouse model.

BY 2025:

- Continue to partner with Clubhouse Canada to foster high quality standards and adaptability to local community needs.
- Connections Place has developed and executed a comprehensive marketing and communication plan to create brand recognition for the Clubhouse in British Columbia.
- Serve as a resource to other Clubhouses in British Columbia looking to move towards accreditation.



Creating Partnerships that Amplify our Impact

- 1. Housing:** People in mental health recovery have healthy, safe and affordable housing options available to them. These options align with the Clubhouse International housing standards.
- 2. Employment:** People in mental health recovery have a network of employers with jobs that meet their needs. These options include transitional, supported and independent employment.
- 3. Wellness:** Connections Place partners with other health providers to ensure members receive wellness supports and these supports follow Clubhouse International wellness initiatives and standards.
- 4. Mental Health:** Connections Place has a clear referral process and strong partnerships. with referring health organizations, connecting more people to the Clubhouse.

BY 2025:

- Connections Place has 3 official partnerships that grow our referral process, housing, employment and other opportunities for people living with mental health challenges.
- 50% of our members secure employment through one of the employment programs.
- Housing is increased for members by 25%.
- Connections Place continues to collect and curate measurable data about how members are referred to our Clubhouse.



Our Roles:



To support and sustain the programs of Connections Place



To shape mental health policy and funding through advocacy and public awareness



To provide consultation to Clubhouses in the Clubhouse Canada Coalition



To promote the role of Clubhouses as a vital component of mental health recovery

