

Strategic Plan

April 1, 2024 to March 31, 2028

Introduction

For over 35 years, the Rick Hansen Foundation (RHF) has inspired, created and delivered innovative solutions that accelerate a global movement to remove barriers to inclusion for people with disabilities.

We have helped to bolster and support the next generation of community leaders with our innovative School Program that provides resources designed support educators and youth from Kindergarten to Grade 12 on accessibility and disability inclusion. We have provided forums and webinars geared to youth across the globe to give them a voice in designing a more inclusive world for all, and provided in-school and virtual Ambassador presentations to highlight the experiences of people with disabilities.

Our RHF Accessibility Certification program continues to help remove barriers in the built environment that inhibit the participation of people of all ages and abilities in the environments where they live, work, learn and play. And we continue to support initiatives that are at the heart of improving the lives of people with disabilities living with spinal cord injury (SCI) through a range of SCI research and care projects while we pursue finding a cure for paralysis.

As governments across Canada act to increase access and inclusion for people with disabilities, RHF has a critical role to ensure that these actions are meaningful and that they lead to communities in which people with disabilities can thrive.

Our strategic plan for the 2024-2028 period describes how we will achieve transformational change. **These changes, together with our focus on partnerships, employee engagement and succession planning, will prepare RHF for a future in which people with disabilities can thrive in a world that is accessible, inclusive and healthy for all.**





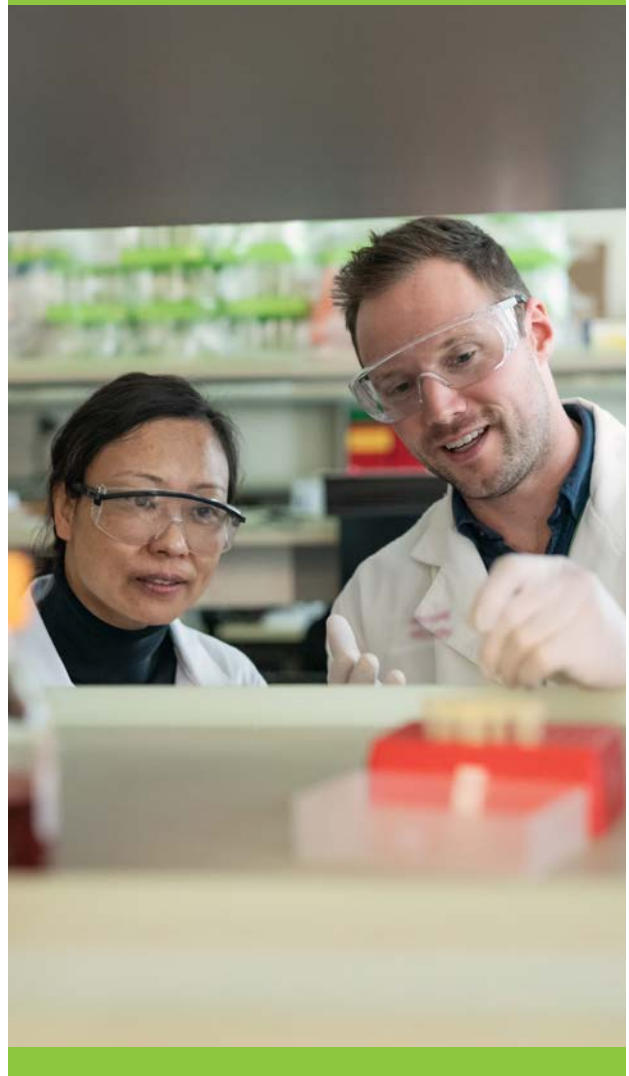
Our Vision

People with disabilities are thriving in an accessible, inclusive and healthy world.



Our Mission

To inspire, create and deliver innovative solutions that accelerate a global movement to remove barriers to inclusion for people with disabilities.



GOAL #1:

Sharpen our focus on innovation and partnerships as core strengths within both existing programs and new globally relevant solutions

The world around us is changing rapidly and there is widespread recognition that organizations – including charities and not-for-profits – need to embrace innovation in new and courageous ways. Innovation is and has always been a part of our DNA.

In the April 1, 2024 to March 31, 2028 period, we will sharpen our capacity for innovation.

Over the next 3 years, we will:

- Implement an innovation model to assess new programs, products and/or services that remove barriers to inclusion and access for people with varying disabilities.
- Utilize the innovation model to establish programming to remove barriers to the natural environment for people with disabilities.
- Utilize the innovation model to enhance the RHF School Program in order to continue to meet the changing needs of today’s educators and students.
- Utilizing innovation model, enhance existing programs and/or identify potential new programming initiatives.
- Partner with governments, community organizations, health authorities, and other key stakeholders to implement a hub-and-spoke approach to rehabilitation, research and care across BC.

