

# 2021-25 Strategic Plan

## OUR VISION

WOMEN THRIVING IN A SAFE AND EQUITABLE COMMUNITY

## OUR MISSION

INTERVENE, EMPOWER AND LEAD  
WHEN AND WHERE WOMEN NEED US MOST



### DOMESTIC VIOLENCE

Preventive services focused on wellness and healthy relationships with an intention of thriving



### MENTAL HEALTH

Preventive and restorative services to support her community, home and workplace wellness



### ECONOMIC PROSPERITY

Empower women to pursue their ambitions, and participate equally and meaningfully in all levels of economic decision-making

## STRATEGIC PRIORITY

Review existing program design against “thriving” intention

Prepare for a protracted “shadow pandemic”

Build on Women’s Economic Recovery submission, partner to amplify, with a focus on tangible interventions

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## OUR POWER



### OUR PEOPLE

#### WE ASPIRE...

To be a workplace of choice for people committed to measurable impact

#### WE WILL...

Intersect employee engagement program with pandemic impacts on staff



### OUR PARTNERS

To be a partner of choice, engaging in Shared Purpose for greater impact

Establish and adopt core partnership principles across the organization



### OUR CAPITAL

To reflect and support her ambitions in the way we build and operate our assets

Incorporate Hub and pandemic experience in new projects



### SUSTAINABLE REVENUE

To generate autonomous sources of revenue to sustainably support our operations

Lever brand and assets to create innovative and recurring revenue streams



### TECHNOLOGY

To create greater impact

Evaluate the true impact of hybrid programs and potential to expand reach

**DOMESTIC VIOLENCE**



**MENTAL HEALTH**



**ECONOMIC PROSPERITY**

