

Originally founded in 1918 by the Jewish community of Toronto, Baycrest has an inspiring more than 100-year history of exceptional community service and a ceaseless devotion to serving those in need. We live our centuries-old Jewish heritage by honouring our elders with respect and compassion.

VISION

A world where every older person lives with purpose, fulfilment and dignity.

MISSION

Founded and grounded in Jewish tradition and values, we are committed to providing exceptional care with kindness and compassion. Powered by our cutting-edge research, education and innovation, we serve the physical, mental and spiritual needs of older persons from all backgrounds.

BAYCREST VALUES

Founded by the Jewish community and guided by the principles embedded within our heritage and culture, Baycrest is committed to pursuing our mission and achieving our vision by being inclusive, collaborative, ambitious, respectful and aiming for excellence in all that we do.

I

Inclusive

We promise a workplace culture that welcomes and appreciates everyone equally and without discrimination or judgement.

C

Collaborative

We focus on teamwork and nurture the cooperation of internal and external partners to maximize our collective strengths.

A

Ambitious

We are driven by relentless curiosity and an imperative to challenge the status quo by making bold choices, learning from failure, and celebrating success.

R

Respectful

We treat everyone with compassion, professionalism and kindness, and believe each person is unique with intrinsic dignity and worth.

E

Excellent

We are committed to excellence in everything that we do by fostering a culture of continuous improvement.

STRATEGIC GOALS

1

Provide Exceptional Geriatric Care & Experiences

- a. Deliver holistic person-centred care that meets the unique needs of each resident and patient.
- b. Ensure high-quality, safe care through our commitment to continuous improvement and innovation.
- c. Provide equitable and inclusive programs and services that meet the diverse needs of the people and community we serve.



2

Advance World-Class Dementia Care

- a. Develop and apply emerging evidence that optimizes care for people living with dementia.
- b. Work with primary care to enhance access to exceptional dementia care.
- c. Accelerate policy change that reforms and enhances dementia care by forming strategic partnerships.



3

Extend Care Beyond Our Campus To Support Older Persons Locally & Provincially

- a. Support older people to age in place by developing scalable models in collaboration with partners.
- b. Provide equitable access to exceptional geriatric care across the province by advancing virtual care delivery.
- c. Create and incorporate new research, education and innovation into care delivery.



STRATEGIC DRIVERS

1

A Strong Culture Where Our People Thrive

- a. Optimize each person's role, support their development and empower all people to experience fulfilment in their work.
- b. Build a workplace culture aligned with our values to foster a sense of belonging and trust.
- c. Grow the reputation of Baycrest as a destination employer that physicians, staff and volunteers aspire to join.

2

Digital Transformation

- a. Integrate new and secure solutions to advance care transformation.
- b. Digitally enable our patients, residents and their care partners to access integrated care within, across, and beyond our campus.
- c. Empower our teams with digital tools and information resources to progress and thrive.

3

Financial Strength and Sustainability

- a. Maximize funding to support the needs of our residents, patients, staff, physicians and system partners.
- b. Continue to partner with Baycrest Foundation to support generous philanthropy.
- c. Advance fiscal stewardship through operational effectiveness, enhanced financial systems and environmentally sustainable practices.