



STRATEGIC PLAN **2026-2029**

**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

02 Engaging and Developing our Staff

03 Growing and Diversifying our Revenue Streams

04 Leveraging our Capital Assets to Deliver Optimal Services

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.