



# OUR WAY FORWARD

STRATEGIC PRIORITIES 2022-2024



WOMEN'S CENTRE  
OF YORK REGION

Embracing Change. Empowering Women.

# Table of Contents

1  
Message from Board Chair and Executive Director

2  
Mission + Vision + Values

3  
Elements of our Strategic Plan

4  
Strategic Priorities 2022–2024

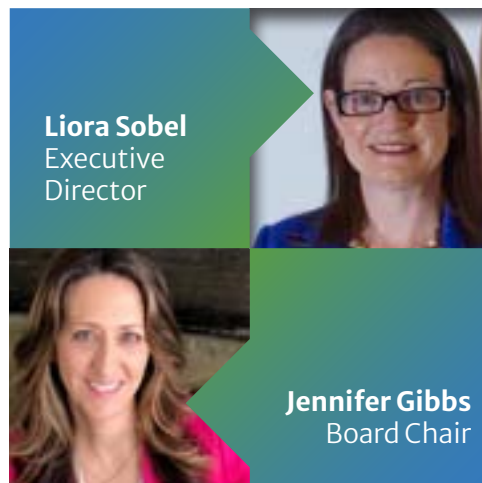
## Message from Board Chair and Executive Director

For over 45 years, the Women's Centre of York Region (WCYR) has been supporting and empowering thousands of courageous women in our communities to overcome significant challenges and barriers, resulting in better lives for themselves and their families. It has done so through the incredible passion and dedication of past and present WCYR Staff, Board Members, Community Partners and Funders.

We pride ourselves in our trauma-informed services, free of cost, to anyone in York Region who identifies as a woman. Our commitment to serving our community has never been stronger.

WCYR is well positioned to maintain and expand our critical work, and to respond to an increasing demand for our services amidst ongoing social stress and uncertainty. Women's Centre of York Region continues to be a strong source of hope, inspiration, support, and transformative change for women in our community.

We are excited to be launching our new strategic vision "Finding our Way – 2022–2024". By advancing the priorities in our plan, we will be able to enhance our support to the courageous women who come to WCYR.





# VISION MISSION VALUES

## VISION

Women thriving socially, emotionally, and economically.

## MISSION

Using a strengths-based, trauma-informed feminist approach, we provide opportunities, support and resources to all persons who identify as women on their journey of self discovery and empowerment.

## VALUES

At the Women's Center of York Region, we are guided by the following values in all the work we do:

- **Inclusivity:** We breakdown barriers and equalize the power imbalances to create a culture of respect and support that focuses on the individual needs of staff, volunteers, and people participating in our activities
- **Collaboration:** We achieve great things by working together, embracing change, and seeking possibilities
- **Innovation:** We encourage learning, exploration, and creativity in the those we support and ourselves
- **Empowerment:** We support, trust, and empower staff, volunteers and people participating in our activities to develop the confidence in their individual talents and capabilities.

# Strategic Priorities 2022-2024

01

## Build for our future

We will collaborate with partners and the community to further strengthen the impact and value of our services.



02

## Invest in our People

We will empower staff and volunteers by focusing on diversity, equity and inclusion in all we do.



03

## Support our Sustainability

We will solidify our organizational structure and secure resources to support our activities now and into the future.



**To achieve our Strategic Priorities, we will focus on:**

**Partnerships • Communication • High Quality Innovative Programming**

# STRATEGIC PRIORITY 1

**Build for our Future:** by collaborating and engaging with partners and the community to further strengthen the impact and value of our services.

| GOAL  | STRATEGY  |
|---|---|
| <b>1.1 Grow the impact of current program and service offerings</b>   | <ul style="list-style-type: none"><li>• Conduct a program/service review with a view to focusing on what WCYR does best and developing impact measurements.</li><li>• Develop a comprehensive community engagement plan focussing on increasing knowledge in the community about the WCYR</li><li>• Create opportunities for internal teams to collaborate on program development and marketing</li><li>• Adapt programs and services for scalability and expansion</li></ul> |
| <b>1.2 Strive to fill the gaps in community services available to women and their families who have experienced gender-based violence</b> | <ul style="list-style-type: none"><li>• Expand partnership network by creating opportunities for collaboration on learning opportunities, leveraging program/service delivery and referrals</li><li>• Create a map of current services and highlight where the gaps in service may exist. Based on the gaps map, create or adapt program offerings to fill the identified community gaps in service</li></ul>   |
| <b>1.3 Build the WCYR Brand</b>   | <ul style="list-style-type: none"><li>• Create a comprehensive marketing and communications plan including renaming/rebranding</li></ul>  |



## STRATEGIC PRIORITY 2

**Invest in our People:** by focusing on diversity, equity, and inclusion in all we do.

| GOAL   | STRATEGY   |
|--|--|
| <b>2.1 Embrace and celebrate diversity, equity and inclusion</b> | <ul style="list-style-type: none"><li>• Create and support a culture within WCYR that fully embraces and celebrates diversity, equity and inclusion</li><li>• Increase the diversity of our board, staff and volunteers</li><li>• Implement culturally inclusive, trauma informed programs and operational practices throughout WCYR</li></ul> |
| <b>2.2 Create a solid foundation throughout WCYR</b>             | <ul style="list-style-type: none"><li>• Create, implement and evaluate a dynamic Engagement Plan</li><li>• Implement new methods of attracting, engaging with and retaining volunteers from diverse communities</li></ul>  |
| <b>2.3 Focus on staff development</b>                            | <ul style="list-style-type: none"><li>• Create and implement innovative solutions to support staff, provide professional development, and leadership opportunities</li></ul>   |



## STRATEGIC PRIORITY 3

**Strengthen our Sustainability:** by solidifying our organizational structure and securing resources to support our activities now and into the future.

| GOAL  | STRATEGY  |
|---|---|
| 3.1 Realize financial stability                               | <ul style="list-style-type: none"><li>• Evaluate existing revenue sources to ensure current level of funding is maintained and or enhanced</li></ul>  |
| 3.2 Create a dynamic approach to fundraising                  | <ul style="list-style-type: none"><li>• Develop and implement unique tactics for segments within current donor base and identify potential new donors and approaches to reach them</li><li>• Develop and implement a diverse fundraising strategy</li></ul>   |
| 3.3 Further advance governance and operational best practices | <ul style="list-style-type: none"><li>• Demonstrate excellence in governance practices</li><li>• Create and implement a robust succession plan</li><li>• Create and implement a robust organizational structure supported by a values-based people plan designed to attract and develop internal capabilities and competencies needed for future growth and sustainability.</li></ul> |





## CHARLOTTE'S STORY

Right from the beginning, I knew that something was wrong, but my intuition was silenced by the hunger for love I had. Later in our relationship, I realized clearly that I was suffering but I wasn't able to identify the source. It was standing next to me and I was calling it love. Being in the relationship was like being locked in a prison, being tied up and unable to speak. I experienced physical, sexual, emotional and financial abuse through this relationship. I wish all those who are trapped in abusive relationships that they find the Women's Centre can get out and live in freedom again. The Women's Centre taught me about the cycle of abuse that both helped me escape my abuser and find my way towards independence, true love and proud to be the person I am.