

GCA STRATEGIC PLAN 2021-2026



Accountability



Collaboration

VALUES

Trust



Compassion



VISION

Increased acceptance and enhanced opportunities through continued innovation and support for people with ASD to achieve their personal best.

MISSION

To enable people with ASD to learn, live and engage in their communities by providing evidence-based programming, education, and training.

PRIORITIES

These priorities will provide additional focus to the work of the GCA for the next 4 years. The bullet points below are strategies that will help us execute our plan.

1 Team Investment and Growth

- Capability and capacity assessments (leadership, core team)
- Grow (acquire) and/or develop(train) nimble team based on capability and/or capacity requirements
- Identify, define and formalize KPIs to measure annual growth

2 Increased Financial Sustainability

- Assess, identify and implement revenue model (GCA)
- Secure capital for Sonderly
- Diversify funding from sources (other than particular Ontario ministries)
- Assess organizational model and refine/ reorganize (if required)
- Grow foundation giving/donor program

3

Expand Access

- Identify and target where to expand (geographically)
- Develop GTM approach
- Innovate and digitize foundational giving
- Innovate and digitize direct service delivery (e.g. virtual reality)

4

Deliver High-Quality Client-Centric Services

- Review and incorporate best practices
- Create and deliver high-quality services and content
- Engage clients for feedback
- Scale and increase access to services

5

Be the Go-To Community Partner and Leader

- Increase community engagement
- Strengthen relationships with sector partners
- Marketing campaigns to build brand awareness (See GTM above)

6

Develop World-Class Content for Educators

- Identify market opportunities for expansion
 - Where, what, etc.
 - Curate and sell the content
- Determine approach for content (acquire, develop, etc.)
- Identify regulatory requirements
- Identify and establish partnerships (content providers, SMEs, developers, etc.)

