



# Strategic plan

2025 – 2030



# Break barriers, build belonging.



# Territory acknowledgement

We acknowledge and respect the Ləkʷəŋən (Songhees and Xʷsepsəm/Esquimalt) Peoples on whose territory the university stands, and the Ləkʷəŋən and W̱SÁNEĆ Peoples whose historical relationships with the land continue to this day.



# Building on a legacy

CanAssist began with Dr. Nigel Livingston, whose visionary work revealed a profound need for customized assistive technologies, limited by development challenges, high costs, and availability. His vision was carried forward by former executive director Robin Syme, who helped expand the programs beyond technology and shape the organization into what it is today.

We also recognize the invaluable contributions of our partners and the broader community, whose funding, collaboration, lived experiences, and insights continue to shape our work.

Today, CanAssist thrives because of our dedicated and passionate team. Their resilience, commitment to excellence, and belief in the transformative power of inclusion and accessibility are at the heart of everything we do.

As we look toward the future, we honour their contributions and continue to build on the strong foundation they have established; ensuring CanAssist remains a source of innovation and support for everyone.





# Mission

To address unmet needs of people, particularly those with disabilities, by advancing inclusion and accessibility provincially, nationally, and internationally.





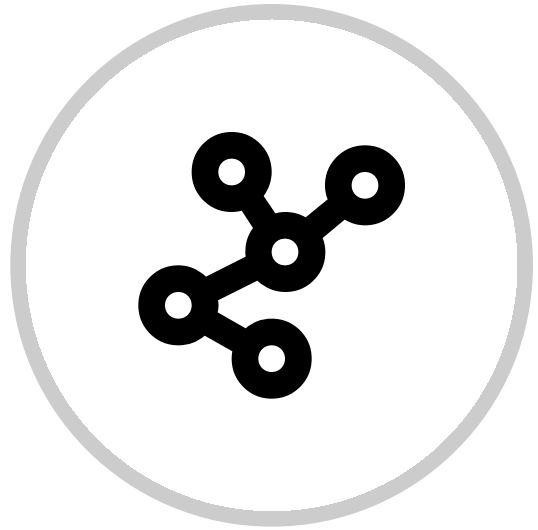
# Vision

A world without barriers where all people can meaningfully participate and belong.





# Values



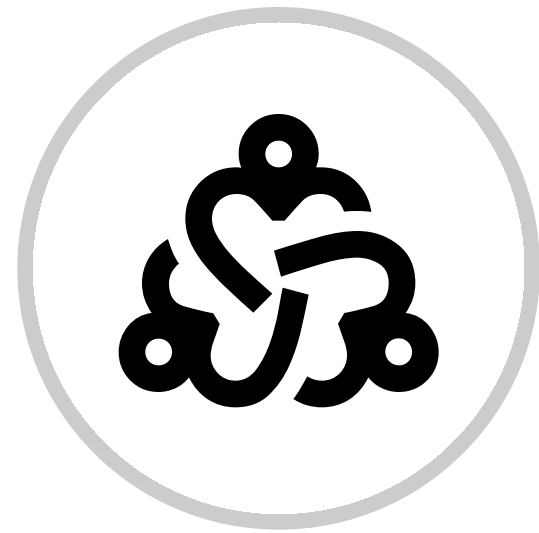
## Collaboration

- We prioritize a person-centered approach that respects unique needs.
- We learn from, and collaborate with, the community, unifying and amplifying their voices to shape our programs and solutions.
- We build lasting partnerships and provide sustained support.
- We promote self-determination, autonomy, and meaningful contribution.





# Values



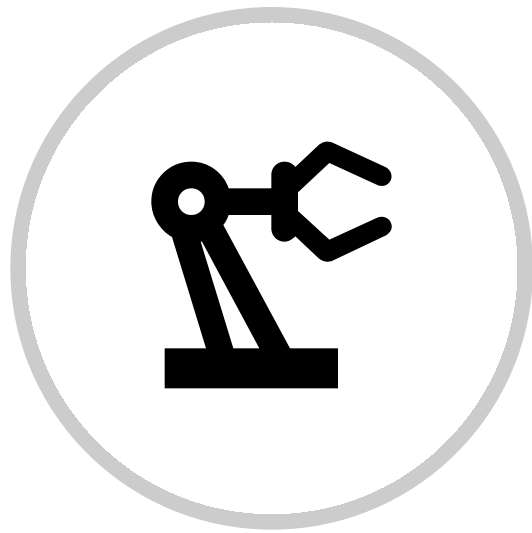
## Belonging

- We commit to an intersectional approach to reduce barriers to access.
- We celebrate diverse identities, experiences, and backgrounds.
- We foster inclusion by embracing people's strengths to meaningfully participate.
- We create an environment where everyone has equitable opportunities and support to achieve success.





