

Pursuit 2025: The BSF Way

Our Philosophy

The Preservation of Dignity and the Pursuit of Happiness

Our Mission

As a charitable organization we are an innovative force, providing high quality person-centred care and services to optimize well-being and enrich people's lives

Our Vision

We will provide leadership to create a future where people can live life to the fullest, with dignity, hope and happiness — in caring and supportive communities

Values

We put **PEOPLE** at the centre of everything we do.

We boldly pursue **QUALITY & INNOVATION** with pride and enthusiasm.

We believe in **ENGAGEMENT** with all stakeholders and respect every voice.

We act with **COMPASSION**, empathy and understanding.



Priorities	1	2	3	4	5
	First choice of residents, clients, and families	Employer of choice	Excellence in research and innovation	A leader in quality and safety	Drive smart growth and strong stewardship
Strategic Goals	1. Implement a hospitality services program that enables a best-in-class and personalized experience.	4. Promote a diverse, inclusive and trusting workplace through employee engagement, recognition, celebration and well-being.	7. Re-imagine how we lead and apply quality, research, and innovation to support the work we do, and the populations we serve.	10. Implement initiatives that lead to improving key clinical and quality of life indicators.	13. Socially and environmentally responsible investments that support the future of aging, community care and engagement, and multi-service growth.
	2. Create new opportunities that support diversity, equity, and inclusion, and drive greater resident/client independence, fun, choice, and involvement.	5. Enhance employee capabilities through effective talent management, education, and leadership development.	8. Broaden our partnership reach by establishing local, national and international research collaborations that supports healthy aging and social good.	11. Create a framework that enables residents, clients, families, and employees at all levels to participate in quality and safety improvement initiatives.	14. Implement IT/digital enhancements to promote engagement, release time to care, and support working more effectively.
	3. Implement a program that maintains and optimizes our infrastructure to ensure fresh surroundings, purposeful use of spaces, and a meaningful, 'community-like' atmosphere.	6. Harmonize BSF as one employer, creating greater employee choice, value, and opportunities.	9. Translate evidence-based research into practice to enhance quality of care and quality of life.	12. Enhance processes that integrate continuous quality improvement into daily practices (i.e., Accreditation as an ongoing journey).	15. Enhance our brand awareness and culture of philanthropy by stewarding donor and volunteer potential and showcasing the impact of the work we do.

Annual Operating Plans & Enablers

The BSF Way is our foundational person-centred approach to care, services, and environments that are personalized, enabling, support positive interactions and relationships, and encourage a sense of belonging to optimize well-being and enrich people's lives.

