

VISION, MISSION + VALUES

The most exciting part of our new strategic plan is the chance to unveil our new vision.

We remain committed to mentally healthy people in a healthy society, but we see an urgent need to dial up the intensity and push for social and systems change. We want our brand to boldly reflect our higher-order purpose: what we all get up each day to fight for.

Our new brand vision will unify us under one banner to help us help more people. It will advance our goal to be the leading mental health voice in Canada. The concept of human rights is powerful. Human rights are widely understood, yet strike a personal, emotional chord. And they include not only the right to timely mental health treatment or access, but also to the secure jobs, safe places to live and good relationships that make good mental health possible for every person in Canada. They also include the conditions that allow us to feel well wherever we live, work, learn and play.



Everyone at CMHA has their own story and history but we all strive for the same goal.



Our Vision

A Canada where mental health is a universal human right.

Our Mission

To ensure that all people in Canada experience good mental health and well-being.



Our Promise

PEOPLE IN CANADA CAN RELY ON CMHA FOR:

SUPPORT

We provide unwavering support to all people in Canada in their pursuit of mental health.

ACCESS

We connect all people in Canada with mental health programs, services and support.

PROGRESS

We improve society by advocating for the conditions and policies required for good mental health.

KNOWLEDGE

We offer inclusive, evidence-based information on mental health.

PROTECTION

We safeguard the right of all people in Canada to social and economic security, freedom from violence, harm and trauma and access to the mental health resources they need.

Our Values

WE ARE:

INCLUSIVE

We want all people in Canada to see themselves represented and served by CMHA. We value the voice of those who have experienced mental illness. We recognize a diverse range of mental health approaches.

PROACTIVE

We are leaders. We value action over talk. We will innovate and think ahead to continue to address and improve mental health in Canada.

STEADFAST

We have long fought to improve the state of mental health in Canada, but our work is not done. We are champions of social justice. We remain as committed as ever to our task.

COMPASSIONATE

We lead with the heart. We are compassionate, empathetic and caring. We approach our mission with love and kindness.

COLLABORATIVE

We mobilize and marshal resources, partners and people to come together to realize necessary changes in our communities and in the mental health system in Canada.