# Values



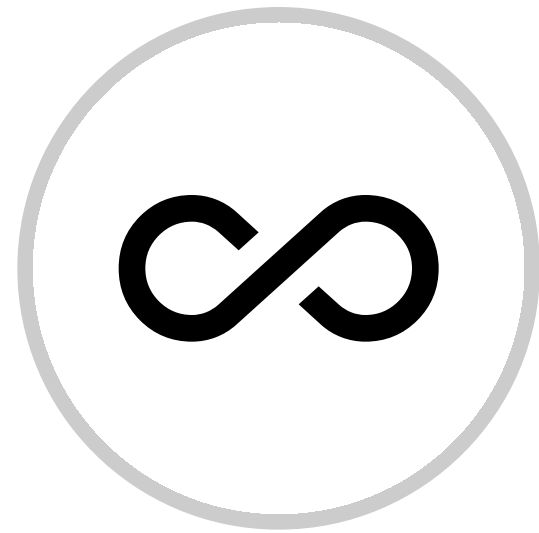
## Innovation

- We develop distinct and effective solutions to unmet needs.
- We problem-solve and enable creative and practical approaches that positively impact people's lives.
- We provide education to promote inclusion.
- We embrace continuous learning, self-reflection, and positive change.





# Values



## Inclusive leadership

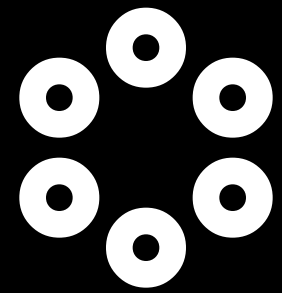
- We lead by example, showing the behaviours and values we want to see.
- We lead with care and curiosity, working to understand others.
- We lead with openness, encouraging communication, seeking feedback, and owning our actions.
- We ensure long-term growth and financial stability to continue our mission.







# Approach



## Convener

Bringing people together to share their knowledge, experience, and perspectives.



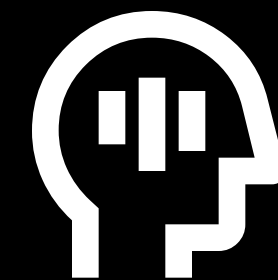
## Amplifier

Providing a platform for all voices to be heard and shared.



## Investigator

Researching and analyzing landscapes to bring ideas together and address gaps.



## Sense maker

Unifying diverse perspectives to make ideas and programs accessible for everyone.





## People

Support and empower communities and our staff to succeed



## Programs

Evolve programs to better support the people we serve



## Stewardship

Keep our organization strong and thriving



## Partnerships

Grow partnerships to create greater impact



## Brand

Increase awareness of CanAssist to reach more people

# Strategic goals





## *Strategic goal 1*

# People

Support and empower communities  
and our staff to succeed

- **Amplify community voices**
- **Build stronger teams to better support the community**
- **Create a supportive and inclusive workplace**





## *Strategic goal 2*

# Programs

Evolve programs to better support  
the people we serve

- **Define and restructure programs for clarity**
- **Encourage innovation in program development**
- **Enhance programs to create sustainable change**
- **Build capacity to deliver and promote programs effectively**
- **Establish a sustainable model for growth**





## *Strategic goal 3*

# Stewardship

Keep our organization strong  
and thriving

- **Build a strong advisory board**
- **Make strategic financial choices for long-term impact**
- **Create a balanced and diversified funding strategy**
- **Improve daily operations**





## *Strategic goal 4*

# Partnerships

Grow partnerships to create  
greater impact

- **Partner with UVic for research and community engagement**
- **Strengthen government partnerships**
- **Work with other organizations for greater impact**
- **Build strong relationships with Indigenous communities**





## *Strategic goal 5*

# Brand

Increase awareness of CanAssist to  
reach more people

- **Establish CanAssist as a leader in accessibility**
- **Strengthen CanAssist's reputation and reach**
- **Work with partnerships to build awareness**
- **Engage the community to expand our impact**



# Our path forward

Our vision is **a world without barriers where all people can meaningfully participate and belong.**

Partnerships are at the core of CanAssist's sustainability and impact. Through strategic investments in our people, programs, and outreach, we are committed to delivering transformative solutions for accessibility and inclusion.

We are continually adapting our offerings to meet the evolving needs of the community we serve. Our work is guided by our values of **innovation, belonging, inclusive leadership, and collaboration.**

Our strategic plan outlines ambitious goals that will contribute to a society where everyone belongs. **Join us on this journey!**





**canassist.ca**

**Donate**

