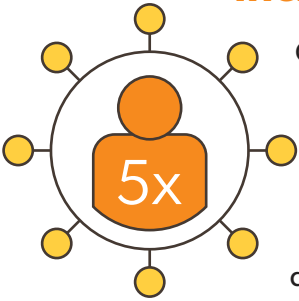


A B O U T F A C E®

Strategic Plan 2022-2024

Strategic Goals

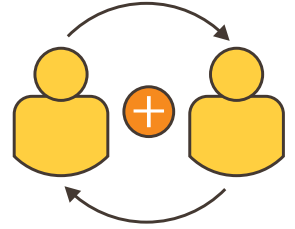
Increase Reach



Create and execute programming to reach **5x** more people with facial differences across Canada, and other direct contacts impacted by facial differences, including family members and healthcare, dental

- care, and social service workers supporting the community directly.
- Continue consistent communications to grow our connections with community members and families.
- Build our referral network.
- Build and support volunteer engagement nationally.

Create More Direct Interactions



Develop intersectional programming that focuses on providing equitable opportunities to the facial difference community.

- Create and launch mental health programming.
- Build community networks and support systems through events.
- Advance employers' understanding of facial differences and educate employees with facial differences of their rights.
- Foster inclusive spaces through education and training of healthcare providers, teachers, social service workers, patients, and families.

Expand Advocacy

Advance awareness and advocacy work to improve and change public perception of people with facial differences, and remove barriers for people with facial differences.

- Continue general advocacy campaigns focused on rights of individuals with facial differences and building acceptance.
- Initiate targeted institutional advocacy.
- Expand advocacy work that addresses gaps in access to healthcare services, including mental health, dental, and orthodontic services.



Enhance Operational Resilience



Continue to strengthen the organization.

- Increase fundraising diversity and reach.
- Maintain at least four months of operating expenses.
- Continue to move from an operational board to a governance board.

VISION

The elimination of the stigma and discrimination encountered by individuals with a facial difference.

MISSION

To cultivate equity and opportunity for individuals with a facial difference through supportive programming, advocacy, and education.

VALUES



Acceptance.

Through promoting and supporting the societal acceptance of facial differences, AboutFace advances inclusion, equity, and diversity initiatives that build safe and inclusive spaces for people with a facial difference.



Community.

Community is at the core of our work. Through community-building and networking, AboutFace helps individuals with a facial difference and their families build connections, establish support systems, and foster understanding.



Empowerment.

AboutFace focuses on supporting the facial difference community in Canada by providing resources, programs and services, and awareness campaigns that empower.

51 Wolseley Street | Toronto, ON | M5T 1A4

TF 1.800.665.3223 | P 416.597.2229 | F 416.597.8494 | E info@aboutface.ca | aboutface.ca

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