



Supporting you and your family to live your best life!

Strategic Plan for 2020 – 2022

This Strategic Plan describes the main priorities of the Crann Centre for the period 2020-2022.

Who we serve

At the Crann Centre we work with all age groups (new-borns, children, teens, adults) and their families living with a neuro physical disability. Our services are focussed on, but not limited to, people who have Spina Bifida, Hydrocephalus, Muscular Dystrophy, Cerebral Palsy, Childhood stroke and Spinal Cord Injury.

Our Model of Care

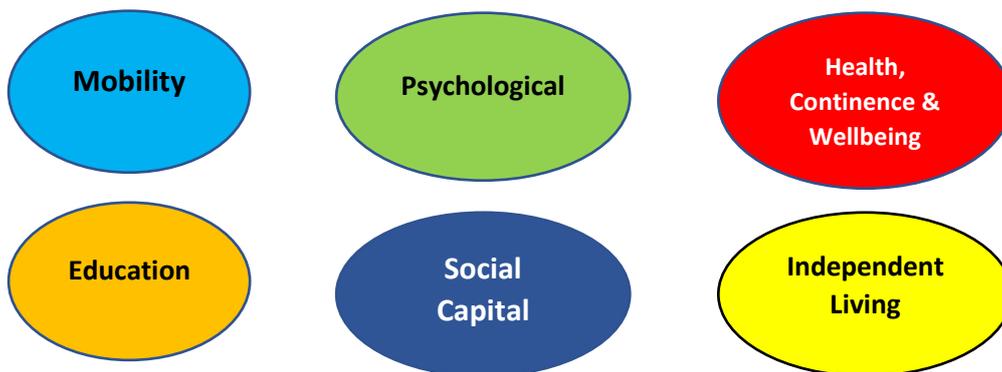
We recognise that people with a disability live in a family unit and that people within that family unit experience life differently.

Our *Model of Care* (based on the Aspen Institute 2 Generation Model) delivers a holistic suite of services for the individual and their family supporting and empowering them to live their best lives.

Our Services

As people move through their life course, their needs and the needs of their family members change and evolve. Our services are organised into six key themes. This means that supports can be delivered for one aspect of a person's life or holistically to support a broad range of needs.

Our six service themes



Our Vision

Our vision is an inclusive partnership which empowers children, teens and adults living with a neuro physical disability along with their families to live their best lives.

Our Mission

Our mission is to implement an evidence based, best practice *Model of Care* that delivers meaningful outcomes for the children adults and families who use our services and that we continue to empower them throughout the whole of their lives.

Our Values

Integrity: We believe in best practice and gathering evidence to validate our impact.

Courage: We support and promote independence in thought and actions.

Respect: We listen, encourage, and show gratitude for support, ideas, and inputs.

Curiosity: We value learning and exploration by providing reliable, accessible information for persons with a disability and their family.

Family led: Through our services we seek to empower families to live their best lives.

Inclusivity: We promote diversity and value varied cultures, and backgrounds, in our relationships and interactions.

Collaboration: We prioritise collaborations with likeminded individuals and organisations to develop the best services and supports.

Our Strategic Priorities & Goals

Priority 1: Build and deliver a suite of innovative holistic services

Our evidence based high quality services delivered in a relational framework will have a real impact for the adults, children and families who engage with The Crann Centre

1. Implement a suite of sustainable services, linked to the **Crann Model of Care**. These services support children, adults and families living with a neuro physical disability to live their best life.

2. Integrate a cohesive team of therapists and health care professionals who will support the development and delivery of services.

3. Develop a high-quality **interactive information hub** for people living with a neurophysical disability, and their families which empowers them to make

informed decisions on their care, welfare, and life choices.

4. Implement a comprehensive education programme for Health Care Professionals which supports them in developing best practices and helpful models of care for persons living with neuro physical disabilities.

5. Implement a research and analysis framework which captures outcomes, evidence the impact of our work and supports continuous improvement in service delivery.

Priority 2: Expand awareness of The Crann Centre and the important issues for our service users

Increasing the number of people engaged with the Crann Centre enhances our capacity to deliver services, fundraise and advocate.

1. Implement a communications and marketing plan which clarifies our key messaging and branding, engages key stakeholders, and supports delivery of the Crann Centre mission.
2. Generate a high volume of enquiries and engagement from adults, teens, children and families wishing to avail of our services and supports.
3. Recruit and engage volunteers with the skills and knowledge to build our organisational capacity, help deliver our programmes and promote our cause.
4. Implement a sustainable advocacy agenda which supports increased inclusion and better outcomes for children, adults and families living with neurophysical disabilities. Empower clients as self-advocates.
5. Participate in coalitions and alliances which enhance inclusiveness and opportunities for the children, teens and adults who use our services.

Priority 3: Generate sufficient sustainable income to secure our future

The Crann Centre has secure and sustainable financial resources to deliver its mission and meet future commitments.

1. Establish a diverse portfolio of sustainable income streams.
2. Deliver multi-annual impact / programme related investments.
3. Build sufficient reserves to cover 2 years operating costs and fund capital expenditure.
4. Our fundraising activities and reporting meet donor expectations and regulatory standards.

Priority 4: Strengthen our organisational capacity and sustainability

Build and align our human, business, technological and operational resources to achieve the goals of this strategy.

1. Recruit, develop and retain a core staff team who deliver high quality services and ensure that stakeholder needs are met.

2. Build clinical governance systems which support development of services, provide appropriate oversight, and enables quality outcomes.

3. Build systems which enable board members and junior board members to actively support delivery of our mission

and ensure that our governance systems are in line with best practice.

4. Integrate innovative information technology solutions to enable a highly interactive remote service delivery, effective communications, and operational efficiency.

Priority 5: Build and sustain collaborations which enable delivery of our mission and strategy

We will collaborate in Ireland and internationally giving and receiving support to build our capacity in service delivery, fundraising and advocacy.

1. Maximise the opportunities of our binational collaboration with Riley Children’s Hospital/Indiana University School of Medicine to build capacity in service delivery, innovation, research, and evidencing impact.

2. Build collaboration networks in Ireland and internationally which support, improved outcomes in service delivery, advocacy, and funding opportunities.

Actions (how we will achieve the strategic objectives):

The actions identify “how” the Crann Centre will achieve its strategic objectives. These actions are detailed in our annual operations plans with specific targets and measures.

Strategic Measures (what we hope to impact).

Strategic measures have been developed for each of the objectives and tell us how we are progressing on our strategic goals. They are indicators of performance and provide evidence of the intended results. They support our continuous improvement initiatives.

Reporting

Progress against the KPI’s is closely monitored by our management team and reviewed by our Board of Directors/Project Steering Committee on a biannual basis. We will report annually to stakeholders and use their feedback to adjust the strategy as appropriate.