

BCAPOP 2021- 2024 Strategic Plan

Vision

Our vision is for all parents to have equal and barrier-free access to education and support that will inform healthy pregnancy and early parenting and create resilient families.

Mission

BCAPOP provides support, advocacy, and leadership to improve outcomes for pregnant, postpartum, and newly parenting people and their infants.

PRIORITY & GOAL	Strategies	Success Measured By
<p>Services & Programs</p> <p>Continue to offer ongoing education & training and expand into new programming</p>	<ul style="list-style-type: none"> ▪ Renew membership and attracting new members ▪ Respond to and create programs to address gaps in service ▪ Ongoing monthly member meetings and check-ins ▪ Strengthen BCAPOP’s network and connections with other stakeholders ▪ Find opportunities for collaborations 	<ul style="list-style-type: none"> ▪ Increase in number of members retained and acquired ▪ Increase in number of people who attend trainings ▪ Increase in number of members who access programs ▪ New and innovative programming
<p>Indigenous Cultural Safety</p> <p>Acknowledge the harms done to Indigenous peoples and make informed decisions based on reconciliation</p>	<ul style="list-style-type: none"> ▪ Establish an ICS committee ▪ Establish an integrated approach in the day-to-day work ▪ Engage and consult with Elders from respective geographical regions and having them inform our work ▪ Provide opportunities for staff and board cultural sensitivity training ▪ Implement a cultural sensitive and trauma-informed approach when engaging with or requesting involvement from Indigenous individuals 	<ul style="list-style-type: none"> ▪ A BCAPOP reconciliation statement ▪ Established HR policies that incorporate ICS ▪ Increase in Indigenous people accessing services

PRIORITY & GOAL	Strategies	Success Measured By
<p>Equity, Diversity, Inclusion</p> <p>Further inclusion in our programming and provide the platform for voices to be heard</p>	<ul style="list-style-type: none"> ▪ Establish an integrated approach in the day-to-day-work ▪ Engage and consult with diverse stakeholders and organizations working with underserved populations ▪ Find opportunities for collaborations ▪ Take a trauma-informed approach when engaging with or requesting involvement from marginalized populations ▪ Opportunities for staff and board training (eg. working with people with disabilities, LGBTQIA2+, im/migrants, people using substances, etc.) 	<ul style="list-style-type: none"> ▪ Increased materials and resources on issues relating to marginalized populations ▪ Increased diversity in membership and in pregnant, postpartum and newly parenting people accessing our services ▪ Increased diversity in our professional network
<p>Organizational Development</p> <p>Achieve an efficient and effective organizational structure</p>	<ul style="list-style-type: none"> ▪ Redefine organizational roles and responsibilities and carry out a full overhaul of the organizational structure ▪ Establish priorities in policies and procedures ▪ Establish/reassess job descriptions ▪ Create a board reporting structure for holding directors accountable for tasks ▪ Ongoing board education 	<ul style="list-style-type: none"> ▪ Clarity, effectiveness, and efficiency throughout the organization ▪ Established structured lines of communication ▪ ED reports an increase in support from the board
<p>Funding</p> <p>Ensure ongoing financial sustainability</p>	<ul style="list-style-type: none"> ▪ Develop a fundraising strategy with the support of a consultant ▪ Grow a base of regular donors ▪ Develop informed strategies for advertising/promotion (including social media) ▪ Continue to pursue multiyear grant funding 	<ul style="list-style-type: none"> ▪ Established and implemented fundraising strategy ▪ A decreased dependence on grant funding ▪ Become more self-sustaining through donations, member dues, and events