

# inclusion BC

Strategic Plan 2025 - 2030





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# Territorial Acknowledgement

Inclusion BC acknowledges that our office is on the traditional, ancestral, and unceded territory of the QayQayt First Nation, that our staff and board members live and work in the territories of Indigenous Nations across the province, and we acknowledge the First Nations, Métis, Inuit, and Urban Indigenous people who live throughout the province.

# Message from Inclusion BC's Board President and Executive Director



**Hilary Thomson**  
Board President



**Karla Verschoor**  
Executive Director

This year marks Inclusion BC's 70<sup>th</sup> anniversary – an opportune time to reflect on where we've been and where we're going. In January 2025, we began developing our 2025-2030 Strategic Plan. At the core of this process was listening to our members, staff and Board of Directors to learn what's working well, opportunities for improvement and hopes for the future of our organization.

In these conversations, people shared their appreciation for our advocacy, responsiveness, willingness to collaborate, and unwavering commitment to upholding the rights of people with intellectual and developmental disabilities. We also learned about ways we can do better by deepening and diversifying our relationships with people, communities, and organizations across British Columbia.

In listening, we recommitted to our Vision, Mission and Values. We also arrived at three goals that will drive the direction of Inclusion BC over the next five years. They are underpinned by our commitment to implementing a program of strategic communications that pushes us closer to our vision of a world where everyone belongs.

We are excited to share this plan. We hope you read it and send us your thoughts. As we implement our new goals, we'll continue the conversation with people and their families, member organizations, staff and Board Directors, community partners, and government to ensure that, in everything we do, we're supporting people with intellectual and developmental disabilities in ways that are most meaningful and impactful to them.

**Hilary Thomson, Board President**  
**Karla Verschoor, Executive Director**

# Our Vision, Mission and Values

Inclusion BC's Vision, Mission and Values guided the process of engagement and strategic planning and continue to be the North Star for the organization's strategic goals to 2030.

## Vision

A world where everyone belongs.

## Mission

We are a federation working with partners to build community and to enhance the lives of children, youth, adults with intellectual and developmental disabilities, and their families by building awareness, inspiring action and advancing rights.

## Values

### We believe:

- In a full life with dignity and respect for everyone.
- Everyone has the right to determine their own needs, make their own decisions, and get the support they need to do those things.
- Everyone has the right to and dignity of taking risks.
- Everyone should have enough money for a reasonable quality of life.
- Services and supports have to be delivered in a way that respects a person's history, culture, race, religion, sexual orientation, and gender identity or expression.
- In remembering and sharing our history so it can guide our future.
- Families, friendships, relationships, and support networks help make everyone feel valued and safe.



# Engagement

An impactful strategic plan is informed by diverse perspectives.

In January and February 2025, in partnership with external facilitators from Apostrophe, Inclusion BC engaged its staff, Board Directors and membership in conversations to learn more about its priorities for the next five years. Using the Appreciative Inquiry approach to engagement, Inclusion BC spoke to nearly 70 people including:

- 39 member CEOs and Executive Directors (a hybrid session)
- 17 staff members from across the organization (an in-person session)
- 10 Inclusion BC Board Directors (one on one interviews)

In each conversation, participants were asked:

- What is working well at Inclusion BC?
- What are the opportunities for improvement or change? What are the gaps?
- What are the biggest hopes for the future of Inclusion BC and its impact?





# STRATEGIC GOALS

2025 - 2030

**Vision:** A world where everyone belongs.

**Mission:** We are a federation working with partners to build community and to enhance the lives of children, youth, adults with intellectual and developmental disabilities, and their families by building awareness, inspiring action and advancing rights.



## Deepen and diversify engagement

Deepen and diversify engagement to meaningfully include historically excluded groups and perspectives.



## Build capacity for community-based advocacy

Build capacity for community-based advocacy to support the unique needs of people with intellectual and developmental disabilities and their families.



## Advance a provincial disability action plan

Advocate for inclusive and adequately funded supports and services to better meet the needs of people with intellectual and developmental disabilities .

A program of impactful, accessible and inclusive communications supports and advances Inclusion BC's Vision and Strategic Goals.

# Plain Language Terms and Words

## **Strategic Plan**

A strategic plan describes what an organization wants to do over a period of time to achieve its vision.

## **Vision**

A vision describes what an organization wants to be true in the future.

## **Mission**

A mission describes what an organization does and for whom.

## **Values**

Values are the things that an organization believes. Values guide how an organization acts, the decisions it makes and what matters most to them.

## **Engagement**

Engagement is the process of asking people their thoughts, ideas and opinions to help develop a plan.

## **Appreciative Inquiry Approach**

The Appreciative Inquiry (AI) Approach is a way of gathering people's thoughts, ideas and experiences that focuses on what's working well, rather than what's going wrong.

## **Strategic Goals**

A goal is something you want to make happen. The strategic goals, in this plan, are the big things Inclusion BC wants to do over the next five years.

### **Deepen and diversify engagement**

Inclusion BC will build stronger relationships and connections with many different people and organizations in British Columbia and Canada.

### **Build capacity for community-based advocacy**

Inclusion BC will give communities across British Columbia the information and advice they need to best support people with intellectual and developmental disabilities.

### **Advance a provincial disability action plan**

Inclusion BC will push government to make changes that positively impact people with intellectual and developmental disabilities.

### **Impactful, accessible and inclusive communications**

Inclusion BC will share information in ways that are easy to understand and respect all people and experiences.