Our work will result in:

- A culture of innovation that is evident in RHF’s program planning decision-making processes.
- New programs, products and/or services that address globally-relevant problems and are being tested for feasibility and scalability.
- RHF School Program:
 - 2,000 educators trained.
 - 160,000+ children and youth across Canada are supported to feel more included and accepted regardless of dis/ability, including between 30 and 60 accessibility leaders supported through the Youth Leadership Committee or recognized with a Difference Maker of the Year Award.
- Spinal Cord Injury:
 - A new Clinician Consulting service and Patient Navigator program based at GF Strong Rehabilitation Centre along with improved transition services for those discharged.
 - Increased access to outpatient services for people with SCI living in rural, remote and/or Northern communities.
 - Investment priorities identified by people directly affected by SCI.
 - Strategic investments in research capacity and projects.
 - A strategic partnership with the Disability Alliance of BC to expand access to disability and financially-accessible housing.
 - New funding to support the construction of a world class facility in BC offering integrated SCI rehabilitation and research services.

GOAL #2:

Accelerate adoption of RHFAC in Canada, and expand internationally.

In 2016 the Rick Hansen Foundation recognized that building codes contribute to persisting inequities for people with disabilities. Further, that meaningful access to the built environments in which all people live, work, learn and play is essential to creating vibrant, resilient and healthy communities – communities that can tackle the big and rapid changes occurring in the world. To address this, RHF created the RHF Accessibility Certification (RHFAC) program, the only certification program that measures meaningful access for people with varying disabilities in the built environment. Since then, nearly 2,000 sites have been rated.

In the April 1, 2024 to March 31, 2028 period, we will continue to scale our program to become recognized as a leader in meaningful accessibility in Canada, and expand RHFAC internationally starting with the USA.

Over the next 3 years, we will:

- Scale RHFAC to become recognized in Canada as the leader in rating meaningful accessibility.
- Pilot RHFAC in the USA.
- Determine the long-term global outreach plan for the RHFAC.

Our work will result in:

- RHF being internationally recognized as a leader through ratings, publications, invited presentations and requests for expert advice and/or consultation.
- 5 governments and/or government entities regulate/incentivize RHFAC to building developers, owners and managers.
- 2,675 sites rated (cumulative) including at least 80 sites in USA.
- 2,000 individuals complete RHFAC education/training.
- 400 individuals join the Accessibility Professional Network (APN) and attend the annual conference.
- A long-term global roadmap.



GOAL #3:

Expand impact and maximize engagement through a unified marketing and communications approach

In the April 1, 2024 to March 31, 2028 period, the Rick Hansen Foundation will unify its organizational structure to ensure integration of the marketing and communications activities of both RHF and our Founder Rick Hansen, in order to strengthen our impact.

Over the next 3 years, we will:

- Align marketing and communications activities.
- Collaborate with our Founder to create new strategies that maximize impact.

Our work will result in:

- Increase awareness and engagement in our quest to remove both physical and attitudinal barriers for people with disabilities.

***SOME OF US WHO EXPERIENCE
SENSORY OVERLOAD CAN MAINTAIN
FOCUS EVEN IN NOISY SPACES.***

But we shouldn't have to.



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GOAL #4:

Achieve an enduring business model

We recognize that the changing financial landscape demands new and creative approaches to achieving financial sustainability. Notwithstanding the anticipated pressure of the changing financial landscape on our business model, we recognize that the legislative mandates asserted by, for example, the Accessible Canada Act together with the cultural shift to understanding human rights for people with disabilities through the lens of access and inclusion means that there is no greater opportunity for RHF to demonstrate our impact.

We anticipate that with a unified team, we will be able to marshal our marketing strategies, brand, tactics and materials to effectively increase the number of people engaged in our Many in Motion movement whether as a donor, funder, client or partner. These changes, along with our laser focus on innovation, partnerships, employee engagement and succession planning, will prepare RHF for a future in which people with disabilities can thrive in a world that is accessible, inclusive and healthy.

Over the next 3 years, we will:

- Achieve financial sustainability through the diversification of fund sources
- Secure government funding to support aligned programming initiatives
- Scale RHF's social enterprise
- Ensure business continuity through succession planning

Our work will result in:

- Founder, Board and staff all actively participate in philanthropic initiatives
- Financial targets achieved
- Succession planning completed for Board and staff





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