



Calgary Celiac Association Strategic Plan 2022-2025



The Calgary Celiac Association (CCA) has had tremendous success since we launched in 1980. We are incredibly fortunate to have a diverse, engaged, knowledgeable, and forward-thinking Board of Directors, multiple CCA committees and active membership here in Calgary and the surrounding area. This strategic plan builds on our successes and outlines our priorities for 2022-2025. We have a clear vision statement, a revised mission statement, clearly outlined foundational principles, and updated strategic directions with corresponding priorities.

Our Strategic Plan will guide our work from 2022-2025, through five strategic directions:

- Creating a sense of community
- Raising awareness
- Improving education
- Promoting innovative ways to support the CCA charity
- Supporting research opportunities

We are confident these five strategic directions will lead us to our mission “To be the primary support and advocate for Southern Albertans with celiac disease and gluten-related disorders” and ultimately our vision of “Making life easier for people all living Gluten Free”.

The Calgary Celiac Association is proud to be collaborating and aligning with our community partners to lead transformation, and aspire to quality, innovation, and value. We are excited to serve our members including those interested in the Celiac community and gluten related disorders. We hope this strategic plan will present you with the opportunity to engage with the CCA and become a part of that transformation. Should you have any questions or are interested in further information on anything outlined in this document, please contact me at: president@calgaryceliac.ca

Sincerely,



Lisa Cerato, President

Calgary Celiac Association



CCA Board of Directors and Office Staff 2022-2023

A word from our team

The Calgary Celiac Association Board of Directors consists of voluntary directors that come from regions across Calgary and the greater area. A range of professional skills are represented; identified to enhance the CCA's strategic and operational capabilities. Many of the directors have personal or professional experience of Celiac disease. The voluntary board of directors are responsible for the CCA's strategic vision and are accountable to the members at the Annual General Meeting. They provide long term focus for the society with powers and responsibilities clearly set out in the Bylaws of the CCA (last updated November 2021). Members of the CCA and the board work on committees and working groups that support the CCA's focus on specific content areas.

In Calgary Celiac Association there are currently 2 independent contractors who perform the duties of an office manager, and an events coordinator.

CCA's work – We provide:

- Information on Celiac disease and dermatitis herpetiformis
- Information on gluten-free food
- Opportunities for members to meet and to share experiences
- A campaigning voice for celiacs to the government, health professionals, the food and hospitality industry and the public.
- Email and phone support for members and all those who benefit from a gluten free diet and have an interest in Celiac disease.
- Community events

Development of the Strategic Plan:

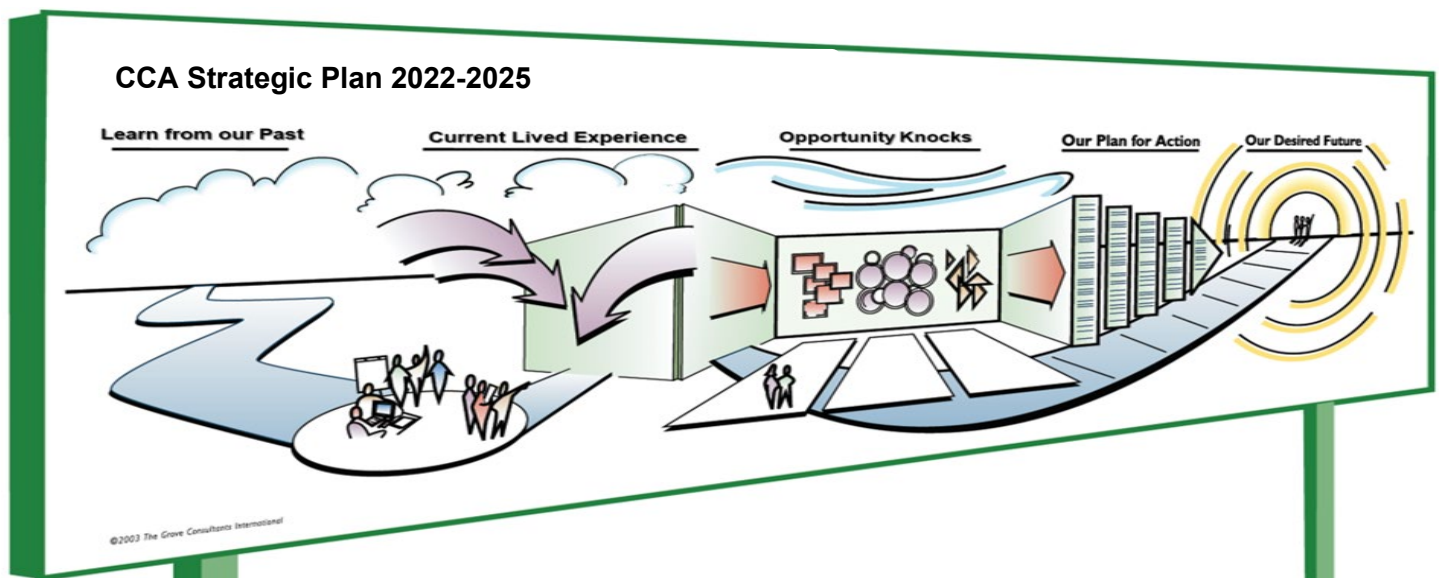
An inclusive process

The board began developing this strategy in March 2022 beginning with a review of the 2021 CCA member survey. This survey outlined several top priorities:

- Raising Awareness about Celiac Disease
- Providing information about Local Gluten Free Businesses
- Furthering Celiac Disease Research

Following a dedicated planning session by board members in May 2022, facilitated meetings were then held in July and September 2022 and all feedback was collected and analyzed. These meetings set the stage for a work session during which the organization's strategic direction was defined. The staff helped coordinate the planning process and provided important support and analysis to complete this plan. An additional facilitated meeting took place in January 2023 to finalize the strategy.

