



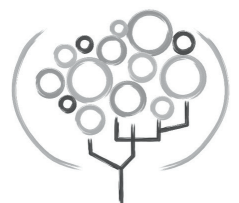
Community Connections
Community Connections Society of Southeast BC

2024-2026 Strategic Priorities

Our services

Enhancing the well-being of the diverse people in the East Kootenays

- Cranbrook Women's Resource Centre
- Homeless Outreach and Prevention Program
- Better At Home
- Cranbrook Food Recovery
- Cranbrook Urban Farm
- Cranbrook Public Produce Garden
- Farm Kitchen
- Poverty and Family Law Advocates
- Community Partner Program
- Kootenay Child Development Centre
- Southeast Kootenay Child Care Resource and Referral
- Community Connector for Seniors
- Just 4 Kids
- Community Action Program for Children
- Early Years - Cranbrook & Kimberley
- EK Infant Development
- EK Supported Child Development
- Bellies to Babies
- Circle of Security & Nobody's Perfect Parenting Programs
- Family Resource Program
- Step Beyond Shelter
- Life Balance Health & Fitness
- Step Beyond Shelter (Opening 2025)
- Cozy Bear Housing (Opening 2025)



Our mission and vision

Our mission

Enhancing the well-being of the diverse people of our region.

Our vision

Be a recognized leader in providing a wide spectrum of services that supports individuals and families.

Our values & guiding principles

Inclusion

Collaboration

Transparency

Strategic process

Community Connections Society of Southeast BC (CCSEBC) is a non-profit charitable organization that provides programs and services to Cranbrook and the surrounding area. As leaders responsible for the governance and stewardship of the CCSEBC, the Board and staff embarked on a strategic priority process to target the organization's finite resources appropriately while continuing to deliver a broad range of vital services that meet the needs and reasonable expectations of our clients and funders.

Our strategic areas of focus

Strategic area of focus 1:

Ensuring robust and resilient organizational capacity

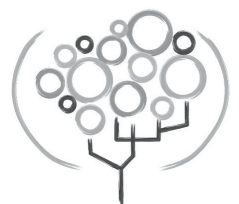
Key initiatives and actions

Underway:

- Explore an organizational structure that reasonably meets service level needs and future requirements
- Design a digital dashboard with meaningful visuals that incorporate KPI's and outcomes
- Continue to upgrade systems and processes that enhance client experience

New:

- Hire a Facilities Manager
- Restructure current roles to reflect current needs and growth



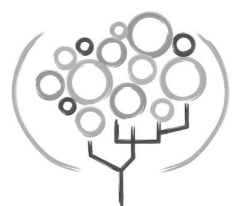
Our strategic areas of focus

Strategic area of focus 2:

Fostering effective governance

Key initiatives and actions

- Update the Board recruitment strategy
- Engage in an organization-wide financial mapping exercise
- Introduce financial literacy training for the Board
- Create a Board strategy to better communicate the organization's story



Our strategic areas of focus

Strategic area of focus 3:

Elevating community engagement and advocacy

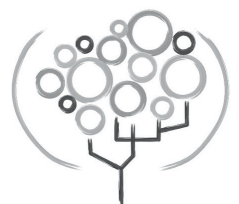
Key initiatives and actions

Underway

- All Board members are active in governance responsibilities including social and fundraising initiatives
- Utilize multiple communication channels to promote our programs and the benefits our services

New

- Explore formal and informal channels for relationship building with individuals and community organizations
- Utilize multiple media modalities to promote the Board and highlight Board work
- Strategize to increase fundraising opportunities
- Explore Board speaking engagements to highlight the work of the organization



Our strategic areas of focus

Strategic area of focus 4:

Cultivating greater inter-organizational connection

Key initiatives and actions

- Design activities that improve staff engagement and reduce barriers to participation from diverse geographical areas



**Community
Connections**