

THE MAGIC KEY



Copyright © 2022 Children's Treatment Network
of Simcoe York

Illustrations by Abigail Roscoe

All rights reserved.

**The Magic Key is a story to be
enjoyed by everyone.**

**People are at the centre of what we
do. Come explore with us!**



In our neighbourhood
everyone is given a
special key.

To a place for everyone,
including you and me.



When you bring your key to the door, it will open to a magical place where there is much to explore.



In this neighbourhood,
you are more than just
a guest.

It is a place where we
will help you to feel your
very best.



No matter how you travel, by a wheelchair, walker, or with braces on your feet, it's easy to get around because of accessible streets.



If you need a service dog, audio or braille map to show you the way, they're always welcome and available no matter the day.



On Inclusion Street we have a parade where we celebrate what makes each of us unique, or a quiet place to play, if that is what you seek.



Down Collaboration
Crescent you can get
the playground of
your dreams, with
everyone creating
together in teams.



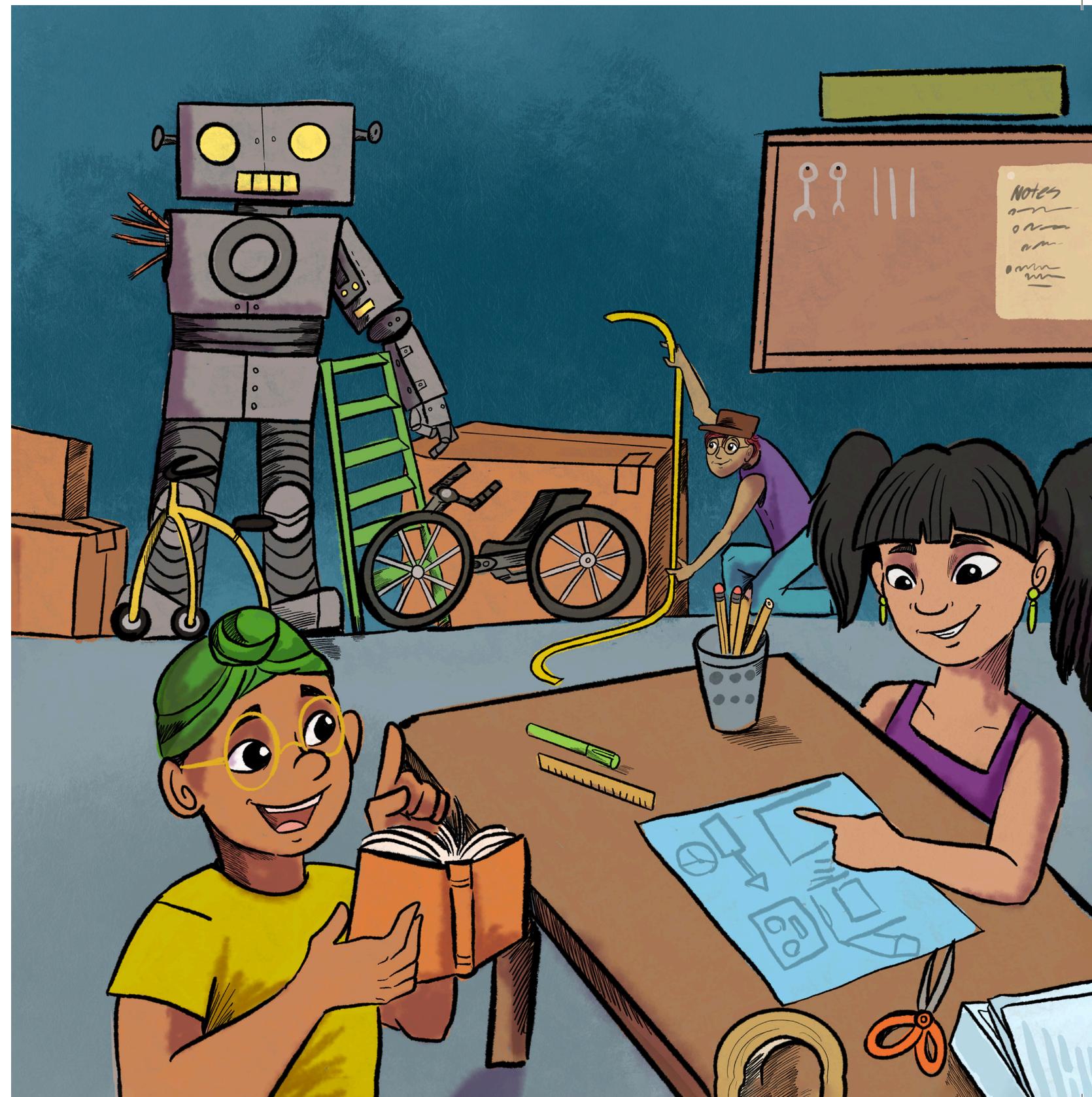
Responsibility Road is a place where we care for beautiful flowers.

And make the world a better place using our amazing powers.



On Innovation Avenue
the future comes alive.

We share the coolest
ideas to help us all
thrive.



Everyone can help shape our neighbourhood in their own special way.

We will work together to solve problems in this place where we all live and play.



So, whether this is your first time visiting or you have been here before, bring your key and come through the door.



When you're done visiting, don't forget to keep your key close, for a little bit of magic when you need it the most.



We're Better Together
than only as one.

It makes our
neighbourhood much
more fun.





Children's Treatment Network supports kids and youth with disabilities and developmental needs, along with their families, in their homes, communities and schools, in collaboration with our network of 50 service partners.

This story is a creative interpretation of our strategic plan, that serves to focus our work and provide a collective call to action.

Our Mission

Together with our partners, we work with kids, youth and their families to support development and well-being.

Our Vision

A vibrant community where all kids, youth and families belong.

Our Values

In all that we do, we are guided by four core values:

- **Inclusion:** Build a sense of belonging and champion equity for everyone.
- **Collaboration:** Evolve by working together, supporting one another and having fun.
- **Responsibility:** Provide services in the best way possible through exceptional accountability and stewardship practices.
- **Innovation:** Lead with creativity and agility when exploring new and responsive ways to grow and change.

Our Strategic Directions

People are at the centre of what we do: Provide opportunities for kids, youth, families, employees, partners and volunteers to shape their experiences with the network and build a sense of community.

Strive for excellence: Champion our role as leaders to support the development and well-being of kids, youth and their families.

Foster a culture of accountability and stewardship to support community needs: Maximize how we use our resources through responsible governance and performance measurement.

Transformation through equitable, data-driven service innovation: Modernize and improve access to services using information and technology to meet the diverse needs of kids, youth and families based on their experiences.

For more information, please visit: www.ctnsy.ca.



ILLUSTRATED BY
ABIGAIL ROSCOE