



ASPIRE CHILD DEVELOPMENT CENTRE

STRATEGIC PLAN



2025-2027

MISSION

Aspire is dedicated to enriching the lives of children by providing comprehensive child development services in collaboration with families and communities.

VISION

Understanding, honouring and supporting the journey of children and families.

VALUES

HOLISTIC

An integrated approach to all we do that is personalized and inclusive.

OPTIMISTIC

Focused on innovation, empowerment and investment in the future.

PASSIONATE

Generating excitement, commitment and celebrating milestones.

EMPATHETIC

Keeping a curious mind, cultivating understanding and connection.



SPOTLIGHT ON ASPIRE

We are a charitable organization dedicated to supporting children with diverse needs and their families.

We were established in 1985 by a group of parents who wanted comprehensive child development services provided in their community.

We bring together all our professionals under one roof, simplifying coordination of services for families.

We are based in Red Deer, Alberta and serve the Central Alberta region.

We provide services within our centre, in families' homes, in schools and in the community.

ASSESSMENT,
CONSULTATION AND
TRAINING SERVICES

SCHOOL AND FAMILY
SERVICES

EARLY ACCESS TO
SUPPORTIVE EDUCATION
(EASE)

TRIPLE P POSITIVE
PARENTING PROGRAM

PARK IT SUMMER
OUTDOOR PLAY GROUP



COMMUNITY IMPACT

Aspire serves over 1,000 children and families annually, providing essential services and ongoing support for parents.

Aspire emphasizes family involvement in the assessment and therapeutic process, ensuring parents are active participants in their child's development.

FUNDING AND SUPPORT

Partial funding is provided by the Government of Alberta for specific programs, with fee assistance available to families facing financial barriers.

As a registered charity, Aspire relies on donations and fundraising events to sustain its programs. Notable fundraising efforts include the "Evening of Decadent Dessert" and Children's Raffle.



Our strategic directions are designed to guide our organization towards sustainability, innovation, and excellence in program delivery, ensuring we meet the needs of our community.

Aspire is embracing the future by preparing for the evolving needs of our community. The following strategic directions are interdependent and work towards fulfilling our mission through growth and innovation.

STRATEGIC DIRECTION 1 Financial Sustainability

STRATEGIC DIRECTION 2 Program Expansion and Enhancement

STRATEGIC DIRECTION 3 Technology Integration and Innovation



STRATEGIC DIRECTION 1: FINANCIAL SUSTAINABILITY

Building a resilient financial foundation supports growth and innovation to better serve our community.

HOW?

Investing in future sustainability will allow Aspire to serve our ever-growing population.

Maintaining affordability for families will ensure equal access to essential services.

Prioritizing transparency and accountability in future planning.

Maintaining operational funding to ensure continuity of existing services.



STRATEGIC DIRECTION 2: PROGRAM EXPANSION AND ENHANCEMENT

Planning for program expansion and enhancement is at the heart of our strategy to better serve our community.

HOW?

Increasing reach and accessibility of services throughout our region.

Developing new programs and services that address emerging community needs.

Enhancing visibility and awareness of programs and services.

Partnering with our Central Alberta community in the planning and accessibility of service enhancement and growth.



STRATEGIC DIRECTION 3: TECHNOLOGY INTEGRATION AND INNOVATION

Investing in technology integration and innovation is pivotal to enhancing our organizational efficiency, effectiveness and impact on the community, both now and in the future.

HOW?

Investing in solutions to streamline workflows and processes, which will increase staff availability to provide services to our community.

Integrating software, cloud-based systems, and communication tools to facilitate sharing of information, ideas and resources with our community.

Implementing scalable technology that will grow with Aspire, enhancing programs and flexibility.

Investing in cybersecurity to create a safe environment for us and for those we serve.





Child Development Centre

Aspire acknowledges and respects the histories and cultures of Indigenous peoples in Canada,
operating on traditional territories of Treaty 6 and Treaty 7.
