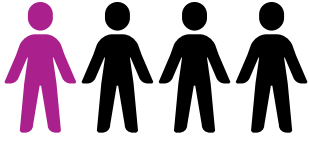
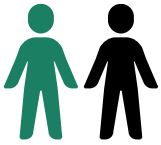


STRATEGIC PLAN 2024-2028





1 in 4 people identify as a caregiver in Canada



1 in 2 people will become a caregiver in their lifetime

2023–2024

1,727

individuals served

1,397,864

hours of respite provided

Message from the Board of Directors



I'm pleased to share our 2024–2028 Strategic Plan, which defines our vision for the future of respite services and caregiver support. The rising demand for our services underscores the essential role we play in supporting caregivers and their families.

This plan focuses on enhancing our offerings, expanding our reach, and strengthening community partnerships to ensure caregivers feel valued, supported, and empowered.

Creating this plan was a pivotal moment for Wesway. It allowed us to reflect on our mission, evaluate our current position, and map out our future direction. Engaging with diverse partners was crucial in developing a strategy that addresses shared aspirations and challenges. Your insights and perspectives helped shape a plan that aligns with our core values and goals.

We're excited about the future and invite you to join us in our mission. Your support—whether through working, volunteering, donating, or advocating—makes a significant difference in the lives of caregivers and their families. Thank you for your continued commitment to Wesway. Together, we can create a brighter future for those who give so much of themselves.

Filomena Gregorash,
Board President

Wesway acknowledges with respect that our offices are situated on the ancestral lands of the Anishinaabe people, specifically the territory of the Fort William First Nation, which is a signatory to the Robinson Superior Treaty of 1850. Additionally, we respectfully recognize that our services extend across other traditional lands and Treaty Territories of Indigenous Peoples.



Enhancing the Lives of Caregivers



Care your way

Our Mission

Wesway enhances the well-being of caregivers by:

- ▶ offering personalized respite services,
- ▶ providing dedicated support, and
- ▶ advocating for a more responsive and inclusive community of care.

Our Values

Wesway,

- ▶ Embraces caregiver choice and respects their experience and lived wisdom
- ▶ Recognizes that caregivers are the “experts” in relation to their family member’s care
- ▶ Is flexible, innovative, and responsive to people’s needs
- ▶ Acts with kindness, care, empathy, and respect
- ▶ Inspires excellence through listening, learning and continuous quality improvement
- ▶ Commits to equity, diversity, inclusion and belonging

In January 2024, Wesway's Board of Directors embarked on the strategic planning process. Wesway engaged with diverse partners to help inform the development of the new Strategic Plan.



The Strategic Planning Process Included:

- Hiring an external consultant to lead the development of the plan
- Internal environmental scan
- External environmental scan
- Meetings and developmental work with the Board Governance Committee
- Engagement sessions with the Board and Senior Leadership
- Engagement with caregivers, staff, volunteers and community partners

➤ **93**
Staff and volunteers provided input

➤ **33**
Caregivers provided input

➤ **08**
Community partners participated

- **January - February 2024**
 - Board engagement
- **March 2024**
 - Internal operations backgrounder
 - External environmental scan
 - Board and Senior Leadership session
- **April - May 2024**
 - Caregiver engagement sessions and surveys
 - Staff engagement sessions and surveys
 - Volunteer surveys
 - Community partner interviews
- **June - July 2024**
 - Board and Senior Leadership sessions
 - Preparation of report for Board
- **September 2024**
 - Approval of Strategic Plan Report by Board of Directors
- **October 2024**
 - Strategic Work Plan created
- **November 2024**
 - Launch of Strategic Plan

Strategic Priorities



**Improving
Caregiver
Services**

**Investing in
our People**

**Enhancing
our External
Presence**

**Creating
a Healthy
Sustainable
Organization**






Improving Caregiver Services

- Champion personalized respite services
- Innovate services beyond respite
- Improve access, equity and inclusion
- Strengthen partnerships that support service delivery
- Improve transitions and support system planning

Investing in our People

- Strengthen staff wellness and retention
 - Enhance staff and volunteer appreciation
 - Increase our diversity through equity and inclusion
 - Invest in succession planning and development
 - Deepen learning and education programs
 - Complete a review of our human resource practices and policies
- 

Enhancing our External Presence

- Actively advocate for services and funding
- Continue to partner and strengthen service delivery
- Advocate for a more responsive and inclusive community of care
- Participate in systems planning
- Modernize image and branding
- Refresh website
- Develop social media strategy

Creating a Healthy Sustainable Organization

- Enhance safety and risk management practices
- Advance equity, diversity and inclusion through education and the creation of culturally safe inclusive spaces
- Invest in continuous quality improvement
- Improve internal communication systems
- Stabilize growth through building critical foundations
- Systematically review and revise policies to create structure and consistency
- Utilize technology to reduce waste and improve effectiveness



210 – 1703 Victoria Avenue East

Thunder Bay, ON P7C 1C8

807-623-2353

www.wesway.com