



Canadian Wheelchair Foundation

Strategic Plan Summary

2013 - 2015

OUR VISION

Transforming lives through mobility giving to all those deprived of it independence, dignity, hope and opportunity.

OUR MISSION

Raising awareness of the needs and abilities of people with physical disabilities.
Delivering mobility into the lives of children, teens and adults in the world who have no means to acquire a wheelchair.

OUR VALUES

Connecting

Compassion

Integrity

Accountability

Respect

Excellence

Key Strategic Goal

Develop Organizational Sustainability

Build an active Board of Directors/Advisory Council
Expand human resources
Improve use and integration of technology

Key Strategic Goal

Increase and Diversify Funding

Expand relationships with private, public and corporate donors
Develop key donor reps
Pursue grant funding

Key Strategic Goal

Promote Consistent Brand

Update and improve website
Pursue active social media strategy
Identify and engage "CWF Advocates"

Key Strategic Goal

Enhance Stakeholder Engagement

Improve stakeholder communications
Develop volunteer program
Establish "CWF Ambassador" program