



KIND MINDS FAMILY WELLNESS

Culture + Research + Community Engagement

# STRATEGIC PLAN

2024-2026

*Committed to providing culturally informed supports to  
our community*

# *Who We Are*

Kind Minds Family Wellness (KMFW) is an organization in the Kitchener-Waterloo region that provides culturally informed support to the Black community. KMFW specializes in Afrocentric/culturally grounded counselling, education, and research advocacy that addresses anti-Black racism and systemic oppression. We aim to foster Black community empowerment/resilience, community services navigation supports, and the design and delivery of culturally suitable educational programs and groups for children, youth, caregivers/adults, and seniors. We are committed to reaching out and providing culturally-informed educational workshops and training to service providers to marginalized (specifically Black-identifying) and equity-deserving groups within the community. Our collaborations with organizations providing core outreach support and programs to residents in the Region and surrounding area are solidified through partnerships. Through such cooperation, we also foster a culturally protected and positive space that encourages and respects the perspectives and feedback of their Black-identifying service recipients.



# ***Our Core Programs and Services***

**Culturally Grounded Counseling:** Our counselling is well-attuned to African cultural resiliency and customized to address needs and foster clients' well-being effectively.

**Research & Consultancy:** We have the proficiency and resources to research topics related to racialized and non-racialized groups and can support individual and organizational research needs related to these areas. We are committed to culturally-informed research practices and research that yields actionable outcomes for those needing it the most. Our consultants provide proficiency and strategic advice (information and support) to our clientele (private, public, not-for-profit, and Black-serving sectors) for consideration and decision-making. Consultants utilize various initiatives, programs, policies, and procedures development and implementation through equity, inclusive and anti-racist lens to ensure that it meets the needs and centers the voices of those to whom the projects are to be offered.



# ***Our Core Programs and Services***

## **Culturally Informed Educational Programs and Groups:**

Children, youth, adult, and senior groups; psychoeducational groups on topics such as healthy self-esteem, developing and maintaining healthy relationships, peer pressure & bullying, feelings and emotions, stress management; social groups (music, art, dance, cooking classes, and meal prep; and book clubs.

**Advocacy & Education:** Anti-Black racism workshops, Education on Black culture and history-past and present, Consulting, Coaching, and Mentoring. We seek opportunities to advocate for and on behalf of our service users within systems and in the community.



# ***Our Core Programs and Services***

**Community Support & Engagement:** We support Newcomers to Canada, sporting and extracurricular activities for children and youth, and clothing and food drives.

**Career Services and Employment Support:** We provide education, career, and employment support such as resume writing, volunteer opportunities, mentorship, financial literacy, tutoring, etc.





***KMFW'S Strategic Plan:***  
**2024 to 2026**



# 1. *Advocacy*

Advocacy has been our pillar and mission, and we play a vital role in advocating for systemic change and social justice. As a Black-led and serving organization, KMFV is uniquely positioned to address the systemic inequities that disproportionately affect Black communities in our region and through collaborative advocacy we will ensure to amplify our impact and drive meaningful change for persons whose identities have been pushed to the margins in our region and beyond. By strategically leveraging collaborative advocacy efforts such as cultural competency training, and forging partnerships and collaborations with other organizations, both within and outside the Black and equity-deserving communities that share common advocacy goals, we will work towards dismantling systemic inequities, promoting social justice, and creating a more equitable society for Black communities and all marginalized groups. KMFV is committed to doing this at the individual, institutional/structural, and systemic levels.



## ***2. Equity, Diversity, Inclusion, Access, and Belonging (EDIAB)***

Kind Minds Family Wellness' two-year strategic plan focuses on collaborating and partnering with grassroots and mainstream (established) organizations in the Kitchener Waterloo region and surrounding area to promote well-being and equitable outcomes for its Black residents. We will accomplish this by remaining committed to our values and vision dedicated to providing unbiased and culturally inclusive programs and services within the context of evidence-based and practice-informed programs and services to our service recipients, including newcomers to Canada within the Kitchener-Waterloo region.





