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# **Bold** *Purpose*

## Our Vision

YWCA Toronto seeks a radical transformation of society where all women, girls and gender diverse people can thrive.

## Our Mission

YWCA Toronto is a leader and collaborator in the provision of feminist, intersectional and transformative shelter and housing, employment and training, leadership, and advocacy for women, girls and gender diverse people.

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## OUR VALUES

Intersectional Feminism

Community Voices

Social Justice

Collaboration and Partnership

Service Excellence

Sustainability



## Invest FOR IMPACT

- Review our current operational and program structure to ensure we have the right complement of human resources.
- Invest in the development of needed operational and programmatic systems, tools and planning processes including IT systems (hardware, software and expertise) and process automation.
- Activate our values across everything we do.
- Explore all options for addressing the space challenges that the organization is currently facing.
- Build a program planning and evaluation framework which includes data collection tools and supporting systems.
- Renew, implement and monitor the Quality Framework that instills and supports high standards for programs and services.
- Strengthen our ability to be the best employer possible and build the capacity of our staff teams to do their best work, fostering an intersectional feminist environment of support, care and accountability.

## Stand Out SPEAK UP

- Tell the story of our work by harnessing the strengths of each program to build strong cases for support.
- Invest in a communications and marketing strategy that not only delivers effective communications to the Association's existing stakeholders, but expands YWCA Toronto's brand awareness.
- Invest in, and strengthen, the Association's online platform, creating a brand experience that is in alignment with our renewed purpose and strategic directions.
- Build and align communications, advocacy and philanthropy.

## Strengthen OUR RESPONSE

- Implement a program planning and evaluation framework to assess program inputs, outputs, outcomes and impact.
- Refine and re-align program models and organizational practices through evaluation and research to be a leader in best and promising practices.
- Intentionally and strategically assess, strengthen and nurture collaborations and partnerships that increase our ability to provide more comprehensive services, support participants to navigate service systems, create service innovation and where appropriate, expand programs.
- Strengthen our focus on Black, Indigenous, newcomer, marginalized and other vulnerable women, girls and gender diverse people.
- Bring our considerable programmatic experience and expertise to public policy and cross-sectoral tables and seek to open up opportunities for greater collaboration with community and governmental partners, strengthening the capacity of others.

## Expand Programs TO REDUCE POVERTY

- Expand our housing portfolio, increasing the supply of safe, secure and affordable housing in the City of Toronto for women and gender diverse people.
- Partner and collaborate across the service ecosystem to increase the supply of housing for women and gender diverse people.
- Strengthen and expand our Employment and Training programs.
- Reimagine the Camp Tapawingo Program and build the capacity of our Girls' Centre to provide a host of empowerment opportunities for all girls and gender diverse youth to develop lifelong leadership skills.