



STRATEGIC PLAN 2020-2023

INTRODUCTION

The Canadian Hard of Hearing Association (CHHA) has a long history – dating back to the early 1980s - of serving the needs of Canadians living with hearing loss through advocacy, communications and public service.

Our history is important. It reminds us of the determined and collective effort of our founding community needed to address the needs of Canadians living with hearing loss. Moreover, it helps us to stay true to our roots as we plan for tomorrow.

Building on our strengths and national network, the plan sets out the broad strategic direction we will undertake as we advance issues that matter to our community. We aim to maintain the confidence of our members by providing quality advocacy, outreach and service programs built on our shared values.

With this plan, the CHHA Board of Directors and staff set out critical initiatives for the next three years to build capacity and organizational sustainability. The program also includes our vision, mission and values. The vision reflects our desire to see the hearing loss community achieve the quality of life they desire. Our mission and values indicate why we exist and what is our purpose.

We're ready!

THE ENGAGEMENT PROCESS

Between September and December 2019, the CHHA Board of Directors undertook a comprehensive process to assess its current state and determine its future strategic direction.

A CHHA Working Group met on several occasions to discuss the process and critical areas of focus. The Working Group reviewed our track record and examined a range of reports and strategy documents. This session was followed by a facilitated engagement process, which enabled the Board to explore the themes and recommendations submitted by the Working Group.

This engagement process will be an ongoing feature to ensure we advance the strategic plan and stay on track. Throughout the year, we will keep our members and national network apprised of our progress.



OUR VISION

Inspire and empower Canadians impacted by hearing loss.

OUR MISSION

Connecting Canadians impacted by hearing loss through advocacy, education and community engagement.

OUR VALUES

We cherish diversity.
We break down walls and build bridges.
We drive change.

OUR STRATEGIC PRIORITIES

PRIORITY ONE: STRIVE FOR ORGANIZATIONAL EXCELLENCE

- **We will achieve this by:**
 - Strengthening our governance and organizational structure.
- **Resulting in:**
 - A more confident and active Organization, Board of Directors and Senior Management Team.

PRIORITY TWO: INCREASE ORGANIZATIONAL SUSTAINABILITY

- **We will achieve this by:**
 - Implementing a sustainability strategy.
- **Resulting in:**
 - An annual sustainable revenue stream that will enable the CHHA to grow and enhance organizational services and programs.

PRIORITY THREE: EXPAND OUR REACH AND IMPACT

- **We will achieve this by:**
 - Creating high-impact advocacy, government relations and outreach strategy.
- **Resulting in:**
 - A recognized go-to national organization that represents the interests of Canadians impacted by hearing loss.