Rideauwood
ADDICTION AND FAMILY SERVICES

STRATEGIC PLAN

2022-2025 EXTENDED THROUGH TO 2028



Vision

Healthy
Connected
Community

Mission

To provide person-centered treatment, prevention and education to those affected by substance use, addiction and mental health issues in Ottawa and the surrounding region.

Values

Quality
Respect
Compassion
Accountability
Equity and Diversity

Land Acknowledgement

We, the staff and leadership of Rideauwood Addiction and Family Services, acknowledge that we work and live on the unceded, unsurrendered territory of the Algonquin Anishinabe Nation whose presence on this land reaches back to time immemorial.

With an ever-increasing awareness and understanding of the historical oppression of lands, cultures and Indigenous Peoples in Canada, we commit ourselves to the journey of decolonization and reconciliation.

Strategic Areas of Focus and Key Initiatives

In 2021, Our planning process actively engaged the Rideauwood Board of Directors, staff, people with lived and living experience, thought leaders, and community partners. We developed a small number of plausible futures along with a preferred one and strategies to achieve it.

This roadmap enables Rideauwood to be better prepared to adjust and adapt to the different realities that might unfold in the future. In this way, Rideauwood will ensure that it remains impactful, a key partner and leader, responsive to the needs of those affected by substance use, addiction and concurrent mental health issues in Ottawa and the surrounding areas.

As Rideauwood approached the end of its 2022 - 2025 Strategic Plan, the Board took stock of the strategic directions that have been driving us forward these past four years. We looked at the context that led us to these five areas of focus, and compared them to where we find ourselves now.

Through that review, we found that - first - these areas of focus have proven to be relevant and effective in advancing our organizational priorities and growth; and second - that their applicability and importance have only increased, and remain more pertinent than ever.

For these reasons, in March 2026 the Board approved a two-year extension on Rideauwood's Strategic Plan, further advancing these areas of focus for the 2026-2028 period.

Strategic Areas of Focus and Key Initiatives

The following strategic initiatives will continue to be implemented in phases over the two-year extension of this strategic plan, helping move Rideauwood closer to its vision of a healthy, connected community. Through coordinated, wrap-around care delivered closer to where clients are, Rideauwood will continue strengthening access, connection, and support for individuals and families across our community.



Integration and Coordination

Influence, collaborate, innovate across programs, organizations and communities to enable more timely access, an improved client experience and improved outcomes across the system of care.

- Match client needs to stepped levels of care closer to the client's setting at Rideauwood and across the system
- Work with partners and other leaders to provide harm reduction solutions to the opioid/overdose crisis
- Co-design with people with lived and living experience to plan, implement and evaluate our services
- Continue to build a trauma-informed organization



Equity, Diversity, Inclusion and Accessibility

Ensure that our services and programs are more accessible and adapted to better support clients who are more diverse in their identities and needs.

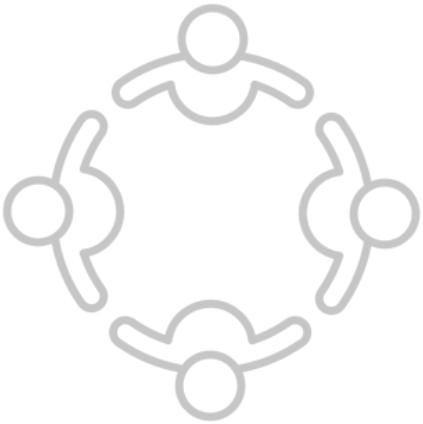
- Improve the engagement of people with lived and living experience
- Enhance our connections to organizations serving populations that experience disparities in access to mental health, addiction, and substance use health services
- Work with partners and other leaders to address stigma
- Develop intentional learning and practices to enable a more inclusive and responsive organization



A Focus on Team and Culture

Strive for an effective and supportive work environment that will enable a positive impact on the lives of people who are impacted by substance use, addiction and mental health challenges.

- Further develop competencies and resources focused on behavioural addictions and concurrent disorders
- Ensure that our efforts are supporting a healthy workplace, increased wellness supports and improved supervision practices
- Work with others to develop, attract, recruit and retain talent to provide substance use health, addiction and mental health services
- Increase the sense of belonging, “the Rideauwood team”, for all staff



Accountability, Capacity and Infrastructure

Leverage our investments and enhance our capacity to provide the necessary infrastructure as it relates to standards, technology and processes to ensure our ability to improve the quality of our services.

- Further align our services, programs and processes to evidence-based standards and evidence-informed practices
- More deeply embed a culture of continuous improvement through the use of analytics and data-driven decision-making
- Integrate client-reported outcomes into our data collection, metrics and reporting



Fundraising and Revenue Generation

Increase revenues to enhance our response to long wait lists, expand our programming and contribute to the development and implementation of innovative, quality services.

- Adopt a more robust digital fundraising approach
- Enhance the sustainability of our programming and services through grants, sponsorship and naming opportunities
- Increase the engagement of alumni in fundraising/fund development efforts
- Leverage Rideauwood's reputation as an expert provider of substance use and addiction treatment and support services to develop business opportunities





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ACCREDITED WITH COMMENDATION
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