## ***2. Equity, Diversity, Inclusion, Access, and Belonging (EDIAB)***

In addition, we are determined to foster a safe and positive space that encourages and respects our client's perspectives and feedback and to safeguard that as a community. Finally, we strive for continued equitable outcomes for our Black residents. As an organization, our approach is deeply rooted in principles that promote fairness, justice, and the empowerment of marginalized communities. Our strategic stance adopts a vision of a society where equity, diversity, inclusion, access, and a profound sense of belonging are not just ideals but the cornerstones of a just and harmonious world.



# ***Core Values that are Imbedded in Our Strategic Goals and Initiatives:***

**Equity:** We believe in equitable access to opportunities, resources, and justice for all, with a specific focus on addressing historical and systemic injustices faced by Black and marginalized communities.

**Diversity:** We celebrate and embrace the richness of diversity, understanding that it is the lifeblood of innovation, creativity, and progress.

**Inclusion:** We actively work to create spaces and systems that embrace and value every individual and respect intersections, where differences are not only accepted but celebrated.



# ***Core Values that are Imbedded in Our Strategic Goals and Initiatives:***

**Access:** We are committed to utilizing our platforms and positionality to remove barriers to education, healthcare, economic opportunities, and social services, ensuring that everyone has the chance to thrive.

**Belonging:** We strive to create environments where individuals feel valued, respected, and a sense of ownership, where their identities are not just tolerated but embraced.



## ***Strategic Goals and Initiatives:***

**Education and Advocacy:** We will provide education and resources to raise awareness about systemic inequities and advocate for policy changes that address these issues at all levels of government.

**Community Empowerment:** We will develop programs that empower Black and marginalized communities with the skills, resources, and networks needed to overcome barriers and achieve their goals.

**Inclusive Leadership:** We will actively promote diverse and inclusive leadership within our organization and in the broader community, recognizing that leadership should reflect the communities we serve.



## ***Strategic Goals and Initiatives:***

***Collaboration:*** We will collaborate with like-minded organizations, community leaders, and stakeholders to amplify our impact and create a united front for change.

***Measuring Impact:*** We will regularly assess and communicate our progress toward our EDIAB goals, using data and feedback to drive continuous improvement.

***Cultural Competency:*** We will prioritize cultural competency training for our members, volunteers, and partners to ensure that our work is culturally sensitive and responsive.



## ***Strategic Goals and Initiatives:***

**Accessible Programs:** We will design all our programs and services with accessibility in mind, recognizing that equal access is essential for true equity.

**Accountability:** We are committed to holding ourselves accountable for the equitable, diverse, and inclusive outcomes we aim to achieve. We will regularly evaluate our progress and adjust our strategies as needed to ensure that our actions align with our values and mission. By embracing this strategic stance, we aspire to be a catalyst for transformative change, creating a more equitable, inclusive, and just society for all.



### ***3. Community Engagement and Outreach***

We are committed to reaching out and providing culturally-informed educational and psychosocial support to marginalized groups within the community. By continuing to establish authentic relationships with community leaders, we will tap into local knowledge, gain credibility, and ensure that our outreach and engagement efforts are culturally relevant and sensitive to the needs of the communities we serve. This approach will not only enhance the short-term effects of KMFV's involvement within our region but ultimately lead to more meaningful and sustainable change for everyone. In addition, we will solidify our collaborations and partnerships with organizations providing core outreach support and programs for residents in the region. Through such a partnership, we will foster a safe, protected and positive space that encourages and respects our client's perspectives and feedback.



## **4. *Research and Accountability***

We are committed to providing equitable and culturally sensitive programs and services within evidence-based practice and practice-informed service delivery. Our efforts around collective resilience will be accounted for via our collaborations and partnership work within the region of Waterloo. We wish to emphasize research and accountability as a crucial strategic point for us as an organization. This approach helps ensure that we are effective in achieving our mission to transform the personal narratives of Black persons and support them as they navigate systems to attain positive Self-actualization and Holistic wellness. Our strategy is to address the unique needs of the Black communities we serve and to maintain trust with all private and public sector stakeholders. By prioritizing data-driven decision-making and accountability, we will not only enhance our effectiveness but also demonstrate our commitment to our mission, and make a meaningful impact in addressing the unique needs of the Black communities and equity-deserving groups that we serve.

