

Strategic Plan (One Pager)

2026 - 2031

Accessible, community-based crisis and recovery support grounded in dignity, equity, and choice.

Communities where every person belongs and can access support, respect, and autonomy to shape their life, free from stigma, discrimination.

Values that ensure dignity and safety in every interaction and service centred around the individual.

Gerstein Crisis Centre is a leader in community-based, non-medical crisis support. The 2026–2031 Strategic Plan strengthens core operations while shaping the future of compassionate, community-rooted crisis response across Toronto.

Strategic Direction

Strengthen Our Core: Support staff, maintain low-barrier services, embed equity, and modernize systems.

Achieve System-Wide Impact: Evaluate and share the Gerstein model, deepen partnerships, and influence policy.



Priority 1: Foster a Resilient, Connected, and Supported Team

- Create a healthy, equitable, psychologically safe workplace.
- Balance workload, strengthen supervision, and expand leadership development.

Priority 2: Lead With Equity and Centre Lived Experience

- Embed anti-oppression, reconciliation, and accessibility in decisions and services.
- Deepen community partnerships and elevate lived expertise.

Priority 3: Stabilize and Evolve Infrastructure

- Strengthen HR, finance, scheduling, and technology systems.
- Build data and digital capacity for learning and transparency

Priority 4: Advance the Model and Shape Crisis Care

- Document and evaluate the Gerstein model.
- Expand training, mentorship and sector learning; advocate for systemic change.

Read the full Strategic Plan at: www.gersteincentre.org