Development of the Calgary Celiac Association Strategic Plan will help to guide the CCA in achieving its vision and mission. It is a dynamic document based on an iterative process, and constant feedback from our team. This strategic plan is to guide out the chapter's work over the years of 2022-2025.



Mission

A mission statement is defined as an action-based statement that declares the purpose of the Calgary Celiac Association and how we serve our members. Our mission statement is:

To be the primary support and advocate for Southern Albertans with celiac disease and gluten-related disorders

Values – What’s important to us?

Values are the things that we believe are important in the way we live, and work and they help to determine our priorities. The Calgary Celiac Association is a charity founded by people with Celiac disease, for people with Celiac disease. We work passionately to improve the quality of life for all people affected by Celiac disease and other gluten-related disorders.



Vision

A vision statement is a written declaration that describes the Calgary Celiac Association’s desired future state in the coming years. It identifies what we believe our chapter will look like if it achieves its goals. Our vision statement is:

Making life easier for all people living Gluten Free

Principles



Our 7 guiding principles provide the foundation for our chapter and are the basis for establishing and successfully implementing our strategic directions and all the work that we do

Strategic Directions

We have identified five key strategic directions to help focus our work. These strategic directions have been prioritized equally. We believe these opportunities will allow us to meet the needs of our community by improving service delivery across the continuum. Actionable priorities have been identified under each strategic direction. These priorities consider the needs of our CCA members, healthcare practitioners, priorities within the Canadian Celiac Association, and reflect the opportunities within our chapter.



Strategic Directions and Chapter Priorities



Creating a Sense of Community

- Ensuring our members have a voice, fulfillment of needs and an emotional connection
- Providing engaging events in the community including gluten free dinners, pancake breakfasts, kids meet ups, educational sessions, and fundraisers
- Providing support and sharing learnings with our satellite chapters in Medicine Hat & Lethbridge



Raising Awareness

- Continuing to increase awareness of Calgary Celiac Association resources and educational programs
- Elevating the celiac patient voice so that celiac disease receives the attention from the government & community that it has long deserved
- Working with the Canadian Celiac Association (National) to leverage existing advertising and engagement campaigns
- Promoting the activities of the Gluten Free Advocacy committee including:
 - Food Equity: We aspire for wider range, availability, improved pricing and labelling of gluten free foods and produce. This would result in improved nutrition and improved adherence to a gluten-free diet and reduction in preventable associated diseases
 - Dining out: Working with local businesses and distributors to advocate for Gluten free options being readily available on every menu – the mainstream rather than the exception



Improving Education

- Promoting the activities of the Education committee including:
 - Expanding and creating new educational programming and resources for healthcare providers
 - Developing materials and programs to reach specific populations with unique educational needs
 - Establish innovative ways of developing and sharing educational material with our members



Promoting Innovative ways to Support the CCA Charity

- Expanding chapter fundraising efforts
- Expanding direct giving plans that integrate messaging across all communication channels including the CCA website, social media, Email, and direct mail



Supporting Research Opportunities

- Funding and consultation for endorsing research initiatives and studies related to celiac disease and gluten related disorders

How we will measure success

Performance measurement is critical to sustaining the highest standards of excellence and is essential for clearly communicating our accomplishments to our chapter members. The Calgary Celiac Association will engage in all levels of leadership in matching outcomes, goals, objectives, and strategies to performance indicators that can specifically and annually measure progress toward our goals. An evaluation plan with indicators will be developed, be transparent to our members and updated regularly.

Conclusion

The priorities identified in this Strategic Plan (2022-2025) will allow the Calgary Celiac Association to achieve some early successes and push us towards improved outcomes while engaging the entire celiac community. We look forward to meeting and working collaboratively with many new partners to meet the challenges and opportunities ahead.

This is our strategy. We are excited about our journey towards our future, we hope you are too.

Thank-you

- To our members - your continued and invaluable support enables our work
- To our staff - for going the extra mile to implement our vision and to serve our members daily
- To our volunteers - for being the community face of the Calgary Celiac Association and providing vital community services
- Front-line medical professionals - for directing patients to our service upon diagnosis
- Gluten-free manufacturing companies - for your innovation on behalf of our community
- Gluten-free food providers - for listening attentively to the needs of those with celiac disease, for sourcing and continuing to provide safe & innovative food preparation while abiding by legislation
- Health Services Executives - for your collaborative and partnership approach to work on behalf of all people affected by celiac disease