

# Strategic Plan 2022

An overview of our priorities and delivery strategies



# Land Acknowledgements

North Shore Crisis Services Society respectfully acknowledges that we work on the unceded and traditional territories of the Coast Salish people including the x<sup>w</sup>məθk<sup>w</sup>ə́yəm (Musqueam), St'at'imc, Skwxwú7mesh (Squamish) and sə́lilwətaʔ (Tsleil-Waututh) Nations.







## What We Do

North Shore Crisis Services Society (NSCSS) provides safe and secure shelter to abused women and their children; offers support services for women and children experiencing violence; aims to foster self-esteem and self determination, and work towards ending abuse through education and public awareness.

## 2022 Board of Directors

### Officers

President	Ross Forman
Vice President	Theresa Newlove
Treasurer	Lisa Humer
Secretary	Catherine Downes

### Members at Large

David Von der Porten  
Jacqueline Russell

Core Funders







# Strategic Plan Foundation

## Our Mission

To promote a secure and abuse free environment for women and children.

## What we believe

- Violence against women and children is a societal issue
- Equality for women is at the heart of a health society
- Information and education are fundamental to ending violence and abuse
- Everyone has a right to live in a safe and secure environment
- Everyone deserves to be treated with respect and dignity



# Overview of the Plan's Long-Term Strategic Goals

Goal #1  
Financial Sustainability

Goal #2  
Safe & Affordable Housing

Goal #3  
Increasing Access & Awareness







Goal 1 of 3

# Financial Sustainability

NSCSS benefits from the support of federal, provincial and municipal financial support as well as the generosity of many individuals, groups, and corporate donors and sponsors. We also generate income from our thrift store and fundraising events.

A high proportion of our income is tied to specific programs and often to specific expense items within those programs. At the same time, the last two years have demonstrated the need to plan for the unexpected.

By growing a strong and diverse income base, NSCSS will be better placed to weather future uncertainty and to pivot and adapt services as client needs change.



# Strategic Priorities

Develop a revenue generation strategy encompassing internal and external fundraising, donations and sponsorship.

Build internal capacity to ensure the continuation of high quality, income-generating fundraising and effective donor engagement.

## Definition of Success

Priority 1:

A revenue generation strategy has been developed and put in to practice, and is being monitored against agreed indicators.

Priority 2:

Recruit individual(s) with expertise in donor development and fundraising have been recruited to develop and execute a new revenue generation strategy and set measurable targets to demonstrate increased income and diversification.





An aerial photograph of a city skyline, likely Vancouver, with a large body of water in the foreground filled with numerous sailboats. The city features a dense cluster of high-rise buildings, and mountains are visible in the background under a hazy sky.

Goal 2 of 3

# Safe & Affordable Housing

NSCSS provides safe and affordable housing solutions to women led families and single women fleeing abuse. However, demand for our second stage housing suites far exceeds availability.

Access to affordable housing is a major barrier for women moving beyond a Transition House, so increasing access to housing is a key strategic goal for NSCSS.



# Strategic Priorities

Increase the number of NSCSS-managed second-stage housing units for women-led families who have experienced violence to add to our current stock of six units.

Assist women-led families and single women with low to moderate incomes who are fleeing from or living with abuse to find safe and affordable housing.

## Definition of Success

### Priority 1:

Four additional housing units will be owned/managed by NSCSS and offered to women on a low/no-fee basis according to their means.

### Priority 2:

Support a greater number of women-led families and single women who have experienced violence to find safe and affordable housing, through referrals, partnership working and/or direct financial assistance.





Goal 3 of 3

## Increasing Access & Awareness

NSCSS acts to support women in crisis, but we are also committed to the vision of all women and children living safe, secure and abuse-free lives.

In this respect, our goal is to reach more women in abusive situations in order to support them in recognizing and addressing their situation. And secondly to educate and inform the wider public about the violence happening in our own communities, and how we all can work together to end these cycles of abuse.

The competitive commercial property market has meant that our main location offering non-residential programming for vulnerable women living in the community has moved several times over our history, making it more difficult for women to easily locate support.

A long-term, affordable and easily accessible base for our administration and non-residential services would benefit women and children participating in many of our programs.







## Strategic Priorities

Leverage digital and traditional media to reach more women at risk of violence with access to resources and support, and to educate the general public on matters relating to intimate partner violence and familial abuse.

Partner with other community groups by building connections and offering presentations to increase awareness and understanding of family violence. Increase internal capacity to ensure quality and consistency in delivery.

Develop a decision-making matrix to identify priority needs and parameters for a future location. Work with local real estate experts to review the market and identify potential opportunities.



## Definition of Success

### Priority 1:

Recruit individual(s) with expertise in communications to create and execute a new communication strategy, including measurable targets for widening reach and engagement.

### Priority 2:

NSCSS' administration office and non-residential programming has secured a long-term, affordable location which is easily accessible for women travelling by car or transit and has disabled access.







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NORTH SHORE  
Crisis Services Society

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For more information:

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