



Illustration of a floating road with bends that has pin drop markers in two places

# **AVENUENB STRATEGIC PLAN 2025-2028**

# AvenueNB Strategic Plan 2025-2028

Introduction	2
About avenueNB	3
Mission	3
Vision	3
Values	4
Strategic Objectives	5
1. Increase Labour Market Participation for Persons with Disabilities	5
2. Improve Member Development, Support and Satisfaction	5
3. Achieve Financial Sustainability	5
Measures	6
Conclusion	6

# Introduction

As Executive Director and Chair of the Board of avenueNB Cooperative Ltd, we are delighted to present our first strategic plan since our launch in April 2022. This plan represents more than just a roadmap for the future — it is a testament to our collaborative approach and the innovative model that sets our cooperative apart.

Developing this plan was a thoughtful and inclusive process, involving consultations with all our members. We took the time to ensure that every voice was heard, and every perspective captured, resulting in a plan that we believe truly reflects the collective vision and aspirations of our cooperative.

We are particularly excited about the flexibility of this plan, which allows us to adapt and evolve as we continue to support our objectives in partnership with our primary funder, the Government of New Brunswick. This is a dynamic and forward-thinking strategy, designed to harness our unique strengths and drive impactful outcomes for persons with disabilities connecting with the labour market in New Brunswick.

We look forward to embarking on this journey together, confident that our shared commitment and innovative approach will lead to continued success.

Sincerely,

Nathalie D'Amours  
Executive Director, avenueNB Cooperative Ltd.

Charles Levasseur  
Chair of the Board, avenueNB Cooperative Ltd.

## About avenueNB

Created in 2022 avenueNB Cooperative is a nonprofit cooperative committed to increasing labour participation for persons with disabilities. AvenueNB uses an innovative collaborative approach to manage the delivery of employment services for persons with a disability in New Brunswick through third-party specialized organizations.

## Mission

Using a collaborative approach to connect persons with a disability to the labour market through person-centered programs, transition planning, and increased employer engagement creates positive employment pathways throughout New-Brunswick.

## Vision

As leaders in the field, we use streamlined, collaborative and person-centered approaches that increase opportunities and labour market participation for persons with a disability

# Values

We believe that our Mission and Vision statements are realized when we value the following:

**Inclusion and equitable access** – Providing fair and equitable access to opportunities and necessary supports to persons with a disability seeking equitably paid and meaningful employment regardless of their disability or location within the province.

**Collaboration** – Forming effective partnerships and relationships with all stakeholders to increase their attachment to the labour market for persons with a disability.

**Innovation** – Developing, implementing and sharing creative ideas that increase labour market participation and positive outcomes for persons with a disability.

**Integrity** – By creating a positive image, we treat all persons with dignity, respect, and interactions that reflect professionalism and transparency while following ethical principles in delivering employment services for persons with a disability.

**Staff Competence** - Staff have the technical and conceptual skills required for the role they have with the agency and access disability-specific organizations when needed to provide quality of service.

**Individualized Support - Providing** employment supports and services to meet the unique needs of persons with a disability and employers. Persons with a disability are actively engaged in determining their own needs and priorities.

**Accountability** - To operate in the most effective and efficient manner to demonstrate accountability to all stakeholders - PWD, employers, funding sources. Innovation, Inclusion, Integrity, Accountability, Collaboration, Staff Competence

# Strategic Objectives

## 1. Increase Labour Market Participation for Persons with Disabilities (PWDs)

**Goal:** Enhance access to meaningful employment for persons with disabilities through comprehensive support, skills development, and strong employer partnerships.

- By building on our efforts to gain meaningful employment for persons with a disability focusing on gaining and retaining work and advancing within careers
- By promoting to and supporting employers to increase the number of people with disabilities employed in the workforce.

## 2. Improve Member Development, Support and Satisfaction

**Goal:** Foster a supportive and collaborative environment among member agencies by understanding their needs, facilitating communication, and providing valuable resources

- By enhancing the benefits to our members of their membership with avenueNB
  - by building our knowledge of our membership, the various segments / types of members, the issues they face, and their support needs.
- By building and delivering a support framework available to our members to better meet their needs

## 3. Achieve Financial Sustainability

**Goal:** Secure and maintain the financial resources needed to support avenueNB's mission by diversifying revenue streams, ensuring efficient use of funds, and building community partnerships that enhance employment opportunities for persons with disabilities.

- By exploring and securing funding sources to continue to offer value to our members and to sustain avenueNB future viability.
- By exploring opportunities for partnerships where members can collaborate and share efficiencies, e.g. around shared services.
- By exploring and securing opportunities leveraging the collective power of the membership.

## Measures

These objectives will be measured using a combination of methods, such as surveys, quarterly reports, and final reports from member agencies to ensure a thorough evaluation of progress and the ability to adapt approaches to better meet the needs of persons with disabilities and employers.

## Conclusion

AvenueNB is dedicated to increasing employment opportunities for persons with disabilities across New Brunswick. This strategic plan outlines our commitment to building sustainable funding, enhancing employment outcomes, and fostering a collaborative community of member agencies. Through these efforts, we will continue to make a meaningful impact on the lives of those we serve.

AvenueNB will regularly take the opportunity to review the broader operating environment, relating to employment, considering challenges and changes facing the member agencies and people with disabilities in general.

This strategic plan will be reviewed annually.

We welcome queries concerning the activities of avenueNB and this strategic plan.