



2025-2030 Strategic Plan



Transforming Integrated Care for People and Communities

Our Purpose:

To provide excellent, integrated care and services, enabling people to remain in the homes and communities they love.

Our Vision:

Every life lived to the fullest.

Our Mission:

We help people live in their homes and communities by delivering the caring support that they and their families need.

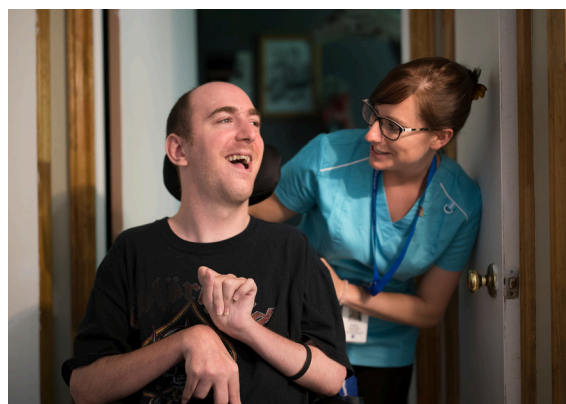
Our Values:

Our values guide how we work with each other, with our partners and with our clients and families.

Respect: We support others honestly, openly and fairly.

Compassion: We listen and serve with sensitivity, empathy and concern.

Excellence: We commit to everyday improvement in all that we do.



Strategic Plan at a Glance



Innovate



Excel



Empower



Advance



Innovate

Grow innovative health and wellness solutions for clients and caregivers in the community

- Align VON's Community Support Services (CSS), Home Care and Nurse Practitioner programs and services and support our teams to deliver an integrated care experience for our clients.
- Enhance relationships with hospitals, primary care and other community players to develop integrated solutions to keep people healthy at home.
- Leverage and redefine VON's footprint (clinics, adult day programs, office space) to build out hubs of services that are tailored to local needs and emerging health trends, and provide revenue generating opportunities.
- Attract donors and other funding to enhance our capacity to meet client needs.
- Expand our service offerings in virtually connected care.
- Grow our role as a system influencer to advocate for the needs of clients, caregivers and our teams.



Excel

Bring the best to clients and caregivers by spreading clinical and operational excellence across VON

- Spread clinical and operational excellence across all VON units and departments with a focus on performance, education and innovation.
- Leverage evidence and research insights to strengthen practices, amplify the value of our work, and identify opportunities.
- Nurture a culture where excellence, agility and innovation are embedded in all our work and rewarded.



Empower

Nurture and promote VON's exceptional team and culture experience

- Differentiate VON as an employer of choice through promoting a healthy and productive culture.
- Enhance employee experience, increase employee engagement, and strengthen team experience and collaboration.
- Engage and support our students and volunteers.
- Develop clear development pathways that are well communicated and help retain staff.
- Embed equity, diversity and inclusion (EDI) into the fabric of the organization.
- Advance health and safety in the organization.



Advance

Improve experiences and outcomes using data and technology

- Leverage the VON Connect digital transformation to simplify and improve client and team experiences.
- Advance VON as a data-driven organization that generates and uses meaningful data to make decisions, improve care and predict needs.
- Enhance tools and AI that support better experiences and outcomes for clients, caregivers and our teams.