



LOOKING AHEAD | 2021-24


OUR STRATEGIC VISION



GOAL #1

Grow up with our members

Adapt to the changing needs of our members from childhood into early adulthood by delivering core programs for children and families and introducing innovative programs for autistic youth and adults.

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- Increase capacity in our most popular core sports programs for children
 - Introduce programs that address the unique needs of autistic youth and adults
 - Grow Family Experiences across regions and seasons

GOAL #2

Build inclusive communities

Engage communities by delivering training, developing resources and promoting autism acceptance, accessibility and inclusion across BC. Build community capacity by empowering employers, service partners and a wide range of community spaces and organizations to better support, welcome and effectively include people on the autism spectrum and their families.



- Create more opportunities for children and families to successfully transition into community-based activities
- Deliver training to community settings that are utilized by autistic youth and adults
- Identify major gaps and training needs relating to mental health services for autistic youth and adults

GOAL #3

Reach more people in a more meaningful way

Develop and implement a recruitment, engagement and retention strategy to increase the number of active CAN members and supporters across age groups and regions.

- **Develop a Membership Recruitment and Engagement Strategy**
- **Build Brand Partnerships to Increase Reach and Supporter Base**
- **Create a Brand Story that is Authentic and Impactful**
- **Utilize Marketing Automation to Increase Engagement**



GOAL #4

Build capacity

Work to more effectively and efficiently advance our mission by improving internal systems, minimizing costs, diversifying revenue streams, increasing employee competencies and planning for succession.

- Build Staff Skills & Competencies
- Increase Autistic Representation
- Implement Systems and Process Improvements
- Grow and Diversify Revenue Streams

