



An invitation to care

Christian Counselling Centre
Strategic Plan
2024-2029

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*"Bear one another's
burdens, and so fulfill the
law of Christ"*

Galatians 6:2



OUR BOARD OF DIRECTORS

Chair - Dr. Gerhard Visscher
Vice-Chair - Arian Droogendyk
Treasurer - Jeremy Jagt
Secretary - Tanya Byl

Directors
Kariann Johnson
Crystal Law
Jake Ruggi
Heather Bolle

AN INVITATION

The way we serve begins as an invitation--an invitation to care for yourself, your family, your community, and your faith. For those who embark on this path, we walk alongside them on their journey towards healing, wholeness, and renewal. Guided by our mission, our counsellors use evidenced-based approaches to Christian counselling and care. Trained from accredited institutions, they offer counselling, resources, training, and education to individuals, families, Christian churches and schools.

Our care for people and love for God is truly at the heart of everything we do. Yet, as our world changes, so do the needs of our community and the ways they want to engage in support. That's why we have decided to embark on a journey too. This past spring, we invited our partners, employees, members, donors, and the broader CCC community to reflect and envision with us, where CCC should head next. Through this visioning we have explored the needs of the community and the opportunities CCC has to make a broader impact. Over the coming five years, we will be investing in services for children and youth, expanding pathways to support through new models and approaches to care, and equipping and supporting our talented team of diverse employees to bring their unique skills, ideas, and expertise into their work, among other goals.

While our path forward is now clear, there's still much to do to, and we would like to keep the invitation open. We invite you to explore our path forward in our new strategic plan and to join with us on the journey ahead.

Sincerely,



Yvonne Schuurman
Executive Director



Dr. Gerhard Visscher
Board Chair



WHO WE ARE

Christian Counselling Centre (CCC) is a non-profit charitable organization providing counselling services to individuals, families, Christian churches and schools. As a Christian faith-based organization, CCC walks alongside those we serve as they recover, restore, and renew their relationships with others and with God. Guided by the direction of our Board of Directors, CCC applies Christian approaches to evidenced based care as we offer resources, education, equipping, and counselling on mental health and wellbeing.

HOW WE SERVE

OUR SERVICES

Counselling - Our counsellors support individuals, couples and families in need, and provide consultation with pastors and other counsellors.

WraparoundCCC - Our trained facilitators meet with individuals or families to identify needs and goals, and work to implement strength based strategies while building a community of support.

Contracted Services - We partner with churches, organizations, businesses and schools to offer counselling to their members, employees, students, and clients.

Courses and Workshops - Our counsellors are experts in the field of evidenced based Christian counseling and are trained at accredited institutions. Frequently, we offer workshops, courses and presentations to pastors, consistory members, teachers, support staff and other community members on various topics related to counselling, mental health, and wellbeing.

Events - We hold a variety of events each year, including information evenings, speaker nights, and fundraising events.

OUR JOURNEY

In 2024, CCC embarked on a strategic planning process to meet the changing needs of the communities we serve while remaining true to our Christian roots. The CCC community -- school and church partners, members, Board of Directors, donors, and employees were collectively engaged in envisioning a new path forward.

Recognizing the varied gifts of the Spirit, the strategic planning methodology interwove traditional, narrative, and arts based planning approaches, along with opportunities for faith based reflection, direction, and prayer. The following timeline summarizes the journey CCC followed in setting our new direction.

WHAT'S BEFORE US SCANNING THE HORIZON

In phase 1, a survey was distributed to the CCC community to surface changing community needs, along with areas of strength, improvement, and opportunity for CCC. Results from the survey were integrated into our strategic planning sessions.

WHERE WE'RE HEADED ENVISIONING OUR DESTINATION

In phase 2, a group of community partners, members, employees and Board members explored more deeply the influences impacting CCC's ability to deliver on our mission, and the opportunities, challenges, and risks CCC faces. In light of this scan, the group envisioned potential future directions CCC could explore further.

HOW WE'LL GET THERE CHARTING OUR COURSE

In phase 3, CCC's Board of Directors reflected on CCC's path forward and established the goals and actions CCC must pursue to continue to flourish and have a positive impact in the communities we serve.

The following pages describe this new path forward.

An Invitation to Care

Throughout our strategic planning process, the theme of care and renewal continued to emerge. In response, CCC's new direction invites individuals, families and the broader community to care for one another while also taking steps to renew and strengthen CCC so we can best support people on this journey.

The following pages describe the direction CCC has set for the coming years as we live out our vision, mission, and values.



Vision

We aim to be a leading provider of Christian Counselling by promoting the blessings of the Christian community as we seek to recover, restore and renew relationships between God and people, to the praise of His glory!

Mission

The Christian Counselling Center provides Christian counseling services to the individual, the family and the community. We seek God's wisdom in His Holy Scriptures to bring hope, psychological, emotional, spiritual healing and restoration while using skills and techniques that are clinically effective.

Values

- We value providing faithful Christian Counselling using the Word of God as our source for healing.
- We value the uniqueness and worth of each person, as image-bearers of God.
- We value love, care, professionalism and ethical conduct in all our relationships.



