

# Strategic Plans

**MISSION: THE PRIMARY PURPOSE OF THE CALGARY ASSOCIATION OF THE DEAF IS TO PROTECT AND PROMOTE THE RIGHTS, NEEDS, AND CONCERNS OF DEAF CALGARIANS WHILE ENDEAVOURING TO IMPROVE THE QUALITY OF LIFE FOR DEAF PEOPLE IN GENERAL.**

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**VISION: WE ARE WORKING TOWARDS AN ACCESSIBLE PROGRAMS AND SERVICES FOR THE DEAF, LATE-DEAFENED, DEAF BLIND AND DEAF WITH MULTIPLE DISABILITIES IN THE WORKING LANGUAGE OF AMERICAN SIGN LANGUAGE.**

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# Summary Report

## 2015-2019 STRATEGIC PLANS

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### Strategic Plans soon to be and completed

- Hired a local bookkeeper and accountant to maintain accurate financial report documents for AGLC and CAD Financial Audited Statement. **COMPLETED**
- Developed brand new CAD website. **COMPLETED**
- Applied for Charitable Registration Number to become a registered Charitable Organization. **COMPLETED**
- Fundraised funds for new building reserve fund. These funds are payable for other costs that is not AGLC eligible expenses allowed to be used by Use of Proceed Gaming Funds. Example: Lawyer fees, land title fees, transfer of ownership fees, Non-Profit Organization business licenses, and etc. **COMPLETED**
- Set up new Building Committee to investigate options ,research the needs of CAD members and purchase a new building as a centre for promoting social, educational, recreational and wellness for the Deaf. With the building purchase, renovations will be completed if needed to provide appropriate accessibility for the Deaf by December 31, 2019. **COMPLETED**
- Updated Bylaws to match current modern society and new building governance. **COMPLETED**

## REMAINING STRATEGIC PLANS TO BE COMPLETED BY 2025

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### 2019 TO 2025

- Apply for office furniture donation through Green Standards for the new building **COMPLETED**
- Apply for Operating Cost Grant for start up operating funds. **COMPLETED**
- Develop CAD Policies and Procedures for future paid employees **IN PROGRESS**
- Develop partnership with Alberta Cultural Society of the Deaf for ASL Instructor Training and certification to implement CAD's first revenue generated program to support CAD overhead expenses. **IN PROGRESS**
- Rent office to generate revenue to support CAD overhead expenses. **COMPLETED**
- Apply for grants for future programs and services as follows: Deaf Services, Senior Program, Children & Youth Programs, Literacy Programs, and etc. **IN PROGRESS**
- Develop Georgina Lilley ASL Bursary Fund **IN PROGRESS**
- Develop CAD promotion materials to promote CAD's program and services **IN PROGRESS**
- Develop social enterprises program to generate revenues to support CAD's operating cost.
- CAD will continue to respond to the constant changing landscape for CAD and Deaf Calgarians. Future projects will focus primarily on the needs of the CAD Members and Deaf Calgarians, but we will further develop new projects that will examine the Deaf issues and gaps for services. **ONGOING PROGRESS**

## REMAINING STRATEGIC PLANS TO BE COMPLETED WITH NO TIMELINE

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### **2015 AND BEYOND**

- Hire admin person to maintain daily administration duties and serve the public.
- Hire Executive Director to oversees program and services
- Hire Grant & Fundraising Resource Development Manager
- Hire Special Project Coordinator for future programs and services based on feasibility studies
- Create Brand and local community recognition.
- CAD Organization rebranding (Name, Logo and Tagline statement)