



2026-2028 STRATEGIC PLAN

A Roadmap for Compassionate Care

CHERUB'S INN | SERVING THE FRASER VALLEY



Strategic Plan 2026–2028: A Roadmap for Compassionate Care

Executive Summary

Cherub's Inn is committed to advancing organizational excellence, expanding community impact, and enhancing awareness and partnerships. Guided by Christian principles, this actionable roadmap emphasizes accountability, leadership development, and adaptability. Our ultimate goal is ensuring the delivery of high-quality care to young women and children across the region.

Mission Statement

Providing a safe place and loving start for mothers, infants, children, and families through holistic care and practical resources.

Vision Statement

To bring potential to life, building an empowered, strong, supportive, and healthy community—serving one mother, one child, and one family at a time.

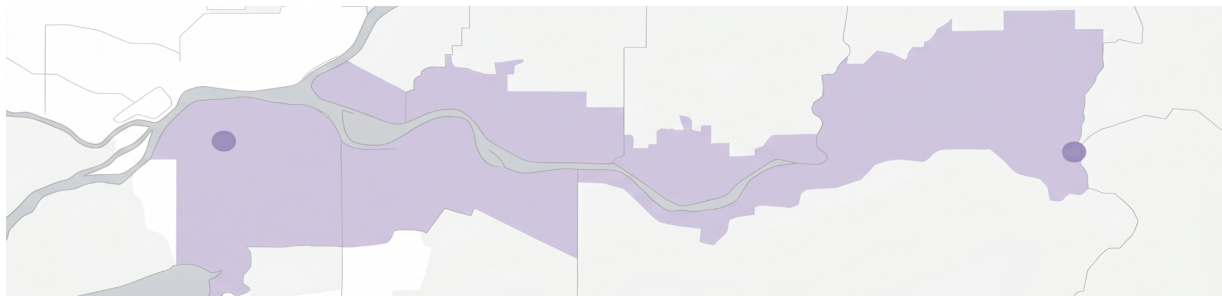
Values

C.H.E.R.U.B.S.

Community. Hope. Excellence. Restoration. Understanding. Benevolence. Support

Target Geographic Reach

To address the critical need for safe, nurturing care, Cherub's Inn is strategically expanding its service corridor across the Fraser Valley, ensuring accessible support for young mothers and children from Hope to Surrey.



Strategic Pillars and Objectives

This strategic plan outlines clear priorities and actionable goals for 2026–2028, providing a roadmap to strengthen operations, deepen outreach, and foster meaningful engagement across the region.



Pillar 1:

Organizational Excellence

(2026 Focus)

Implement targeted training and mentorship programs for staff and board members.

Integrate CRM systems to streamline operations and drive donor growth.

Strengthen internal HR and budgeting practices to ensure fiscal sustainability.



Pillar 2:

Expanding Community Impact

(2027 Focus)

Launch Branch 3: A comprehensive care nursery for infants and toddlers.

Establish a staffed Foster Home Program in direct partnership with MCFD & FVACFS.

Conduct research and formalize plans for future property acquisition.



Pillar 3:

Enhancing Awareness & Partnerships

(2028 Focus)

Forge meaningful, strategic alliances with local agencies, service clubs, and churches.

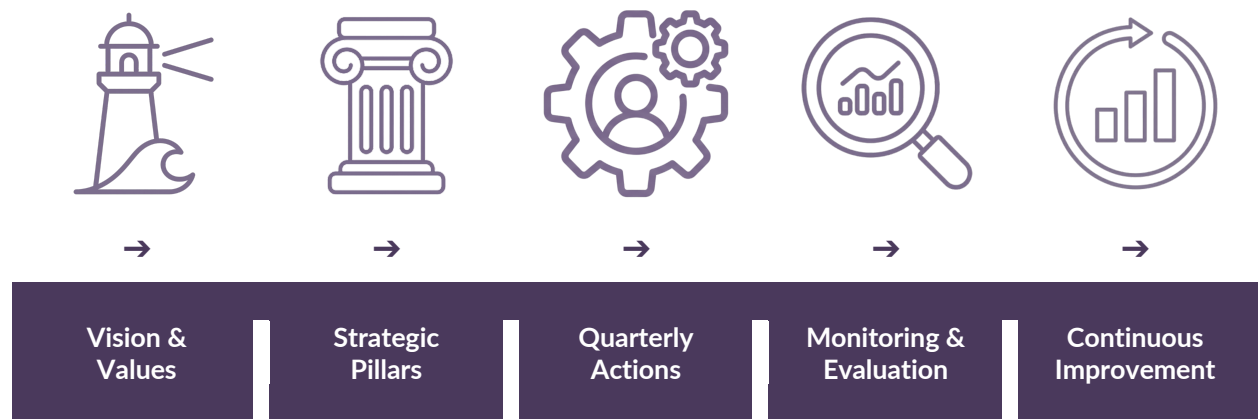
Expand geographic reach and service access across the region from Hope to Surrey.

Launch multi-platform storytelling campaigns (social media, podcasts, events).

Our Commitment to Continuous Impact

We recognize that true community transformation requires rigorous evaluation and the humility to adapt.

The Process Flow of Care:



Rigorous Review: We utilize a quarterly review process to assess progress against established operational goals and performance metrics.

Adaptive Strategy: We proactively adapt our tactics and actions based on evaluation findings, ensuring rapid responsiveness to emerging community needs.

Transparent Reporting: We report all outcomes and lessons learned to our leadership team, board, and community stakeholders to drive continuous improvement.

Conclusion

Cherub's Inn's integrated Strategic and Tactical Plans ensure deliberate progress toward excellence, expanded impact, and robust partnerships. By breaking down priorities into quarterly actions and ongoing evaluation, the organization will deliver compassionate, effective care—one mother, one child, and one family at a time.