

**Strategic Priority 1:
Continue Quality and
Relevant Programming and
Services**

Assess and adjust programs to responsively meet demand, need and budgetary indications;

Utilize relevant digital, print and video technology in program development and delivery

Align program and service development and delivery in conjunction with provincial and national programs with the goal of enhancement of available services and support for people affected by Parkinson's or epilepsy.

Epilepsy
Children and their families – continue Tools for Success & partnership with University of Victoria; continue parent workshops (3 annually)

Adults – continue peer facilitated adult support group; prioritize needs and assistance with peer facilitated young adult support group; continue recognition and community awareness of seniors with epilepsy

Education & Awareness – continue member and community education & awareness programs in schools, organizations and business addressing facts, law and acceptance.

Parkinson's
Outreach - continue Sidney & West Shore support groups; specific case management of isolated seniors; Island Health Falls Clinic

Client – continue client referral consultations (neurologist and self referral); develop programs for individuals with young onset Parkinson's;

New pilot programs: CBT group program development for 2016 pilot; MotionWays 2015 at community recreational centre;

**Strategic Priority 2:
Advance awareness of
epilepsy and Parkinson's
issues as well as the
activities of the Centre and
Society**

Engage at all government levels when possible to advocate, enhance and promote Parkinson's and epilepsy and the interests of Society members;

Communicate with members in order to keep them fully informed and engaged in the work of the Society;

Promote the Centre's role in supporting clients and enhancing its reputation within relevant professional circles;

Utilize new media and technologies into communications, marketing, and public relations activities which portray a consistent and professional image of the Centre and its services;

Send an unequivocal message to donors that the Centre respects their rights and their wishes and is fully accountable

<p>Strategic Priority 3: Increase and diversify funding resources</p>	<p>Develop and lead fund development strategies through the development committee and fund development coordinator;</p> <p>Utilize digital and current opportunities to develop new fund raising streams toward overall revenue;</p> <p>Develop and implement strategies for increasing planned giving;</p> <p>Create another signature fundraising event;</p> <p>Build and sustain relationships with local businesses toward partnerships, charity of choice fundraising, and cause marketing;</p> <p>Promote third-party fundraising;</p> <p>Build and sustain relationships with an increasing and engaged membership</p>
<p>Strategic Priority 4: Enhance and sustain organizational capacity</p>	<p>Communicate and strengthen relationships with national and provincial organizations;</p> <p>Ensure that relevant succession planning strategies are in place;</p> <p>Maintain and/or update human resource (HR) policy and practices;</p> <p>Maintain and/or update financial policies and procedures;</p> <p>Enhance opportunities for Board and Advisory Committee engagement and develop new leadership;</p> <p>Utilize technology to optimize all areas of operations;</p> <p>Improve and implement evaluation methods in all areas as part of continuous improvement process.</p>