



# STRATEGIC PLAN **2022-2026**

**STREET HAVEN  
AT THE CROSSROADS**

A COMMUNITY  
WHERE ALL WOMEN ARE SAFE



# STRATEGIC PRIORITIES

There are five (5) strategic priorities identified by Street Haven

**01** Providing Relevant Services to Meet our Evolving Clients' Needs

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**02** Engaging and Developing our Staff

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**03** Growing and Diversifying our Revenue Streams

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**04** Leveraging our Capital Assets to Deliver Optimal Services

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**05** Amplifying the Awareness of our Trusted Brand

# 01

## PROVIDING RELEVANT SERVICES TO MEET OUR EVOLVING CLIENTS' NEEDS



**1**

Actively engage our clients to better understand their needs and collaborate on program delivery opportunities with our community partners.

**2**

Improve the integration of services (people, policies and procedures) across Street Haven to gain efficiencies and provide a more seamless experience for clients.

**3**

Evolve and re-design programs and services to meet the changing needs, increasing complexity, and demographics of our clients.

**4**

Build processes to continuously collect, manage and monitor data related to client needs and the performance of our programs and services, enabling internal and external impact reporting.



## ENGAGING AND DEVELOPING OUR STAFF



**1**

Create a Human Resources Plan with the aim of offering a robust talent management and succession plan that supports growth and development of staff.

**2**

Conduct a Capability Gap Assessment & Plan to understand the specific skillsets required, now and in the future, to meet our clients' evolving needs using data analytics and historic reporting.

**3**

Design and implement our Performance Management processes to achieve our plan.

**4**

Develop a Diversity, Equity and Inclusion (DEI) plan that includes commitments, targets and outcome measures across the organization at the governance, management and operational levels.

# 03

## GROWING AND DIVERSIFYING OUR REVENUE STREAMS



**1**

Create a fundraising plan that will enable the diversification of revenue such that there is a focus on expanding reliance on non-government revenue sources to support financial viability.

**2**

Grow and diversify our donor base, prioritizing the creation of long-term, multi-year relationships, expanding on relationships with corporate donors and sponsors, as well as increase both the financial and non-financial support from local communities.

**3**

Improve our internal fundraising processes and operations to be more digitally-driven, efficient and self-sufficient.

**4**

Build processes to continuously collect, manage and monitor data related to our evolving funding needs, to inform conversations with government, community partners and the broader public.

# 04

## LEVERAGING OUR CAPITAL ASSETS TO DELIVER OPTIMAL SERVICES



- 1** Create a plan that will enhance our real estate footprint in all of our service streams to better meet the needs of our clients.
- 2** Re-design and optimize our existing physical spaces in alignment with our Strategy to meet existing and future anticipated needs.
- 3** Build processes and databases that link our capital expenditures and real estate maintenance needs with our Fundraising Strategy and planning, to enable proactive planning for capital infrastructure expenditures as needed.
- 4** Build relationships and partnership opportunities with private sector partners to collaborate with Street Haven in addressing the need for affordable housing.

# 05

## AMPLIFYING THE AWARENESS OF OUR TRUSTED BRAND



**1**

Support our Marketing capacity with the resources required to achieve our Marketing and Branding Plan.

**2**

Create a Marketing and Branding plan that is aligned with Street Haven's fundraising objectives, with the aim of increasing brand awareness within our communities/public/stakeholders and that will expand the donor base by relying on donor stewardship, digital innovations and strong partnerships with the private sector.

**3**

Actively seek strategic partners within the local community that are aligned with our mission to expand our brand recognition.