

Strategic Plan

Mission

As a leader in continuing care, we build meaningful relationships with our clients everyday and make a positive difference in the communities we serve.

Vision

People living life to the fullest, flourishing in a community of belonging, dignity and choice.

This strategic plan outlines the high-level priorities that will guide our organization over the coming years.



Values

- ✓ We Respect Everyone
- ✓ People Come First
- ✓ Everyone Plays a Part
- ✓ Promote Social Justice
- ✓ We Are All Accountable
- ✓ We Can Always Do Better



Create Client-Centred Solutions in a Home and Community First Framework

Belief: Emphasizing care in the home, fostering supportive, inclusive environments integrated within the community.

Approach: Guiding every policy and practice to create vibrant, warm, and inclusive environments.



Be an Organization of Choice to Work, Volunteer, and Grow

Belief: People-centered approach to make Northwood a preferred workplace, volunteer destination, and learning environment.

Approach: Retaining and attracting individuals by offering growth opportunities, a sense of belonging, and a modern work environment.



Programs and Partnerships that Make the Community Stronger

Belief: Championing social justice and creativity in continuing care, and delivering seamless, integrated services.

Approach: Meeting client, family, funder, and stakeholder expectations through collaborative, innovative service delivery.



Encourage Discovery and Learning

Belief: Northwood as a leader in innovation and research in the continuing care sector.

Approach: Acquiring knowledge to transform sector practices and enhance the quality of life for clients and staff.



Fortify Capacity to Fulfill Our Mandate

Belief: Commitment to successful implementation of large-scale projects in a dynamic environment.

Approach: Ensuring the necessary talent, capacity, and resources are in place to fulfill strategic priorities.