Respond to changing community needs through a spectrum of service models, therapies and approaches



Engage, equip, and empower children, youth, and their caregivers to improve their mental health and wellbeing



Support and nurture a diverse and talented team of counselors and staff to bring their unique skills, ideas, and expertise into their work

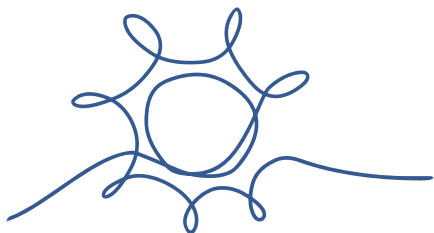


Serve as a beacon of resources, education, and equipping on mental health, wellbeing, and Christian approaches to evidenced based care

An invitation to Care: Our Goals

Develop sustainable funding models and strategies that allow CCC to flourish and thrive





SERVE AS A BEACON OF RESOURCES, EDUCATION, AND EQUIPPING ON MENTAL HEALTH, WELLBEING, AND CHRISTIAN APPROACHES TO EVIDENCED BASED CARE

We believe in the power of a caring and responsive community of support. We'll support community members, schools, organizations, and churches to better care for one another by providing resources and education on mental health, wellbeing, and Christian approaches to evidenced based care. We'll do this by:

1. Developing and promoting a repository of videos, reference materials, and helpful links
2. Using social media and our website to educate and equip the community, and improve how people learn about and access our different services
3. Offering both public and custom workshops, trainings, and presentations



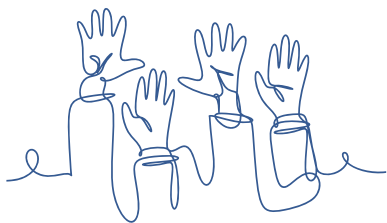


RESPOND TO CHANGING COMMUNITY NEEDS THROUGH A SPECTRUM OF SERVICE MODELS, THERAPIES AND APPROACHES

Our care for people is at the heart of everything we do. As our world changes, so do the needs of our community and the ways they want to engage in support. That's why we are expanding pathways to support at CCC, and we'll do this by:

1. Taking time to regularly assess changing community needs
2. Exploring varied therapeutic approaches that are evidenced based and empowering
3. Promoting and expanding our faith-based WrapAround support model, offering enhanced support to individuals and families
4. Expanding group therapy opportunities in response to emerging community needs
5. Delivering one-on-one, couples, and family counselling





ENGAGE, EQUIP, AND EMPOWER CHILDREN, YOUTH, AND THEIR CAREGIVERS TO IMPROVE THEIR MENTAL HEALTH AND WELLBEING

We heard strongly from the community that they would like to see more services and programs designed specifically for children and youth, and we agree. We're responding to this need in the following ways:

1. Equipping our counselors to offer children and youth centred approaches to care
2. Exploring group therapies and workshops geared to children, youth, and their caregivers
3. Offering school presentations, workshops, groups, and class exercises to equip teachers and administrators, and respond to the needs of children and youth at school
4. Providing WrapAround services that meet the individual needs of both children/youth and their caregivers





SUPPORT AND NURTURE A DIVERSE AND TALENTED TEAM OF COUNSELORS AND STAFF TO BRING THEIR UNIQUE SKILLS, IDEAS, AND EXPERTISE INTO THEIR WORK

Our employees bring a wealth of knowledge, ideas, and care into the services they provide each and every day. To help our employees always be at their best and engage them in enhancing services, we'll:

1. Foster a positive team atmosphere through opportunities for connection, reflection, and providing input
2. Expand opportunities for learning and growth through training, education, and skill development
3. Provide employees with the tools, resources, and supports they need to provide excellent services
4. Support and enhance employees' health and wellbeing





DEVELOP SUSTAINABLE FUNDING MODELS AND STRATEGIES THAT ALLOW CCC TO FLOURISH AND THRIVE

The impact of the Christian Counselling Centre is vast, but the need is great. By partnering with members, donors, and the community, more people are able to experience healing and in turn, pour care and support back into others. To ensure CCC's services can continue to sustainably flourish and thrive, we'll:

1. Ensure rates for each of CCC's services are appropriately balanced to support a sustainable funding model
2. Explore new revenue streams such as grants and planned giving
3. Invest in new marketing and fundraising strategies
4. Expand donor and membership programs
5. Plan an array of services that match the needs and interests of community in all seasons of the year



Thank you

Thank you to the CCC community for helping us to envision this new path forward. Your contributions, insights, and ideas were a true source of inspiration as we set this new direction and extend to the community, an invitation to care.

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LOCATIONS

BURLINGTON
720 Guelph Line, ON
Lower Level 101, L7R 4E2

CALGARY
1700 Varsity Estates Dr NW
Calgary, AB, T3B 2W9

FERGUS
125 St George St. West
Fergus, ON, M1M 1H8W

LAMBETH
2479 Main St. Lambeth, ON
P.O. Box 503, N6P 1P9