

Momiji Health Care Society

Strategic Plan 2026-2030

Caring Today. Stronger Tomorrow.

Momiji's new Strategic Plan sets a clear direction for the next five years, building on Momiji's strengths and legacy, the mission, the vision and values, while looking to the future through three inter-connected priority areas as described here.

OUR VISION

Seniors—primarily of Japanese descent—will enjoy good health, dignity and the best quality of life in a manner of their choosing.

OUR MISSION

To realize its vision Momiji is dedicated to:

- Providing a community hub for older Japanese Canadians
- Delivering exemplary & culturally sensitive senior care services
- Enabling healthy aging & personal growth
- Promoting safe & independent living

OUR VALUES

To guide decision-making and action Momiji believes in

- Seniors' right to choice, dignity & independence
- Respect for ethno-cultural heritage, diversity and inclusiveness
- Support for health, wellness & optimal living in a holistic manner
- Culturally sensitive service programming
- Community building based upon mutual trust, caring & respect
- Pursuit of continuous quality improvement

Strategic Priorities and Actions

Momiji's 2026-2030 Strategic Plan brings focus to three inter-connected Strategic Priority areas that reinforce each other and together are intended to enhance care for today while looking ahead to tomorrow. Strongly grounded in Momiji's legacy, rooted in the mission, vision and values, these priorities build on Momiji's strengths while addressing important shifts and challenges to ensure a bright future. A set of Strategic Actions for each priority outline how Momiji intends to bring these priorities to life in tangible ways.

STRATEGIC PRIORITY 1

Enhance senior-centred care and services.

Momiji will broaden programs and services to address the evolving needs of seniors, both on-site and beyond, reflecting Japanese culture and ultimately, providing more access and benefit for the clients we serve.

STRATEGIC ACTIONS

- 1.1 Extend services to address growing health and care needs, including dementia care.
- 1.2 Scale community programs and services to serve more clients.
- 1.3 Enhance care and support through innovation.
- 1.4 Continue to provide culturally appropriate services that reflect Japanese culture.

STRATEGIC PRIORITY 2

Grow awareness and engagement.

Momiji will invest in building stronger connections with our community, creating a continuum of care and engagement that will maximize impact, build participation, attract financial and volunteering support and serve more people.

STRATEGIC ACTIONS

- 2.1 Advance key partnerships and collaborations to advance Momiji's work.
- 2.2 Expand community awareness to build support and connections.
- 2.3 Invest in communication, branding and marketing to advance strategic actions.

STRATEGIC PRIORITY 3

Build a more resilient Momiji for the future.

Momiji will strengthen the critical foundations of Momiji's people, finances and operations with an innovative mindset, to enable and accelerate high-quality care and services for seniors and look to potential for the future.

STRATEGIC ACTIONS

- 3.1 Invest in Momiji's people to renew and build a strong team.
- 3.2 Establish an integrated culture of quality.
- 3.3 Invest in innovation to support Momiji's work.
- 3.4 Build financial sustainability for the future.
- 3.5 Explore potential desirability and viability to expand affordable seniors' housing.